RADIO ANNUAL

TELEVISION YEAR BOOK

1957

LOOK! ZIV

NO. 1 NO. 2 NO. 3 NA

IN TWO CONSECUTIVE

"HIGHW AY PATRO

Starring BRODERICK CRAW

NATIONALLY

NO. 1 SYNDICATED PROGRAM

Pulse Multi-Market Survey Covering 10 or More Markets

"The Man Called X"

Starring BARRY SULLIVA

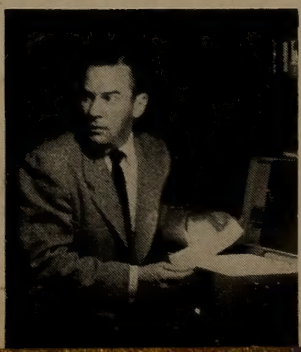
NATIONALLY

NO. 2 SYNDICATED PROGRAM

Pulse Multi-Market Survey Covering 10 or More Markets

"I LED 3 LIVES"

Starring RICHARD CARLSON



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Pulse Multi-Market Survey Covering 10 or More Markets

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PULSE* REPORTS!

*TELEPULSE MULTI-MARKET SURVEYS

AUG. 1956 22-MARKET AVERAGE	SEPT. 1956 22-MARKET AVERAGE
17.8	17.9

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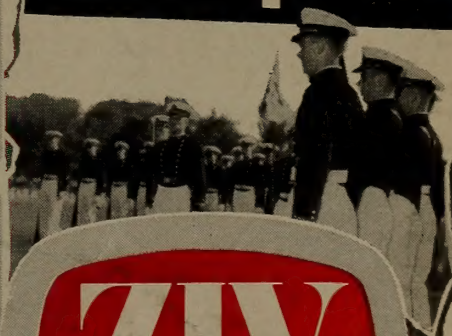
"MEN OF Annapolis"



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NATIONALLY NO. 1	SYNDICATED PROGRAM Pulse Multi-Market Survey Covering 10 or More Markets	17.8	17.9

"The Man Called X"
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NATIONALLY NO. 2	SYNDICATED PROGRAM Pulse Multi-Market Survey Covering 10 or More Markets	16.8	17.8

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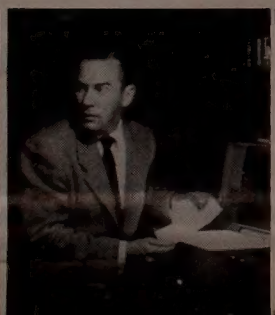

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RADIO DAILY
TELEVISION DAILY

presents the

Yearbook of radio & television.

1957

TWENTIETH ANNUAL EDITION

RADIO ANNUAL and TELEVISION YEAR BOOK

CHAS. A. ALICOATE
Editor-in-Chief

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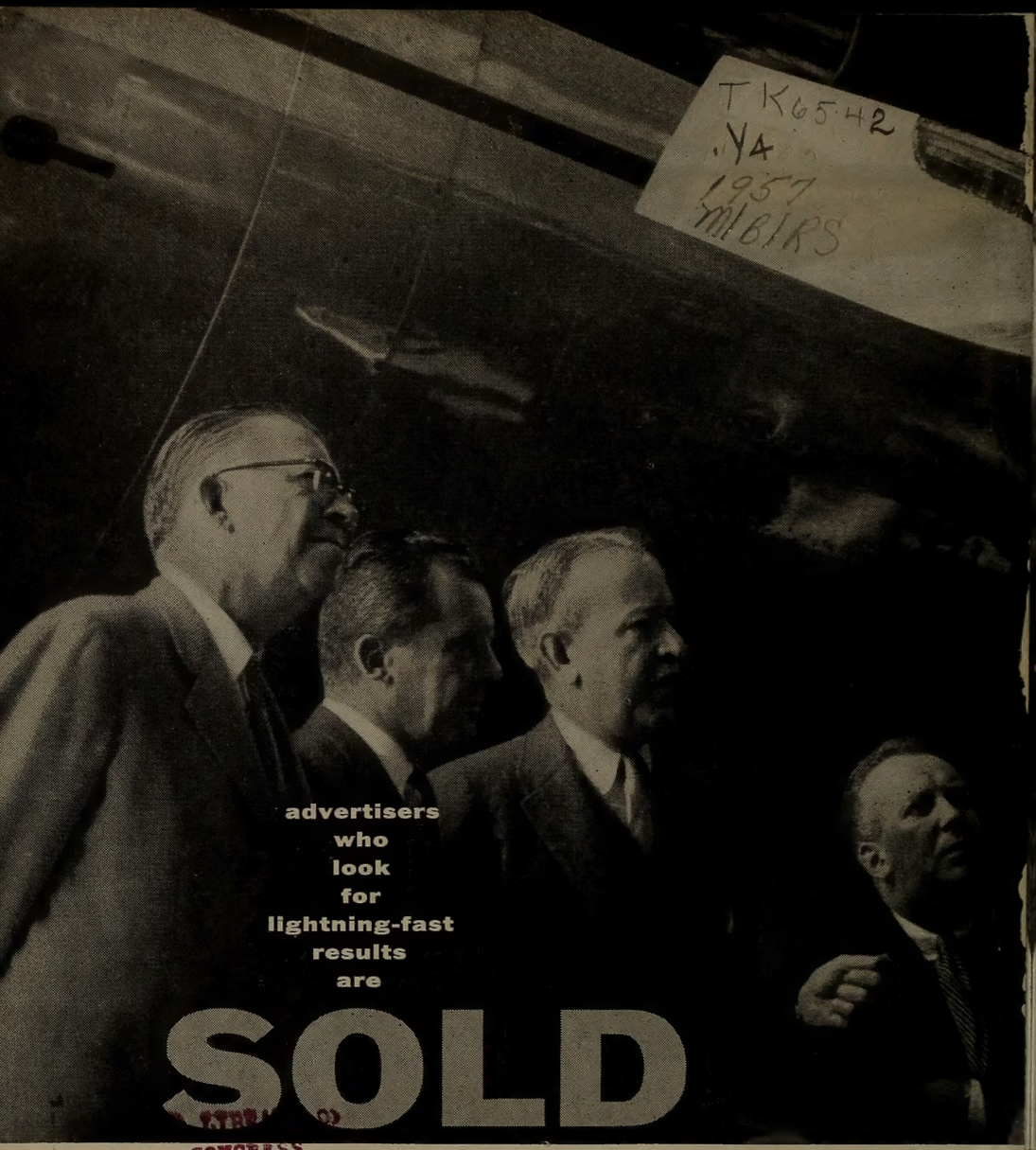

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1957
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JUN 4 - 1957
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Capital Airlines and its agency, Lewis Edwin Ryan, are Sold on Spot as a basic advertising medium.

To get its fast-growing Viscount service off and winging in a new market, Capital Airlines relies on Spot Radio. Ten days before a new Viscount flight schedule goes into operation, Capital opens full blast with a six-week saturation schedule. A hard-hitting, year-round campaign follows precision-timed to reach the businessman who must travel. Early in the morning, late in the afternoon, early *and* late in the evening, Spot *sells* the businessman on the economy, luxury and speed of Capital's Viscount flights.

Left to right:
Sam Hunsaker, Acct. Exec., Lewis Edwin Ryan Adv.;
Joel S. Daniels, Jr., Adv. Mgr., Capital Airlines;
James W. Austin, V.P., in charge of Sales & Traffic, Capital Airlines;
William J. Green, Director Radio-TV, Lewis Edwin Ryan Adv.;
Marty Pollins, Radio Sales Representative, NBC Spot Sales

Sells? In July, 1955, Capital inaugurated a new Viscount service between Washington and Chicago. By October, 1956, they had *tripled* the service and zoomed *from less than 20% to more than a 50% share of a greatly-expanded market!* In Washington, and in Chicago, as in *every* on-line city served by NBC Spot Sales, Capital uses NBC Spot Sales-represented stations.

Here's how James W. Austin, Capital's Vice-President in charge of Sales and Traffic, sums it up:

"Capital's problem is to sell seats and to sell them right now, to cover the market completely and to provide the flexibility we need in each market. Spot Radio is a 'must' in our advertising program."

If you're looking for lightning-fast results for *your* product or service, look to . . .

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WASHINGTON—WRC, WRC-TV
MIAMI—WCKT
BUFFALO—WBUF
CLEVELAND—WHK
LOUISVILLE—WAVE, WAVE-TV
CHICAGO—WMAQ, WNBQ
ST. LOUIS—KSD, KSD-TV
DENVER—KOA, KOA-TV
SEATTLE-TACOMA—KOMO, KOMO-TV
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FOR WORLD-WIDE NEWS . . .
FOR CLEAR, COMPREHENSIVE
COVERAGE . . .

AP

FOR
RADIO and TELEVISION

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

Foreword

WITH this volume RADIO-TELEVISION DAILY presents to the radio and television industry and the field of electronics THE RADIO ANNUAL and TELEVISION YEAR BOOK of 1957. Backed by twenty years of intensive effort and the complete support and co-operation of every branch of the industry, this book has become universally recognized as the standard guide and reference work of the electronic field.

GLANCING backwards for the moment we see nineteen hundred and fifty-six as the greatest milestone in the many years of progress in this great industry. With its tremendous stations everywhere, its enormous investments, its millions and millions of viewers and listeners, its international prestige and its wholesome force for good, radio and television compellingly stands today as the giant of the amusement and public service kingdom. Color on TV for more general use is just over the hill and it is not unlikely that a third dimension will be knocking at the door soon.

TO those from every corner of the country and every branch of broadcasting who have contributed and co-operated in the compiling of statistics and information in the following pages, RADIO-TELEVISION DAILY is indeed grateful.

Chas A. Alicoate.
Publisher

THE PERRY COMO SHOW

NBC-TV NETWORK SATURDAYS · 8:00 TO 9:00 P.M. EST

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GAC GENERAL ARTISTS CORPORATION

NEW YORK • CHICAGO

BEVERLY HILLS • CINCINNATI • DALLAS • LONDON

EDITORIAL INDEX

1957 1957

—A—

Academy of TV Arts & Sciences..... 1317
Actors Equity Association..... 1317

Advertisers' Billings:
CBS-TV 896
NBC-TV 893

ADVERTISING AGENCIES ... 131

Failures, 1934-1956 51
Time Buyer Biographies..... 229
Canadian Agencies 246
Advertising Agencies, Canadian..... 246
Advertising Council, The..... 1317
Advertising Federation of America..... 1317
Advertising Index 27
Advertising Research Foundation, Inc... 1317
AFTRA 1318
Agency Time Buyer Bios..... 229
Agents, Managers & 732
AGVA 1318
Alabama: AM Stations..... 350
Families 350
Radio Homes 350
TV Homes 789
TV Stations 789
Alaska: AM Stations..... 666
TV Stations 884
Alberta, Canada: AM Stations..... 681
Alicoate, Chas. A. . . . Foreword..... 5
All-American Favorites, 1956, Radio-TV Daily 67
Allard, T. J. . . . Article..... 87
Allocations, FCC, TV Stations 913
Almanac, Holidays & Spec. Events 1340

AM STATIONS IN U. S..... 325

American Assn. of Advtg. Agencies.... 1317

AMERICAN BROADCASTING COMPANY:
Commercial Radio Programs, 1956.... 1279
Commercial TV Programs, 1956..... 1289
Executive Biographies, TV..... 753
Executives & Personnel, Radio..... 259
Executives & Personnel, TV..... 756
Network Map, Radio..... 260-1
Network Map, TV..... 754-5
American Communications Association.. 1318
American Federation of Musicians..... 1318
American Guild of Musical Artists 1318
American Marketing Association..... 1318
American Newspaper Publishers Assn.. 1318
American Women in Radio & TV..... 1319

AMPI:
Personnel, Functions 1319
Publisher Members 1091
Wall, Charles A. . . . Article..... 1091
Announcers — MC's..... 1191
Antenna, Community TV Systems..... 907
Arizona: AM Stations..... 358
Families 358
Radio Homes 358
TV Homes 790
TV Stations 790
Arkansas: AM Stations..... 361
Families 361
Radio Homes 361
TV Homes 791
TV Stations 791

ARTICLES:

Allard, T. J..... 87
Bushnell, E. L..... 83
Cash, Norman 79
Clipp, Roger 89
Comtois, George 258
Culhane, Shamus 743
Culligan, Matthew 275

HARRY WISMER

Broadcasting and Telecasting

TOP SPORTING EVENTS

ACROSS THE NATION

EDITORIAL INDEX

Cummings, Barton 127
Dick, Edith 119
Fellows, Harold 57
Gibson, Jean 321
Haight, George 289
Harper, Marion, Jr. 243
Hayes, Arthur Hull 263
Headley, Frank 117
Jones, Merle 760
Kinney, Gordon 129
Landau, Ely 776
Larochelle, Jules 672
Lawrence, Dick 965
McConnaughey, George 55
McGannon, Donald 63
Martinez, A. M. 81
Melrose, Edythe Fern 95
Mogul, Emil 741
Poor, John 269
Sacks, Emanuel 768
Sarnoff, David 75
Secrest, James 1252
Sigmon, Loyd 739
Sillerman, Michael 111
Sinn, John 93
Sutton, David 85
Swezey, Robert 97
Treyz, Oliver 752
Vivado, Ricardo 91
Weil, Ralph 700
Wolf, Sidney 281
Woodward, Russel 121
Ziv, Frederic 77
Artists, Radio-TV 1109
Artists' Representatives Assn. 1319

ASCAP:
Cunningham, Paul . . . Article 1086
Personnel, Functions 1319
Publisher Members 1087
Assn. of Canadian Advertisers 1319
Assn. of Cinema Laboratories, The 1319
Assn. of National Advertisers 1319
Assn. of Radio News Analysts 1320
Associated Music Publishers Inc. 1319
Associations (Organizations) 1317
Authors Guild of Authors League of Am. 1320
Authors League of America, The 1320
Auto Radio Set Sales 61
Awards, "Emmy" — 1956 747
Awards, Radio-Television Daily 67
AWRT 1319

— B —

Bahamas: AM Stations 711
Bcstg. & Film Comm., Nat'l Council of Churches 1320

BEHIND THE MIKE, BEFORE THE CAMERA 1107

Announcers — MC's 1191
Artists, Radio-TV 1109
Directors, Radio-TV 1237
Disc Jockeys 1221
Musical Directors 1159
News Commentators 1167
Producers, Radio-TV 1141
Sports Commentators 1179
Vocal Artists 1135
Women Commentators 1213
Writers 1155
Bibliography 1101

Billings, Advertisers':
CBS-TV 896
NBC-TV 893

BIOGRAPHICAL SKETCHES

ABC-TV Executives 753
Ad Agency Time Buyers 229
CBS-TV Executives 761
NBC-TV Executives 769
Station Rep Executives 313
TV Film Executives 1043

BMI:
Haverlin, Carl . . . Article 1092
Personnel, Functions 1321
Publisher Members 1093
Brand Names Foundation 1320
British Broadcasting Corp., The 1320
British Columbia, Canada: AM Stations. 682
Broadcast Industry Wages 61
Broadcast Information Bureau 1320
Broadcasters, State Assns. 727
Broadcasters' Promotion Assn. 1321
Brokers, Play & Story 1042
Bureau of Broadcast Measurement 1321
Bushnell, E. L. . . . Article 83
Business Section 123

"The Symbol of
Quality Musical Commercials"

GOLDSWAN
PRODUCTIONS, INC

Always on the SPOT

730 5th Avenue
New York 19, N. Y.

Circle 7-3380

EDITORIAL INDEX

—C—

California: AM Stations 367
Families 367
Radio Homes 367
TV Homes 793
TV Stations 793
Call Letter AM Stations, Index of 327
Campaign Costs (Political) by States 43

CANADA:

Advertising Agencies 246
Assn. of Radio-TV Bcstrs.....677, 1321
Canadian Broadcasting Corp..... 675
International Stations 714
Station Representatives 299
Station Index, Radio 679
Stations, AM 681
Stations, TV 887
Canadian Assn. of Radio-TV Bcstrs...677, 1321
Canadian Broadcasting Corp..... 675
Cash, Norman . . . Article..... 79
Catholic Actors Guild of America..... 1322
Catholic Writers Guild of America..... 1322
Channel Allocations, FCC..... 913
Clipp, Roger . . . Article..... 89
Color Equipped Stations..... 899
Colorado: AM Stations..... 385
Families 385
Radio Homes 385
TV Homes 799
TV Stations 799

COLUMBIA BROADCASTING SYSTEM:

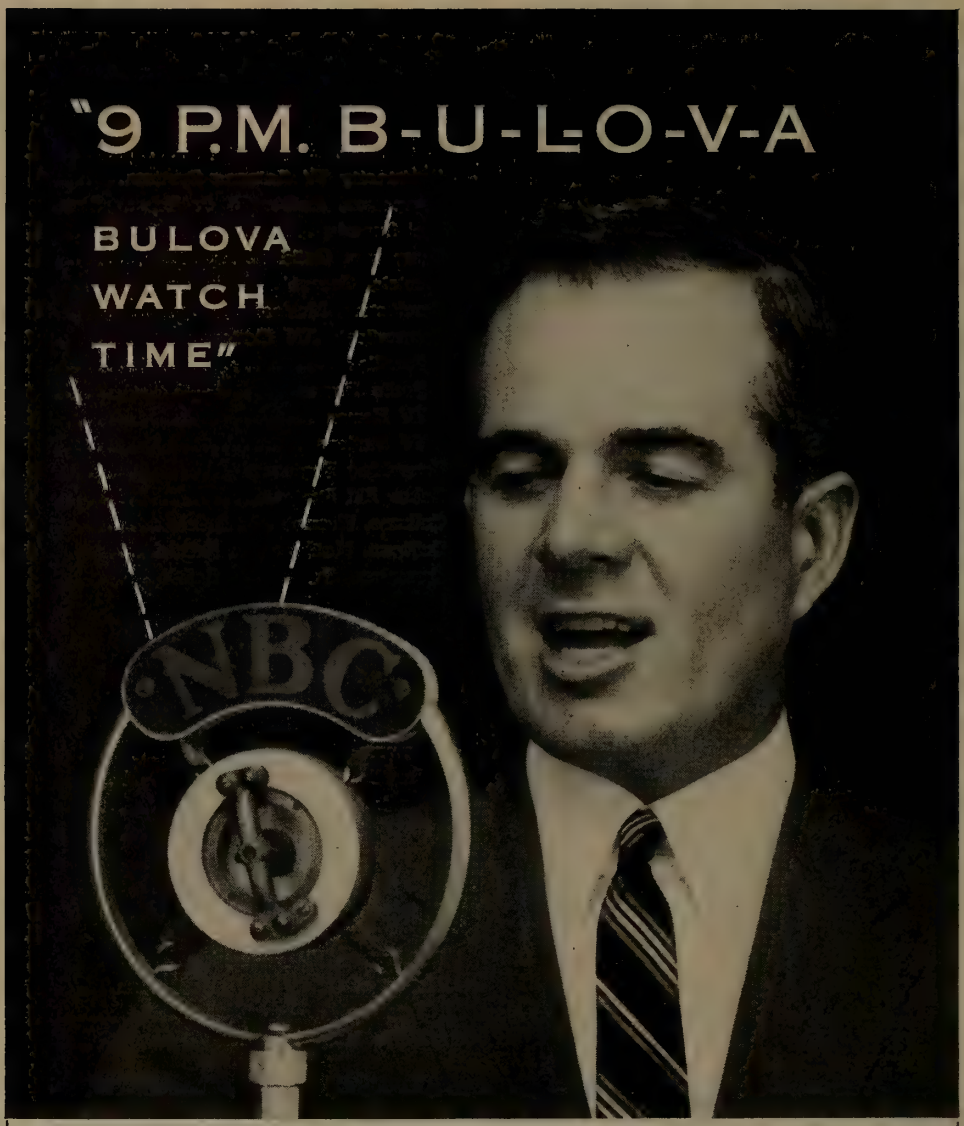
Color Equipped Stations..... 899
Commercial Radio Programs, 1956.... 1279
Commercial T VPrograms, 1956..... 1289
Executive Biographies, TV..... 761
Executives & Personnel, Radio..... 266
Executives & Personnel, TV..... 766
Network Map, Radio.....264-5
Network Map, TV.....762-3
TV Advertisers' Billings..... 896
Commentators, News 1167
Commentators, Sports 1179
Commentators, Women 1213
Commercial Producers, Musical..... 1081
Commercial Programs, Radio..... 1279
Commercial Programs, TV..... 1289
Community TV Antenna Systems..... 907
Composers, Authors & Publishers Assn. of Canada 1322
Composers Guild of America..... 1322
Comtois, George . . . Article..... 258
Conductors, Musical 1159
Connecticut: AM Stations..... 391
Families 391
Radio Homes 391
TV Homes 801
TV Stations 801
Consulting Engineers 1250
Cuba: AM Stations..... 709
Culhane, Shamus . . . Article..... 743
Culligan, Matthew . . . Article..... 275
Cummings, Barton . . . Article..... 127

—D—

Delaware: AM Stations..... 394
Families 394
Radio Homes 394
TV Homes 803
TV Stations 803
Dick, Edith . . . Article..... 119
Directors, Radio-TV 1237
Disc Jockeys 1221
Distributors, Film, Producers—TV..... 967
District of Columbia: AM Stations..... 395
Families 395
Radio Homes 395
TV Homes 804
TV Stations 804
Dominican Republic: AM Stations 711
Dramatists Guild of Authors League of America 1322

—E—

Editorial Index 7
Editors, Radio-TV 1073
Educational Stations 251
Election Coverage (Photos)..... 737
"Emmy" Award Winners, 1956..... 747
Engineers, Consulting 1250
Episcopal Actors Guild of America..... 1322
Equipment Costs, Low Power TV Station 254



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As a pioneer user of radio and television spots, Bulova salutes the stations which have served it so well, and wishes them continued prosperity!

B·U·L·O·V·A

WATCH COMPANY, INC.

Bulova Park, N. Y.

EDITORIAL INDEX

EQUIPMENT SECTION 1245

Consulting Engineers 1250
Equipment Firms 1253
RETMA Personnel 1247
Secrest, James . . . Article..... 1252
TV Equipped Theatres..... 745

— F —

Families for 1957 (Estimated)..... 324
FCC Financial Figures..... 33
FCC Report on FM Revenues..... 47
Federal Communications Bar Assn..... 1322

FEDERAL COMMUNICATIONS COMMISSION:

Broadcast Revenues, Expenses, 1954-5. 59
Commissioners, Staff 292
FM Broadcast Revenues 47
Growth of Broadcasting..... 73
License, How to Apply..... 1241
Radio-TV Financial Figures..... 33
TV Station Allocations..... 913
Federal Trade Commission..... 1323
Fellows, Harold . . . Article..... 57
Film Executives, TV..... 1043

FILM PRODUCERS, DISTRIBUTORS — TV 967

Florida: AM Stations..... 397
Families 397
Radio Homes 397
TV Homes 804
TV Stations 804

FM STATIONS, U. S. 1334

Foreword 5
French Bcstg. System in N. Am..... 1323

— G —

Georgia: AM Stations..... 408
Families 408
Radio Homes 408
TV Homes 807
TV Stations 807
Gibson, Jean . . . Article..... 321

GROUP STATION OPERATIONS 715

Growth of Broadcasting..... 73
Guam: AM Stations..... 667
TV Stations 886
Guilds (Organizations) 1317

— H —

Haight, George . . . Article..... 289
Haiti: AM Stations..... 711
Harper, Marion, Jr. . . . Article..... 243
Hawaii: AM Stations..... 667
TV Stations 885
Hayes, Arthur Hull . . . Article..... 263
Headley, Frank . . . Article..... 117
Holidays, Almanac & Spec. Events..... 1340

— I —

Idaho: AM Stations..... 419
Families 419
Radio Homes 419
TV Homes 810
TV Stations 810
Illinois: AM Stations..... 423
Families 423
Radio Homes 423
TV Homes 811
TV Stations 811

INDEXES:

Advertising 27
Canadian AM Stations..... 679
Editorial 7
TV Film Executives..... 1044
U. S. AM Stations..... 327
U. S. TV Stations..... 784

"LES PAUL & MARY FORD AT HOME"

LES PAUL & MARY FORD "AT HOME" TV SHOW

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Personal Management

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EDITORIAL INDEX

Indiana: AM Stations 431
Families 431
Radio Homes 431
TV Homes 813
TV Stations 813
Institute for Education by Radio-TV 1323
Institute of Radio Engineers, The 1323
Intercollegiate Broadcasting System 1323

INTERNATIONAL: 701

Radio Cadena Nacional, S.A. 712
Radio Programas de Mexico, S.A. 712
Stations of Bahamas 711
Stations of Cuba 709
Stations of Dominican Republic 711
Stations of Haiti 711
Stations of Jamaica 711
Stations of Mexico 703
Stations of U. S. & Canada 714
Iowa: AM Stations 438
Families 438
Radio Homes 438
TV Homes 815
TV Stations 815

— J —

Jamaica: AM Stations 711
Jewish Theatrical Guild 1323
Jingles, Commercial 1081
Joint Committee on Educational TV 1323
Jones, Merle . . . Article 760

— K —

Kansas: AM Stations 443
Families 443
Radio Homes 443
TV Homes 816
TV Stations 816
Kentucky: AM Stations 449
Families 449
Radio Homes 449
TV Homes 817
TV Stations 817

KEYSTONE BROADCASTING SYSTEM:
Affiliates 282-3
Executives & Personnel 288
Network Map 284-5
Kinney, Gordon . . . Article 129

— L —

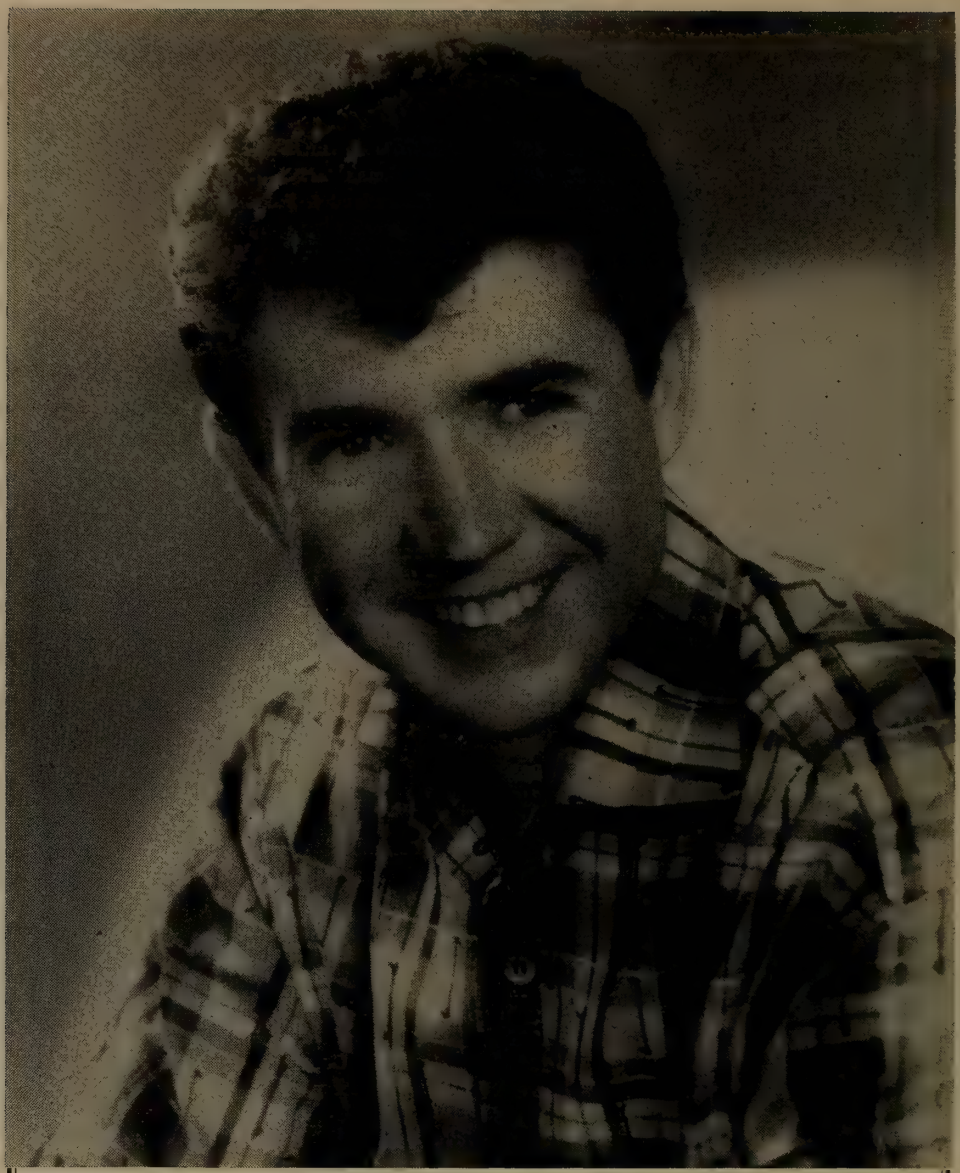
Lambs, The 1324
Landau, Ely . . . Article 776
Larochelle, Jules . . . Article 672
Lawrence, Dick . . . Article 965
League of Advertising Agencies 1324
License, How to Apply for FCC 1241
Louisiana: AM Stations 455
Families 455
Radio Homes 455
TV Homes 818
TV Stations 818

— M —

McConnaughey, George . . . Article 55
McGannon, Donald . . . Article 63
Maine: AM Stations 462
Families 462
Radio Homes 462
TV Homes 821
TV Stations 821
Managers & Agents 732
Manitoba, Canada: AM Stations 684
Manufacturers, Radio-TV Equip 1253

MAPS—RADIO, TV:

ABC Radio Network 260-1
ABC Television Network 754-5
CBS Radio Network 264-5
CBS Television Network 762-3
KBS Network 284-5
MBS Network 270-1
NBC Radio Network 276-7
NBC Television Network 770-1
NTA Film Network 778-9
Martinez, A. M. . . . Article 81
Maryland: AM Stations 464
Families 464
Radio Homes 464



SONNY JAMES

Personal Manager:

Ed McLemore
Riverside 8-4374

Cadiz & Industrial Blvd.
Dallas, Texas

TV Homes 823
TV Stations 823
Massachusetts: AM Stations 468
Families 468
Radio Homes 468
TV Homes 825
TV Stations 825
Melrose, Edythe Fern . . . Article 95
Mexico: AM Stations 703
Michigan: AM Stations 474
Families 474
Radio Homes 474
TV Homes 826
TV Stations 826
Minnesota: AM Stations 484
Families 484
Radio Homes 585
TV Homes 828
TV Stations 828
Mississippi: AM Stations 489
Families 489
Radio Homes 489
TV Homes 829
TV Stations 829
Missouri: AM Stations 495
Families 495
Radio Homes 495
TV Homes 829
TV Stations 829
Mogul, Emil . . . Article 741
Montana: AM Stations 505
Families 505
Radio Homes 505
TV Homes 831
TV Stations 831
Monthly Spot Radio Comparison 41
Motion Picture Credit Group 1324
Motion Picture Theatres, TV Equipped ... 745

MUSIC:

AMPI 1091
ASCAP 1086
BMI 1092
Commercial Producers 1081
SESAC 1098
Song Hits of 1956 1085
Music Publishers' Contact Employees ... 1324
Music Publishers' Protective Assn. 1324
Musical Commercial Producers 1081
Musical Directors 1159

MUTUAL BROADCASTING SYSTEM:

Commercial Radio Programs, 1956 1279
Executives & Personnel 271
Network Map 270-1

— N —

NABET 1325
NABUG 1324
NAEB 250, 1325
Membership 251

NARTB:

Officers, Directors 296
Television Code 1348
National Assn. for Better Radio & TV 1324
Nat'l Assn. of Performing Artists 1325
Nat'l Assn. TV & Radio Farm Dirs. 1325
National Audience Board 1325
National Better Business Bureau 1325

NATIONAL BROADCASTING COMPANY:

Color Equipped Stations 901
Commercial Radio Programs, 1956 .. 1279
Commercial TV Programs 1956 1289
Executives & Personnel, Radio 278
Executive TV Biographies 769
Executives & Personnel, TV 774
Network Map, Radio 276-7
Network Map, TV 770-1
TV Advertisers' Billings 893
National Community Television Assn. ... 1325
National Council of Disc Jockeys 1325
National Television Film Council 1326
National Variety Artists Inc. 1326
Nebraska: AM Stations 507
Families 507
Radio Homes 507
TV Homes 832
TV Stations 832
Negro Actors Guild of America 1326
Network TV Time Charges 39

मॉडर्न का अर्थ तो सेवा है।

«مودرن» يعني خدمة.

MODERN oznacza służbę.

MODERN quiere decir servicio.

MODERN bedeutet Dienst.

MODERN betekent dienst.

MODERN veut dire service.

МОДЭРН значит службу.

MODERN significa servizio.

MODERN is cool, man.

モダーンとゆうのは意味が勤務です

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At MODERN, service means doing *your* job the way *you* want it done . . . and all under one roof.

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- PRINT PROCUREMENT
- TELEVISION SPOT COMMERCIAL FILM TRAFFICK
- ASSEMBLING TV FILM PROGRAMS
- FILM STORAGE
- SPONSORED INDUSTRIAL FILMS FOR TELEVISION
- TELEVISION FEATURE FILM TRAFFICK
- DISTRIBUTION OF LIVE TELEVISION PROGRAM PROPS, SLIDES & RADIO ELECTRICAL TRANSCRIPTIONS

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3450 Wilshire Boulevard
Los Angeles 5, Calif.
DUnkirk 4-2511

Modern Teleservice, Inc.

EDITORIAL INDEX

NETWORKS **257, 751**

ABC Radio Executives, Personnel ... 259
ABC Radio Network Map 260-1
ABC-TV Executives Biographies 753
ABC-TV Executives, Personnel 756
ABC-TV Network Map 754-5
Advertisers' Billings, CBS-TV 896
Advertisers' Billings, NBC-TV 893
CBS Radio Executives, Personnel 266
CBS Radio Network Map 264-5
CBS-TV Executive Biographies 761
CBS-TV Executives, Personnel 766
CBS-TV Network Map 762-3
Commercial Programs, AM 1279
Commercial Programs, TV 1289
KBS Affiliates 282-3
KBS Executives, Personnel 272
MBS Network Map 270-1
NBC Radio Executives, Personnel 278
NBC Radio Network Map 276-7
NBC-TV Executive Biographies 769
NBC-TV Executives, Personnel 774
NBC-TV Network Map 770-1
News Selections 69
NTA Film Executives 777
NTA Film Network Map 778-9
Regional 715
Nevada: AM Stations 511
Families 511
Radio Homes 511
TV Homes 833
TV Stations 833
New Brunswick, Canada: AM Stations .. 685
Newfoundland, Canada: AM Stations ... 686
New Hampshire: AM Stations 512
Families 512
Radio Homes 512
TV Homes 834
TV Stations 834
New Jersey: AM Stations 513
Families 513
Radio Homes 513
TV Homes 834
TV Stations 834
New Mexico: AM Stations 516
Families 516
Radio Homes 516
TV Homes 834
TV Stations 834
New York: AM Stations 519
Families 519
Radio Homes 519
TV Homes 836
TV Stations 836
News Commentators 1167
News Events, 1956, 10 Top Radio-TV 71
News Selections, Network 69
News Services 115
Newspaper Editors, Radio-TV 1073
North Carolina: AM Stations 545
Families 545
Radio Homes 545
TV Homes 840
TV Stations 840
North Dakota: AM Stations 556
Families 556
Radio Homes 556
TV Homes 842
TV Stations 842
Nova Scotia, Canada: AM Stations 687

NTA FILM NETWORK:
Executives & Personnel 777
Network Map 778-9

—O—

Ohio: AM Stations 558
Families 558
Radio Homes 558
TV Homes 845
TV Stations 845
Oklahoma: AM Stations 569
Families 569
Radio Homes 569
TV Homes 851
TV Stations 851
Ontario, Canada: AM Stations 688
Orchestra Leaders 1159
Oregon: AM Stations 574
Families 574
Radio Homes 574
TV Homes 852
TV Stations 852

ORGANIZATIONS **1317**

Organizations, Research 109

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EDITORIAL INDEX

— P —

Pennsylvania: AM Stations 581
Families 581
Radio Homes 581
TV Homes 855
TV Stations 855
Phila. Radio & TV Bcstrs. Assn. 1326
Play & Story Brokers 1042
Political Campaign Costs 43
Poor, John . . . Article 269
Prince Edward Island, Canada: AM Stations 694
Producers & Distributors, TV Film 967
Producers, Musical Comercial 1081
Producers, Radio-TV 1141
Producers, Radio-TV Program 929
Professional Music Men Inc. 1326

PROGRAM PRODUCERS, RADIO-TV 929

Programs, Commercial Radio 1279
Programs, Commercial TV 1289
Publications, Radio-TV 1330
Puerto Rico: AM Stations 669
TV Stations 885

— Q —

Quebec, Canada: AM Stations 694

— R —

Radio Advertising Bureau 1326
Radio & TV Directors Guild 1327
Radio & TV Executives Society 1327
Radio Cadena Nacional, S.A. 712
Member Stations, AM 713
Radio Diffusion Francaise 1323
Radio Free Europe 1326
Radio-Newsreel-TV Working Press Assn. of N. Y. 1327
Radio Pioneers Club, The 1327
Radio Programas de Mexico, S.A. 712
Radio Set Sales, Auto 61
Radio-TV Correspondents Assn. 1327

RADIO-TV DAILY:

All-American Favorites, 1956 67
Officers, Personnel 28, 1332
Ten Top News Events 71
Radio-TV Editors 1073
Radio-TV News Directors Assn. 1328
Radio-TV Set Factory Shipment 37
Recording Companies, Transcription & .. 948

REGIONAL NETWORKS, RADIO-TV 715

Regional Organization IAAB's Central Amer. Assns. 1332

REPRESENTATIVES, RADIO-TV STATION 299

Research Organizations 109

RETMA:
Officers, Executive Personnel 1247
Radio-TV Set Shipment 37
RETMA of Canada 1328
Rhode Island: AM Stations 597
Families 597
Radio Homes 597
TV Homes 859
TV Stations 859

— S —

Sacks, Emanuel . . . Article 768
Sarnoff, David....Article 75
Saskatchewan, Canada: AM Stations ... 698
Screen Actors Guild 1328
Screen Composers Association 1328
Secrest, James....Article 1252
Service Firms, TV 1065

MAX LIEBMAN

PRESENTS

"Stanley"

STARRING

BUDDY HACKETT

NBC-TV

EDITORIAL INDEX

SESAC:
- Heinecke, Paul....Article 1098
- Personnel, Functions 1328
- Publisher Members 1099

Sigmon, Loyd....Article 739
Sillerman, Michael....Article 111
Sinn, John....Article 93
Society of Motion Picture & TV Engineers 1328
Song Hits of 1956 1085
Song Writers' Protective Assn. 1328
South Carolina: AM Stations 598
- Families 598
- Radio Homes 598
- TV Homes 861
- TV Stations 861

South Dakota: AM Stations 604
- Families 604
- Radio Homes 604
- TV Homes 862
- TV Stations 862

Southern Calif. Bcstrs. Assn. 1329
Special Events 1340
Sports Broadcasters Assn. 1329
Sports Commentators 1179
Spot TV Expenditures 891
State Broadcaster Assns. 727
Station Operation Analysis 35

STATION REPRESENTATIVES, RADIO-TV:

- Companies 299
- Executive Biographies 313

Station Representatives Assn. 1329

STATIONS:

- Alaska—AM 666
- Alaska—TV 884
- Bahamas—AM 711
- Canada—AM 681
- Canada—TV 887
- Color Equipped—TV 899
- Cuba—AM 709
- Dominican Republic—AM 711
- FM Broadcast Revenues 47
- Group Operations 715
- Guam—AM 667
- Guam—TV 886
- Haiti—AM 711
- Hawaii—AM 667
- Hawaii—TV 885
- International 701
- International U. S. & Canada 714
- Jamaica—AM 711
- Mexico—AM 703
- Puerto Rico—AM 669
- Puerto Rico—TV 885
- TV Allocations 913
- TV Outside U. S. 923
- TV Set for Opening—1957 904
- TV Suspended 782
- United States—AM 325
- United States—FM 1334
- United States—TV 783
- Virgin Islands—AM 671

Story Brokers, Play & 1042
Sutton, David....Article 85
Swezey, Robert....Article 97

—T—

Telephone Numbers, Radio-TV: ... ...
- Chicago 102
- Los Angeles 104
- New York 100
- Washington 103

TELEVISION .....Facing 737

- Color Equipped Stations 899
- Community Antenna Systems 907
- "Emmy" Award Winners, 1956 747
- Equipment Costs, Low Power 254
- FCC Station Allocations 913
- Film Producers, Distributors 967
- Motion Picture Theatres, TV Equipped . 745
- NARTB Code 1348
- Networks 751
- Service Firms 1065
- Station Index 784
- Stations Outside U. S. 923
- Stations Set for Opening—1957 904
- Stations, U. S. 783
- Suspended Station Operations 782

Television Directors Guild 1329
Television Ownership 125

The Largest independent Facilities in the East . . .

Commercial Film Producers

- PROCTER & GAMBLE
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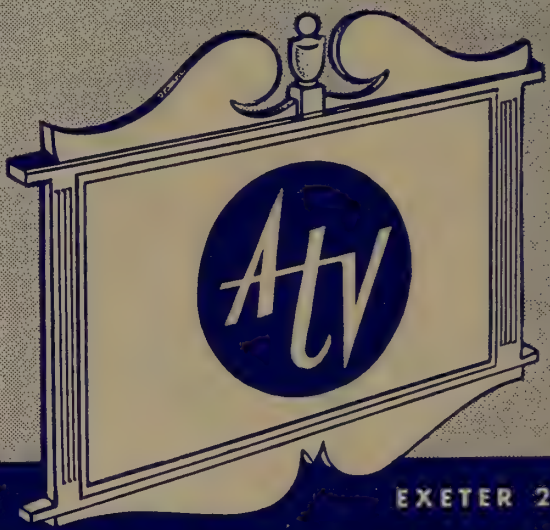

EXETER 2-4949

ATV FILM PRODUCTIONS, INC.

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EDITORIAL INDEX

Tennessee: AM Stations 605
Families 605
Radio Homes 605
TV Homes 862
TV Stations 862
Territories & Possessions—AM, TV ...666, 884
Texas: AM Stations 614
Families 614
Radio Homes 614
TV Homes 867
TV Stations 867
Time Buyers, Ad Agency 229
Time Charges, Network TV, Gross 39
Trade Publications 1330

TRANSCRIPTION & RECORDING COMPANIES 943

Treyz, Oliver....Article 752
TV Bureau of Advertising 1329
TV Code, NARTB 1348
TV Developments (Photos) 49
TV Expenditures, Spot 891
TV Film Executives 1043

— U —

Unions (Organizations) 1317
U. N.-Radio Div. Public Info. 1329
USIA 1329
U. S. International Stations 714
Utah: AM Stations 635
Families 635
Radio Homes 635
TV Homes 876
TV Stations 876

— V —

Vermont: AM Stations 637
Families 637
Radio Homes 637
TV Homes 876
TV Stations 876
Virgin Islands: AM Stations 671
Virginia: AM Stations 639
Families 639
Radio Homes 639
TV Homes 877
TV Stations 877
Vivado, Ricardo....Article 91
Vocal Artists 1135
Voice of America 1329

— W —

Washington: AM Stations 646
Families 646
Radio Homes 646
TV Homes 878
TV Stations 878
Weil, Ralph....Article 700
West Virginia: AM Stations 652
Families 652
Radio Homes 652
TV Homes 880
TV Stations 880
Wisconsin: AM Stations 656
Families 656
Radio Homes 656
TV Homes 881
TV Stations 881
Wolf, Sidney....Article 281
Women Commentators 1213
Woodward, Russel.....Article 121
Writers Guild of America, East 1329
Writers Guild of America, West 1329
Writers, Radio-TV 1155
Wyoming: AM Stations 664
Families 664
Radio Homes 664
TV Homes 884
TV Stations 884

— Z —

Ziv, Frederic....Article 77

U.P.

EVERYTHING FOR NEWS FOR THE AIR

NEWSPICTURES

NEWS

NEWSFILM

United Press

U.P. NEWS PRODUCES

ADVERTISING INDEX

1957 1957

— A —

ABC Film Syndication... 968
ABC Paramount 962
ABC Radio Network..244-245
ABC Television Net...758-759
Academy Pictures, Inc...1017
Addiss, Justus 1152
Alcoa Hour, The..... 738
Allen, Craig 1238
Allen, Mel 56
Allen, Steve 1128
Allied Record Mfg. Co... 947
Ames Bros. 86
Ampex Corp. 1244
Anderson, Eddie 1134
Anderson, Orval 1170
Andrews, Johnny 1128
Animation, Inc. 1020
Appell, Don 1153
Armbruster, Robert 1162
Arnell, Peter 1141
ASCAP 1078
Asher, William 1149
Associated Press
4 & run of book
Associated Prog. Serv.... 957
Atlantic Tele. Corp.....1008
ATV Film Prod., Inc..... 24
Audio Productions, Inc...1000
Audio-Video Rec. Co..... 956
Audio Visual Assoc.....1020

— B —

Baker, Art 1134
Balsam, Jerome,
Films, Inc. 1017
Banghart, Kenneth 1169
Barnes Printing Co.....1316
Barnett Int'l Forwarders.1015
Barry and Enright Prod.. 935
BBDO, Inc. 128
Beck, Jackson 1128
Beir, Fred 1133
Benny, Jack 36
Benzell, Mimi 76
Bergen, Polly 1127
Berle, Milton 40
Bernard, Charles
Inside Back Covers
Big Three Music Corp.... 162
Bixby, Carl 1156
Bob and Ray.....1112
Boone, Richard 88
Bray Studios, Inc.....1010
British Information
Services 997
Broadcast Music, Inc..328-750
Brooks Costume Co.....1070
Bryan, Arthur Q.....1132
Bulova Watch Co., Inc... 12
Bunetta, Frank 1237
Burke, Caroline 1148
Burns, Stan 168

— C —

Caesar, Sid 64
Calkins & Holden..... 152
Camargo, Ralph 1132
Capitol Records 950
Capstaff, Al 1152
Carson, Jack 1112
Carson, Jeannie 116
C.A.R.T.B. 676
Caruso, Carl 1198
Case, Nelson 1194
C.B.C. 674
CBS Radio Network...112-113
CBS Television Net...764-765
CBS TV Film Sales..... 966
CFRB 678
Chadwick Productions ..1133
Chrysler Corporation ... 126
Cineffects, Inc. 1007
Cinema Research 1006
CKLW 476
Clark, Sue 1133
Clooney, Rosemary 156
Coastal Recording Co... 956
Cochran, William 1195
Columbia Transcriptions. 948
Commonwealth Film &
Television, Inc. 983
Como, Perry 6
Conover, Candy Jones.. 154
Consolidated Film 736
Conte, John 1121
Cooley, Lee 1149
Coy, Jim 1122
Criterion Film Labs.....1070
Crosby, Bob 1120
Culhane, Shamus,
Prod., Inc. 994
Cummings, Prod. 1081

— D —

Daly, Arthur J.....1152
Danis, Lew 1114
Daugherty, Herschel ...1152
Davidson, Al 166
Davis, Phil, Musical.....1080
Davis, Robert
Assoc., Inc. 995
de Cordova, Fred.....1142
del Valle, Jaime.....1143
Derel Producing Assoc... 979
Desilu Prods. 90
Diehm, Vic, Radio Group 580
Disneyland Records 961
Dodd, Jimmie 1132

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ADVERTISING INDEX

Doherty, Richard P., Corp. 329
Donald, Peter 1127
Don Lee Radio..... 256
Donohue, Jack 1151
Ducommun, M., Co..... 174
Dunne, Steve 1132
Durante, Jimmie 50

— E —

Eastern Effects, Inc..... 993
Eastman Kodak Co..... 740
East-West TV Network... 742
Edwards, Douglas 1168
Edwards, Ralph 94
Empire Prod. Corp.....1001
Entertainment Prod., Inc.. 118
Erickson, Corydon 1130
Erickson, Helene W.....1130
Erwin, Wasey & Co., Inc. 146
Etkes, Asher B., Assoc... 174

— F —

Faillace Prod., Inc.....1084
Family Films, Inc.....1016
Filmcraft Productions ... 996
Fine Sound, Inc..... 961
Fisher, Eddie 44
Fitzgerald, Ed & Pegeen.1115
Flying "A" Prod..... 986
Forbes, H. Jeff.....1151
Ford, Art 1224
Ford, Mary 14
Ford, Tennessee Ernie... 68
Forrest, Ray 1150
Four Star Films, Inc..... 978
Fox, M. Bernard.....1144
Framer, Walt, Prod..... 932
Franklin, Joe 1126
Frederick-Clinton Co., Inc. 146
Fremantle Overseas Radio & TV, Inc..... 932
French Broadcasting Sys. 114
Fritz, Jimmy & Assoc..... 160
Fuller & Smith & Ross, Inc..... 134

— G —

Gart, John 1162
General Film Labs. Facing page 1360
German, William Facing page 736
Gleason, Jackie 52
Gobel, George 48
Gold, Mel, Prod., Inc..... 939
Goldswan Prod., Inc.... 10
Goodman, Harry S..... 934
Goodson-Todman Prod. . 928
Goodyear Playhouse ... 748
Governor TV Attractions. 999
Goulding-Elliott-Graham, Inc. 1112
Graham, Joe 1239
Graham, Lee 96
Graham, Virginia 1116
Grauer, Ben 1167
Green, Gerald 32
Gross-Krasne, Inc. 1009
Grove, Betty Ann.....1138
Gruenberg, Axel 1144
Guffanti Film Labs.....1071
Guild Films 980

— H —

Hamilton, Gene 1196
Harmon, William 1154
Harrice, Cy 1192
Headley-Reed Co. 300
Hein, Jac 1150
Helfer, Al 1179
Herlihy, Ed 1106
Hope, Bob 38
H-R Rep., Inc..... 298

— I —

Interstate TV Corp..... 984
Irwin, Carol 1126
Isaacs, Charles 1145

— J —

James, Dennis Facing page 1
James, Sonny 16
Jamieson, Pidgie 1131
Jordan, Joanne 1131

— K —

KABC-TV 794
KBMB-TV 843
KBST-TV 872
KBTV 799
KCJB-TV 843
KCMO 498
KDAY 382
KDKA 590
KDKA-TV 858
KDUB-TV 872
KFWB 371
KGFJ 370
KGNC-TV 866
KJEO-TV 792
KLBS 625
KMAC 625
KNOE-TV 819
KNUZ 624
KNX 366
KOWH 510
KPAR-TV 872
KPOA 668
KPOP 372
KPRC, KPRC-TV 870
KRAK 383
KRBC, KRBC-TV 865
KRLD 620
KRLD-TV 868
KRON-TV 796
KSD-TV 502
KSYD-TV 874
KTRE-TV 873
KTVR 800
KTWO-TV 884
KXJB-TV 843
KYW 563
KYW-TV 844
Kander, Allen, & Co..... 329
Kaufman, Murray 1224
Kaye, Sammy 1159
Keene, William 1108
Keeshan-Miller Corp. ...1142
Keystone Broadcasting 284-285
King, Carl 1195
King-Shore Films, Ltd.... 998
Kin-O-Lux, Inc. 1068
Kirshner, Claude 1190
Klavan and Finch.....1220
Kudner Agency, Inc..... 130
Kukla, Fran & Ollie..... 92
K & W Film Service Corp. 991

— L —

Lab-TV 1069
Lacy, Jack 1223

ADVERTISING INDEX

Landi, Erberto, Advertising 178
La Rosa, Julius..... 80
Lawrence, Robert, Prod..1016
Lazare, Jack 1223
Leonard, Herbert B.....1140
Lescoulie, Jack 53
Levenson, Sam 1110
Lever Brothers Co..... 122
Levy, Parke 1154
Levy, Ralph 1150
Lewis, Robert Q..... 58
Lewis, William 66
Liberace 42
Liebman, Max 22
Lindner, Vincent A.....1198
Lockwood, Grey 1239
Lombardo, Guy 34
Lopez, Vincent 1160
Love, James, Prod., Inc...1005
Lovejoy, Frank 1119

— M —

MacRae, Gordon 1116
Mann, Claire 1124
Manners, Zeke 1222
Marion, Ira 989
Mark VII, Ltd.....1019
Marshall Organization .. 939
Marshall, Rex 1196
Mathes, J. M., Inc..... 140
Mayo, Mary 1138
McBride, Mary Margaret.1111
McCadden Prod. 992
McCann-Erickson, Inc. 132-133
McCarthy, John E.....1125
McCleary, Albert 1146
McGowan Prod., Inc.....1004
McNellis, Maggi 1125
MCA 148
MGM-TV 972-973
Morris, William, Agency. 150
Mello-Larks 1137
Mercer, Johnny 1120
MGM Records 960
Minot TV, Inc.....1014
Modern Teleservice, Inc.. 18
Montgomery, Robert 120
Morgan, Ray 142
Morris, Howard 65
Morrow, Don 1197
Movielab Color Corp....1064
MPO Prod., Inc..... 987
Murray, Jan 70
Mutual Broadcasting Sys. 110

— N —

National Musitime Corp.. 954
National Screen Serv.... 744
National Telefilm Assoc.. 970
Nationwide Film Prod., Inc. 1018
NBC Radio 98-99
NBC Spot Sales..... 2-3
NBC Television Net...772-773
Neilson, James 1147
Nelson, Jimmy 60
Nelson, Ozzie & Harriet.. 72
Nickel, Nerissa 1126
NTA Film Net.....780-781

— O —

Official Films, Inc..... 976
Olsen, Johnny and Penny 1110
Olympia Film Prod., Inc. 1015
Onyx Pictures Corp.....1013
Optifex 1013

— P —

Packard Bell Electronics .1246
Paul, Les 14
Paul, Ralph 1194
Peerless Film Processing 1066
Perle, Sally 173
Perry Stations 396
Petit Musee, Ltd..... 170
Philbrick, Herbert A.....1155
Piazza, Marguerite 1136
Pickens, Jane 1135
Precision Film Labs.....1067
Premiere Artists & Prod.. 938
Product Services, Inc.... 176
Pulse, Inc. 108

— R —

Radio Cadena Nacional. 702
Radio & TV Roundup Prod. 166
Raeburn, Bryna 1118
Rattazzi Restaurant 172
RCA .....Back Cover
RCA Custom Records.... 960
RCA Recorded Program Services...952-953
Reed, Roland, Prod..... 990
Reeves Sound Studios, Inc. 958
Reimers, Ed 1130
Reiner, Carl 65
Richardson, Don 1236
Riddle, Nelson 1163
Rio, Rosa 1131
Ritz Brothers 1124
RKO Music 1083
Roach, Hal, Studios..... 982
Robbins, Feist, Miller.... 162
Rodney-Young Prod. ...1019
Rogers and Cowan..... 985
Rogers, Bill 1199
Rogers, Roy 82
Rooney, Mickey 74
Rose, David 1163
Ross, Lanny 1124
Russell, Bob 1124
Russell, Don 158

— S —

Sanford, Charles 1160
Satenstein, Frank 1238
Scheck, George, Prod.... 940
Schenkel, Chris 1180
Schneider, Dick 1238
Scott, Fred 1197
Scott, Raymond 1082
Scribner, Jimmy, Co..... 176
Seaver-Leftwich, Inc. ... 981
Self, William 1148
SESAC 1097
Shaindlin, Jack 1161
Sharpe-Lewis Prod. 988
Shear, Barry 1148
Sheldon, Herb 1118
Shipley, Bill 1192
Showcase Prod., Inc..... 937
Simpson, Garry 32
Skelton, Red 46
Skinner, George 1114
Smight, Jack 1153
Song-Ad Prod. 1018
S.O.S. Cinema Supply...1069
Stagg, Jerry 1146
Stanford & Gulman, Inc.. 940
Stark, Dick 62
Stark-Layton Prod. 936

ADVERTISING INDEX

Steen, Cort 1238
Sterling, Jack 1128
Stewart, Jay 1129
Storer Broadcasting ..290-291
Streech, Wilbur, Prod....1012
Sussan, Herbert 32
Swift, Allen 1129
Sylvern, Hank 1164

— T —

Taubman, Paul 1158
Tex and Jinx.....1109
Texas Rasslin' 1012
Thomas, Danny 54
Thompson, J. Walter, Co. 138
Tonken, Phil 1199
Transfilm, Inc. 1015
Trendle-Campbell-Meurer, Inc. 926

— U —

United Press 26
United Public Relations Inc. 174
Universal Films 974
U. S. Steel..... 124

— V —

Valenta, Leonard 930
Valentino, Thomas J., Inc. 959
Van Pragg Prod.....1003
Videart, Inc. 1014
Video Crafts, Inc..... 152
Video Pictures, Inc.....1002
Von Zell, Harry.....1113

— W —

WAAM-TV 823
WAFB-TV 818
WAGA 410
WAGA-TV 809
WALB-TV 807
WAPA 670
WAPA-TV 886
WAZL 580
WBAP-TV 869
WBIG 549
WBOC 467
WBRC 351
WBRC-TV 789
WBRY 393
WBTV 839
WBTW 839
WCAU, WCAU-TV 588
WCHS-TV 880
WCOA 396
WCSH-TV 822
WDBJ-TV 878
WDBO 330
WDEW 473
WDGY 486
WDLP 396
WDOK 562
WESH-TV 396
WFAS 544
WFBG-TV 854
WFBL 542
WFEA 581
WFIL-TV 856
WGN 422
WHB 499
WHIO-TV 848
WHLI 524-535
WHLM 580
WHLS 483
WHOL 580
WHOM 530
WHOP 451
WIBW 447
WIDE 580
WINS 532
WIP 20
WISN, WISN-TV 882
WJAR-TV 274
WJHP 396
WJTN 525
WJW 563
WJW-TV 846-847
WKAP 581
WKBW 520
WKMI 481
WLIB 534
WMAR-TV 824
WMGM 528
WNAO-TV 841
WNAR 581
WNBF-TV 835
WNHC-TV 802
WOR 326
WOV 536
WOW-TV 833
WOWO 432
WPAT 515
WPFH-TV 803-857
WPOR 463
WPRO 596
WPRO-TV 860
WQAM 403
WQXR 538
WSAI 560
WSB, WSB-TV 808
WSPD-TV 850
WSRS 564
WTAC 479
WTIC 390
WTIX 459
WTMC 396
WTSP 581
WTVJ 746
WVDA 469-580
WWL-TV 820
WWNR 581
WWRL 544
Wakely, Jimmy 164
Wallace, Mike 1126
Warren, Jerry 1222
Wayne, Bernie 1162
Welk, Lawrence 78
Wendell, Bill 1193
Westinghouse Broadcasting Co. 322-323
Wide Wide World..... 32
Wild, Earl 66
Willis, Richard 1117
Wilson, Bob 1169
Winchell, Paul 1123
Winters, Jonathan 84
Wismer, Harry 8
Wolf Associates 930
Wood, Barry 32
Woods, Donald 1122
World Broadcasting ..286-287

— X —

XETV 797

— Y —

Young & Rubicam, Inc... 136
Young Television Corp... 302

— Z —

Zenith Radio Corp..... 748
Ziv Television Inside Front Covers

Barry Wood

Herbert Sussan

Gerald Green

Garry Simpson

FCC REPORTS ON RADIO-TV INDUSTRY FINANCIAL FIGURES

Financial figures for the radio-television industry released by the Federal Communications Commission indicate a continued increase in total revenue. Combined radio and television profits in 1955 are reported at 48.5% above the preceding year. Among the interesting financial particulars reported, though, is the fact that the four nationwide radio networks and three regional radio networks (including nineteen owned and operated stations) had total revenues 11.6% below that of 1954. The total of the country's other radio stations reported a revenue increase of 3.9%.

BROADCAST REVENUES, EXPENSES AND INCOME OF NETWORKS AND STATIONS OF RADIO[1] AND TELEVISION BROADCAST SERVICES

1954-1955

Service	1955	1954 ($ Millions)	Percent Increase or (Decrease) in 1955
		Total Broadcast Revenues	
Radio	$ 453.4	$ 449.5	0.9
Television	744.7	593.0	25.6
Industry Total	$1,198.1	$1,042.5	14.9
		Total Broadcast Expenses	
Radio	$ 407.4	$ 407.7	(0.1)
Television	594.5	502.7	18.3
Industry Total	$1,001.9	$ 910.4	10.1
		Broadcast Income (before Federal Income Tax)	
Radio	$ 46.0	$ 41.8	10.0
Television	150.2	90.3	66.3
Industry Total	$ 196.2	$ 132.1	48.5

[1] Includes AM and FM broadcasting.

Note: 1955 regional data cover the operations of 4 nationwide networks and 3 regional networks, 2,704 AM and AM-FM and 38 independent FM stations. 1954 data are for the same networks and 2,555 AM-FM and 43 independent FM stations. 1955 TV data cover the operations of 4 networks and 437 stations; (3 networks after September 15, 1955 when Du Mont ceased network operations). 1954 data are for 4 networks and 410 stations.

Best Wishes From

Guy Lombardo
and
His Royal Canadians

25 Consecutive Years At The Roosevelt Hotel
50,000,000 Decca Recordings
TV-Won Industry Award For
"Best Non-Network Music Film Series"
An MCA-TV Film Syndication Presentation

Analysis of U.S. Stations in Operation

AM Stations

1956	Licensed & Operating	CP's	Total Authorizations
January 1	2824	111	2935
February 1	2834	120	2954
March 1	2841	123	2964
April 1	2858	115	2973
May 1	2872	118	2990
June 1	2890	118	3003
July 1	2896	124	3020
August 1	2922	119	3041
September 1	2939	112	3051
October 1	2958	106	3064
November 1	2969	121	3090
December 1	2987	121	3108

FM Stations

January 1	540	17	557
February 1	538	16	554
March 1	539	13	552
April 1	536	12	548
May 1	534	13	547
June 1	532	15	547
July 1	530	16	546
August 1	530	19	549
September 1	525	20	545
October 1	527	19	546
November 1	528	20	548
December 1	528	22	550

TV Stations

January 1	482	108	590
February 1	484	105	589
March 1	485	106	591
April 1	488	109	597
May 1	489	114	603
June 1	495	112	607
July 1	496	113	609
August 1	499	116	615
September 1	507	113	620
October 1	507	113	620
November 1	509	114	623
December 1	511	117	628

Source: FCC

RETMA Figures on Radio and Television Set Factory Shipment—1956

	AM-FM Radio	Table Models, Over $15 AM-FM, FM	TV, UHF Tuner	Other TV
January	995,519	14,835	83,344	527,921
February	984,317	17,346	74,758	446,389
March	1,070,877	15,995	74,123	482,994
April	928,598	15,074	43,134	359,176
May	864,776	14,653	40,496	225,088
June	1,006,514	18,218	76,954	446,420
July	730,477	8,367	84,062	500,113
August	872,029	21,107	98,777	555,704
September	1,398,170	22,850	120,020	881,571
October	1,368,890	25,457	124,857	720,710
November	1,428,717	19,901	107,199	511,657
December	1,665,416	22,832	99,260	492,472

HOPE

1957

CHEVROLET

NETWORK TELEVISION GROSS TIME CHARGES

Network Television

	Nov. 1956	*Nov.* 1955	% *Change*	*Jan.-Nov.* 1956	*Jan.-Nov.* 1955	% *Change*
American	$ 6,619,109	$ 6,496,236	+ 1.9	$ 70,026,679	$ 45,091,856	+55.3
Columbia	19,866,463	16,866,314	+17.8	203,124,982	171,931,960	+18.1
DuMont	..	..	..	..	3,102,708	..
National	17,678,312	15,489,279	+14.1	170,305,798	147,373,918	+15.6
Total	$44,163,884	$38,851,829	+13.7	$443,457,459	$367,500,442	+20.7

1956 Network Television Totals

	ABC	*CBS*	*NBC*	*Total*
January	$ 6,382,046	$ 17,820,455	$ 14,695,116	$ 38,897,617
February	6,418,210	16,928,361	13,845,000	37,191,571
March	6,747,928	17,884,976	15,955,688	40,588,592
April	6,173,922	17,688,950	15,136,596	38,979,468
May	6,639,132	18,260,894	15,710,403	40,610,420
June	6,119,917	17,935,789	14,186,929	38,242,635
July	5,532,030	18,481,719	13,733,765	37,747,514
August	6,842,292	19,430,748	16,323,549	42,596,589
September	5,673,910	18,399,872	14,889,920	38,963,702
October	6,878,183	20,446,755	18,150,520	45,475,458
November	6,619,109	19,866,463	17,678,312	44,163,884
December	6,699,450	20,395,400	17,666,721	44,761,571
Total	$76,726,129	$223,520,382	$187,921,123	$488,167,634

Effective September 15, 1955, DuMont Television Network changed from a national network to a local operation.

Source: Publishers Information Bureau, Inc.

BEST WISHES

MR. TELEVISION

MONTHLY COMPARISON OF NATIONAL SPOT RADIO TIME SALES

	1956*	1955†	% Change
January	$10,758,000	$ 9,031,000	19.1
February	11,643,000	9,384,000	24.0
March	12,349,000	10,756,000	14.8
April	10,278,000	9,828,000	4.6
May	12,396,000	9,631,000	28.7
June	11,791,000	9,238,000	27.6
July	10,719,000	8,474,000	26.4
August	11,207,000	8,707,000	28.7
September	11,683,000	10,004,000	16.8
October	16,004,000	12,231,000	30.8
November	16,708,000	12,286,000	36.0
December	13,386,000	10,830,000	23.6
Total for the Year	$149,921,000	$120,400,000	24.5

* Revised estimates.

† Final figures for year.

Index, National Spot Radio, October 1956, 143.2, using 1954 FCC figures as base year.

Source: Station Representatives Association, Inc.

Liberace

George Liberace!

Political Campaign Costs on Radio-TV

Network	Democrats	Republicans	Free Time D.	Free Time R.
ABC-TV	$ 288,461	$ 170,682	15 min.	15 min.
ABC Radio	38,874	19,070	15	15
CBS-TV	495,455	916,148	180	228
CBS Radio	93,818	66,110	247	260
NBC-TV	413,525	646,243	400	471
NBC Radio	26,647	49,694	323	439
Mutual Radio	16,956	9,771	15	0
Non-Network (TV)	1,549,000	2,004,000	..	..
Non-Network (Radio)	1,196,000	1,500,000	..	..
Totals	$4,118,736	$5,381,718	(Networks only) 19 hrs., 55 min.	23 hrs., 40 min.

Source: Senate Privileges & Elections Subcommittee Report.

Political Campaign Costs on Radio-TV by State

State	Radio Dem.	Radio GOP	TV Dem.	TV GOP
Alabama	$ 3,050	$ 1,658	$ 5,522	$ 292
Arizona	17,657	10,802	39,672	14,854
Arkansas	6,494	2,597	7,545	1,635
California	82,946	77,074	116,357	181,592
Colorado	22,179	28,350	15,030	33,293
Connecticut	22,321	47,517	26,663	38,676
Delaware	6,128	10,430	3,320	4,495
Florida	26,686	18,169	46,610	37,606
Georgia	18,158	1,898	11,938	6,214
Idaho	10,659	11,055	7,765	14,821
Illinois	90,849	87,454	101,143	105,089
Indiana	26,569	45,980	58,455	80,025
Iowa	28,121	25,643	23,215	20,650
Kansas	16,862	22,093	25,495	31,993

(*Continued on Page* 45)

RKO
RADIO
PICTURES

Political Campaign Costs on Radio-TV by State

State	Radio Dem.	Radio GOP	TV Dem.	TV GOP
Kentucky	26,698	22,362	15,902	23,040
Louisiana	11,220	9,534	16,160	15,859
Maine	4,548	4,847	5,634	9,103
Maryland	19,707	22,535	25,317	35,036
Massachusetts	41,475	58,217	54,063	97,358
Michigan	43,608	91,771	87,988	171,173
Minnesota	38,454	41,533	41,032	42,080
Mississippi	1,370	1,258	3,134	1,299
Missouri	30,478	20,668	42,110	37,435
Montana	24,104	28,981	11,607	14,482
Nebraska	5,747	4,163	4,782	9,871
Nevada	8,090	9,133	9,962	10,589
New Hampshire	1,195	3,378	924	6,132
New Jersey	7,148	24,110	4,544	1,860
New Mexico	26,931	20,470	28,974	18,657
New York	71,303	110,075	133,158	96,200
North Carolina	7,895	5,559	5,405	6,548
North Dakota	6,059	8,859	14,393	13,582
Ohio	45,426	91,142	46,544	160,391
Oklahoma	12,622	11,149	16,864	23,983
Oregon	53,195	73,008	55,090	59,599
Pennsylvania	77,950	92,729	124,316	162,402
Rhode Island	6,581	4,576	23,119	13,381
South Carolina	3,193	669	6,135	850
South Dakota	8,591	10,565	13,144	13,986
Tennessee	7,363	12,959	8,566	19,329
Texas	43,250	60,658	46,012	108,219
Utah	4,384	13,441	7,711	22,929
Vermont	2,208	2,615	2,202	4,942
Virginia	10,196	14,535	5,441	9,846
Washington	55,084	47,898	85,482	65,315
West Virginia	28,355	41,063	22,876	17,959
Wisconsin	11,886	36,296	22,487	53,478
Wyoming	3,504	7,168	1,233	1,288
District of Columbia	1,415	8,630	6,658	15,042

Source: Senate Privileges & Elections Subcommittee Report.

RRBonhé

FCC Report on Broadcast Revenues of FM Stations

Item	1955 Number of Stations	1955 Amount ($ Millions)	1954 Number of Stations	1954 Amount ($ Millions)
		Total FM Broadcast Revenues		
FM Stations Operated by:				
AM licensees:				
Reporting no FM revenues	332	—	355	—
Reporting FM revenues	123	$0.9	130	$1.1
Non-AM licensees	38	1.0	43	0.8
Total FM Stations	493	1.9	528	1.9
		Total FM Broadcast Expenses		
FM Stations Operated by:				
Non-AM licensees	38	$1.4	43	$1.4
Industry Total	—	(1)	—	(1)
		FM Broadcast Income (before Federal Income Tax)		
FM Stations Operated by:				
Non-AM licensees	38	(0.4)	43	(0.6)
Industry Total	—	(1)	—	(1)

( ) Denotes loss.

(1) In view of the difficulty in a joint AM-FM operation in allocating FM operation expense separately from AM station operation expense, licensees of such stations were not required to report FM station expense separately. As a result, FM industry totals for expense and income are not available. AM-FM licensees, however, were requested to report separately the revenues, if any, attributable to FM station operation if such data were readily available. In only a few instances did AM-FM licensees state they were unable to segregate the FM revenues.

SIGNIFICANT DEVELOPMENTS IN TV BROADCASTING—1956-1957

A prime technical development of the past several months has been the employment of miniature-sized TV equipment. Shown above, left, is the CBS INTEC French developed portable which weighs 36 pounds including power supply, generator, and transmitter. At the right, the RCA portable TV station with a four pound camera and a 15 pound transmitter.

A major story of the year has been television's fight to gain entry to court-room hearings, from which cameras have ordinarily been barred. Above, Gabe Pressman, roving reporter for WRCA-TV, New York, leaving New York City Council hearings after protesting the exclusion, and attempting to remain.

JIMMIE DURANTE

MANAGEMENT:

WILLIAM MORRIS AGENCY

NEW YORK — CHICAGO — HOLLYWOOD

FAILURES OF ADVERTISING AGENCIES 1934-1956

Year	*Number*	*Liabilities*
1934	52	$1,061,000
1935	32	1,218,000
1936	22	418,000
1937	16	297,000
1938	34	284,000
1939	46	414,000
1940	43	1,056,000
1941	16	205,000
1942	19	130,000
1943	6	111,000
1944	—	—
1945	1	4,000
1946	6	145,000
1947	12	304,000
1948	24	793,000
1949	34	746,000
1950	38	1,167,000
1951	34	1,043,000
1952	19	531,000
1953	24	466,000
1954	34	1,265,000
1955	31	815,000
1956	32	1,519,000

Comparative Failure Trends

	Percentage Change Number	1955-56 *Liabilities*	*Av. Liability Per Failure in* 1956
Total Businesses, All Lines	+16	+25	$44,356
Total Commercial Services	+18	+33	39,162
Advertising Agencies	+ 3	+86	47,469

Source: Dun & Bradstreet, Inc.
N.B. This record includes those businesses that ceased operations following assignment or bankruptcy; ceased with loss to creditors after such actions as execution, foreclosure, or attachment; voluntarily withdrew leaving unpaid obligations; were involved in court actions such as receivership, reorganization, or arrangement; or voluntarily compromised with creditors.

JACKIE GLEASON ENTERPRISES

JACK LESCOULIE

announcer for

JACKIE GLEASON
DAVE GARROWAY
BUICK

The

DANNY THOMAS

Show

ABC-TV

FCC Outlines Some Current Developments and Problems

By
GEORGE C.
McCONNAUGHEY
Chairman
Federal Communications Commission

(1) *Brief Survey of Broadcasting*

IN the broadcast field AM stations now total 3,125, of which 3,005 are on the air. Commercial FM station authorizations have decreased to 554, with 529 operating. However, the number of non-commercial educational FM authorizations has risen to 141, of which 125 are in operation.

Commercial TV station authorizations now total 631 (426 VHF and 205 UHF). Of this number, 472 commercial TV stations are on the air (382 VHF and 90 UHF). In addition, 38 stations (all UHF) which went off the air still retain operating authorizations. TV stations holding construction permits number 121 (77 UHF and 44 VHF). These figures do not include new TV translator stations, of which 21 have been authorized to extend TV service to remote areas and five are already functioning. Of 46 noncommercial educational TV station grants (27 VHF and 19 UHF), 23 are on the air (18 VHF and 5 UHF).

Over 90 percent of the population is now within range of at least one TV station, 76 percent can receive two or more TV stations, and 60 percent can get three or more TV stations. More color TV programs and color TV sets are available.

In order to make UHF transmission more compatible with that of VHF, the Commission has initiated an immediate research and development program to increase the coverage of UHF stations, is acting on proposals to eliminate local VHF channels in UHF areas and, at the same time, assign more VHF outlets to other localities. Also, it is considering the possibility of ultimately shifting all or a geographical proportion of TV operation to the UHF band. Proposals for "boosters" and "subscription" TV service, and extended authority over community TV systems, are also receiving its attention.

The Commission expects to complete its special study of radio and TV network broadcasting by June 30, 1957.

(2) *Problems of the Commission in 1957*

The close of last year found the Commission head-on with many problems posed by the growth of the nation's electrical communication facilities. They extend beyond broadcasting to other services bursting at the seams and interests demanding space in crowded parts of the spectrum.

New techniques may make it possible to double-up on some popular frequencies, while new equipment holds promise of operating on still higher bands. However, the complicated problems involved in "single sideband," "split channel" and "over-the-horizon" transmission, as well as extension of the microwave facilities, require exacting engineering consideration.

At the same time, the mushrooming of transmitters coupled with the mounting popularity of electronic gadgets is causing an unprecedented amount of interference which is difficult to control.

In broadcasting, the AM band is so congested that only small local daytime-only stations seem able to shoehorn in. Commercial FM continues to lose stations numerically. In trying to help resolve UHF problems in TV, the Commission is deluged with conflicting deintermixture and other proposals which further complicate the situation.

Competition and interference considerations require one out of every three applications for new TV and AM stations go to hearing.

Also, court dictum now requires the Commission to hear, with priority, practically all protests to grants made without hearing. This not only bogs down the Commission's processes but holds up new services to the public.

If Commission procedures are considered slow, this is due largely to the extra steps that higher authority requires it to take. The FCC is saddled with more procedural time-consuming requirements than any other Federal agency. In particular, it needs relief from a 1952 amendment to its act which goes far beyond standard government procedure by precluding the Commission from consulting its own staff experts on problems involved in certain proceedings.

Despite a workload that has doubled and become more complex in the past few years, the Commission personnel remains numerically unchanged and overworked.

But whether or not the Commission is able to catch up with its work schedules, there is every indication that the electrical communications industry will, in practically every line, continue its present high rate of expansion and development.

MEL ALLEN

Exciting Future Of Broadcasting Is In Impact On American Thought

By
HAROLD E.
FELLOWS
President & Chairman
of the Board
N.A.R.T.B.

I'M sure it should be my design in this article to talk about the various accomplishments and problems of the National Association of Radio and Television Broadcasters during 1956 and to make some prediction of our program for the future.

However, I should like to take the liberty at the outset of making a few general comments about broadcasting itself, in both its video and aural aspects.

The most dramatic evidence of what television means to America is the estimated 1,481,570,000 home hours viewed each week by the public during the past year. And radio has reached such a point of saturation that people now listen not only in every room of their homes, but in cars, in their places of business, in their outdoor activities—in fact, everywhere they go.

Public comprehension of the vital role of both radio and television was enhanced by the observance of separate national weeks for each medium in 1956 and we hope this year's celebrations — May 5-11 for Radio and September 22-28 for TV — will be even more successful.

In the production sense, the past year has been a rich one indeed — bringing us again the national political conventions and the subsequent coverage of the campaigns themselves, and, in early 1957, by the inauguration.

The truly stupendous effect of this instrument of political life of today and tomorrow is rather difficult for any of us to comprehend. Television and radio today have dispelled some of the "fog" and the electorate's capacity to choose on the basis of merit—both in the case of candidates and issues—has been enhanced immeasurably.

In retrospect, we saw quite an advance in the field of entertainment during 1956. Some particularly fine Hollywood films have reached the home screen, adding to the riches television offers the public. Surely this new source of programming will give impetus to continued improvement in the "live" product. Competition has been a keystone in progress in this nation from time of genesis, and I don't doubt that this same factor will hold true in television broadcasting, as we know from experience that it did in radio.

We have seen the names of people in our own family of activity emblazoned in the headlines of our own trade papers — those who, in the background, have contributed so much to the objectives toward which we aspire.

During the past year, the National Association of Radio and Television Broadcasters, representing an all-time high of 2,126 members, seemed to attain a better understanding of its industry's principles and plans in a very significant place — on Capitol Hill in Washington. The various hearings that were conducted by the Senate Interstate and Foreign Commerce Committee and the House Judiciary Committee and others, served only — although they seemed to be perhaps aggravating at the moment — to shed light that reflected some glory on the industry. I believe they helped us more than they hurt us.

In 1956 we saw organized TASO — the all-industry effort to contribute some practical analysis to the problem of full service in television, all of this at the suggestion of the Chairman of the Federal Communications Commission, the Honorable George C. McConnaughey. TASO represents at the least a healthy evidence of industry cooperation with government — and at the most, we hope, a step in the direction to the solution of one of the most difficult problems broadcasting has ever faced.

There have been numerous "background" conferences between the Association and its executive personnel with broadcasters on such diverse subjects as music licensing, public relations, news broadcasting, standards and ethics, copyright, legislation, and even such subjects as changing the name of the Association back from the NARTB to the NAB. All of these conferences, leading eventually to recommendations to the policy-setting boards of the Association and the subsequent adoption of procedural plans, reflect the serious purpose of men working together.

We look forward to 1957 and the succeeding years as times of excitement and great development in both radio and television, and those of us at NARTB are happy that in some way we have a part in this adventure that lies ahead.

Robert Q. Lewis

Exclusive Management:
Ashley-Steiner, Inc.

Press Relations
Solters, O'Rourke & Sabinson

FCC Report on Broadcast Revenues, Expenses, and Income — 1954-1955

Item	*1955*	*1954*	*Percent Increase or (Decrease) 1955*
		($ Millions)	
		Total Broadcast Revenues	
4 Nationwide networks and 3 regional networks (including owned and operated stations)[1]	$ 78.3	$ 88.6	(11.6)
Other radio stations[2]	375.0	361.0	3.9
Total	$453.3	$449.6	0.8
		Total Broadcast Expenses	
4 Nationwide networks and 3 regional networks (including owned and operated stations)[1]	$ 72.4	$ 80.4	(10.0)
Other radio stations[2]	335.0	327.3	2.4
Total	$407.4	$407.7	(0.07)
		Broadcast Income (before Federal Income Tax)	
4 Nationwide networks and 3 regional networks (including owned and operated stations)[1]	$ 5.9	$ 8.2	(28.0)
Other radio stations[2]	40.0	33.7	18.7
Total	$ 45.9	$ 41.9	9.5

[1] Includes the operations of 21 network owned stations in 1954 and 19 network owned stations in 1955.

[2] Includes 2,577 AM, AM-FM or Independent FM stations in 1954 and 2,724 in 1955.

JIMMY NELSON — DANNY O'DAY

HUMPHREY HIGSBYE

and

FARFEL

PERSONAL MANAGEMENT

LOUIS W. COHAN

7 WEST 24th ST. NEW YORK, N. Y.

WA 9-0670

DIRECTION

Press Representative:

Ted Nelson Assocs.

730 - 5th Ave. — N.Y.C.

CI 6-8470

Automobile Radio Set Sales—1956

January	519,648	July	198,565
February	437,611	August	198,037
March	478,272	September	349,790
April	299,253	October	547,818
May	282,611	November	609,139
June	296,256	December	840,359
Total	5,570,409		

Source: RETMA figures

Department of Commerce Report on Broadcast Industry Wages

	Average Employee Income	Total Employee Income	Expenditures Radio-TV Set Repairs	No. Engaged Radio-TV Production
1955	$6,333	$465,000,000	$664,000,000	74,000
1954	6,029	430,000,000	600,000,000	72,000
1953	5,889	379,000,000	533,000,000	65,000
1952	5,559	355,000,000	476,000,000	61,000

I'VE GOT MY EYE ON YOU!

DICK STARK

Exclusive Representative
MARTIN GOODMAN
65 West 54th St.

Photo By
Hans Namuth

1957–A Year of Opportunity and of Great Success for Radio

By
DONALD H.
McGANNON
President
Westinghouse Broadcasting Company, Inc.

OPPORTUNITY, they say, knocks but once. This certainly doesn't seem to be the case with radio, where opportunity's knock is sounding loud and clear for 1957.

Radio, which represented the beginning of the electronic era, responded so vigorously to the first knockings of opportunity that it became the focal point of entertainment within the home, and developed a public taste for entertainment and education to a degree never before known. Radio set density and penetration reached phenomenal heights, and its ability to sell goods and services contributed in large measure to the expansion of the entire national economy.

Then along came television, which took over the living room and scored so heavy an emotional impact that many are still convinced that it has started radio on the way out—though the fact is that radio is bigger today, in terms of advertising dollars spent and of sets in use, than it was in its so-called heyday a decade ago. In 1945, at the end of wartime and before there was any national television set density, broadcasting industry leaders felt they never had it so good, with a gross revenue for the year of $425,000,000. In contrast, in 1955, when radio broadcasters in many cases complained of the great inroads made by television, radio's gross revenue was $121,000,000 higher than the 1945 level. The 1956 figures are not in as of this writing, but the estimate is that they will be approximately the same as the 1955 gross.

But radio has taken on a new and far more personal form, and in that transformation the feature act and the highly produced show have given way to programming designed not so much for the listening of family groups but to entertain, inform and serve the individual. Radio has become the companion medium that goes with us everywhere, to the beach or the playground, to the summer cottage or on a Sunday drive. It goes with us to the beach chair in the back yard, to the work bench, to the garage. The changing character of radio listening is demonstrated by the continuing high sales figures for radio sets, with particular emphasis on portables and automobile radios underscoring the medium's role as a personal companion. And the changing character of radio listening is demonstrated further by the steady decline in audience for network programming and the corresponding decline in network revenues, in contrast with the increase in audience for locally-originated programming and the climb in local and national spot business.

For our part, we at Westinghouse Broadcasting Company have taken action during 1956 to make the most of the profound changes that have taken place and are taking place in radio. After many months of research and study, discussion and consideration, we arrived at a decision to operate our WBC radio stations locally, without network affiliation. In the light of our history of pioneering in the establishment of networks, and of our long and happy associations, this was a difficult decision, but one we felt was necessary. It is still too early for a mature appraisal of the results of our move, but such indications as we have up to now are favorable. October 1956, for example, was the best month, in gross billings, in the entire history of WBC radio. Westinghouse further indicated its faith in the future of the new radio by its purchase of WIND, Chicago, one of the nation's great independent stations.

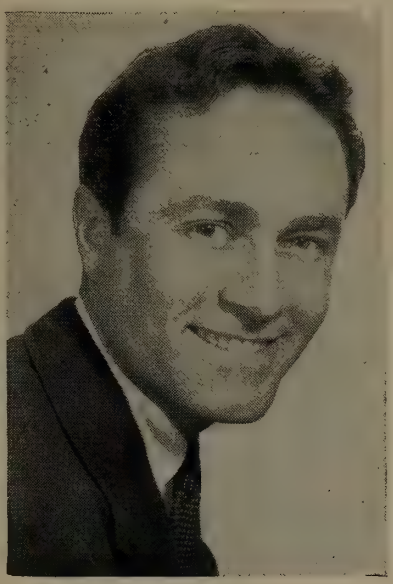
We intend to continue to explore every new method we can devise to give better service to the people of our principal and surrounding communities, recognizing the difficulty of finding the middle course that will accomplish the noble while attracting ever larger audiences. We cordially invite and urge others in radio broadcasting to join with us in thinking and planning and dreaming—and acting—toward the greater future of radio.

Broadcasters can give radio and broadcasting a greater prestige and position through the service the medium can render. With thoughtful, resilient and, above all, enthusiastic planning, I am absolutely convinced that 1957 can and will be for radio . . .

A year of challenge;
A year of great success;
A year of opportunity;
A year in which we will bring a new dimension to radio.

SID CAESAR

CARL REINER



HOWARD MORRIS

EARL WILD

PIANIST-COMPOSER

Cl. 6-3225 **117 W. 58 St.**

Rep. Genia Cherkassky

WILLIAM LEWIS

TENOR

SINGING STAR

"CAESAR'S HOUR"

Cl. 6-3225 **117 W. 58 St.**

Rep. Genia Cherkassky

ALL-AMERICAN FAVORITES OF 1956

TELEVISION	RADIO
MAN OF THE YEAR	
PERRY COMO	BOB HOPE
WOMAN OF THE YEAR	
DINAH SHORE	PAULINE FREDERICK
DRAMATIC SHOW OF YEAR	
PLAYHOUSE 90	CBS RADIO WORKSHOP
COMEDY SHOW OF THE YEAR	
PHIL SILVERS SHOW	JACK BENNY
MUSICAL SHOW OF YEAR	
PERRY COMO SHOW	VOICE OF FIRESTONE
COMMENTATOR OF YEAR	
EDWARD R. MURROW	ROBERT TROUT
DOCUMENTARY OF YEAR	
SEE IT NOW	UN TASK FORCE
QUIZ SHOW OF YEAR	
$64,000 QUESTION	YOU BET YOUR LIFE
SPORTCASTER OF YEAR	
MEL ALLEN	MEL ALLEN
COLOR PROGRAM OF YEAR	*BEST NEW PROGRAM IDEA*
JACK AND THE BEANSTALK	NBC BANDSTAND
BEST FILMED SERIES	*BEST TRANSCRIBED SERIES*
PROJECT 20	BIOGRAPHIES IN SOUND
CHILDREN'S SHOW OF YEAR	
MICKEY MOUSE CLUB	NO SCHOOL TODAY
VARIETY SHOW OF YEAR	
ED SULLIVAN SHOW	BREAKFAST CLUB
VOCALIST OF THE YEAR	
MALE—PERRY COMO	MALE—EDDIE FISHER
FEMALE—DINAH SHORE	FEMALE—GISELLE MacKENZIE
SONG HIT OF YEAR	
CANADIAN SUNSET	FRIENDLY PERSUASION

Monday - Friday	**"The Tennessee Ernie Ford Show"**	NBC-TV
Thursday	**"The Ford Show"**	NBC-TV
Everyday	**Capitol Records**	

1956 NETWORK NEWS SELECTIONS

The networks' evaluations of the top ten news stories follow:

— ABC RADIO AND TV —

1—Crack in the Iron Curtain; de-stalinization, unrest in USSR and satellites; crisis in Hungary and Poland.

2—Middle East crisis, all inclusive, nationalization, invasion.

3—Desegregation in South.

4—Personal victory of President Eisenhower.

5—Andrea Doria sinking.

6—Contracting air space as denoted by Grand Canyon collision.

7—Business boom in U. S.

8—Marine training accident at Parris Island.

9—Don Larsen's perfect game.

10—Kelly-Rainier Wedding.

— CBS RADIO —

1—Revolt in the satellite countries.

2—Suez crisis.

3—Political conventions.

4—President's decision to seek re-election.

5—Campaigns and election.

6—Andrea Doria-Stockholm collision.

7—Desegregation in the South.

8—United Nations in crisis.

9—Weinberger kidnapping.

10—Kelly-Rainier wedding.

— CBS-TV —

1—Middle East Crisis.

2—Revolt in the Soviet Satellite states in Europe.

3—Role of United States in the Middle East and satellite crises.

4—President Eisenhower's illness and his decision to run again.

5—Presidential campaigns and President Eisenhower's re-election.

6—Sinking of the liner Andrea Doria.

7—Grace Kelly wedding.

8—Integration in the South.

9—Don Larsen's perfect no-hit game in the World Series.

10—The commercial air disaster over the Grand Canyon.

— MBS —

1—Conventions and elections.

2—Year long situation in Middle East, culminating in attack.

3—Both weddings of year, Margaret Truman and Grace Kelly.

4—Sinking of Andrea Doria.

5—Desegregation in South.

6—Decision by Ford Motor Co. to put stock on open market.

7—Steel strike.

8—Communist attacks on Stalinism including revolts.

9—Don Larsen's no hitter.

10—Olympic games.

— NBC RADIO AND TV —

1—Desegregation in South.

2—President's operation.

3—Andrea Doria sinking.

4—Conventions and elections.

5—Action in Egypt.

6—Hungary crisis.

7—Grace Kelly wedding.

8—Don Larsen's no-hitter.

9—Grand Canyon plane crash.

10—De-Stalinization Movement.

JAN MURRAY

"TREASURE HUNT SHOW" — ABC-TV

Management:
WILLIAM MORRIS AGENCY

TOP TEN RADIO-TV NEWS EVENTS OF 1956

RADIO-TELEVISION DAILY'S *selections of the top 10 news events of* 1956, *covered by radio and TV follows*:

1—President Eisenhower's decision to run for office

2—Campaign and Elections.

3—Andrea Doria sinking.

4—Desegregation in South.

5—Don Larsen's perfect World Series game.

6—Revolt in satellite countries.

7—Kelly-Rainier Wedding.

8—Grand Canyon air collision.

9—Middle East crisis.

10—DeStalinization movement in USSR.

•

Outstanding Broadcasts

ABC RADIO—Metropolitan Opera broadcasts.

ABC TV—"Omnibus" history of Musical Comedy.

CBS RADIO—"Christmas Sing With Bing."

CBS TV—"Secret Life of Danny Kaye."

NBC RADIO—"Biographies in Sound."

NBC TV—"A Night to Remember."

MBS—Account of Blocking of Suez Canal.

The Adventures of Ozzie and Harriet televised every week over the ABC-TV network.

FCC Reveals Growth of Broadcasting

Editor's note: In its 22nd annual report to Congress, released late in 1956, the FCC traced the number of authorized, licensed and operating broadcast stations since 1949. The following chart shows Commission statistics from 1949 to 1956:

Year	Grants	Deletions	Pending applications	Licensed	CP's on air	Total on air	CP's not on air	Total authorized
COMMERCIAL AM								
1949	200	55	382	1,963	43	2,006	173	2,179
1950	194	70	277	2,118	26	2,144	159	2,303
1951	116	35	270	2,248	33	2,281	104	2,385
1952	60	25	323	2,333	22	2,355	65	2,420
1953	187	23	250	2,439	19	2,458	126	2,584
1954	148	29	226	2,565	18	2,583	114	2,697
1955	161	18	304	2,719	13	2,732	108	2,840
1956	197	18	389	2,871	25	2,896	124	3,020
COMMERCIAL FM								
1949	57	212	65	377	360	737	128	865
1950	35	169	17	493	198	691	41	732
1951	15	91	10	534	115	649	10	659
1952	24	36	9	582	47	629	19	648
1953	29	79	8	551	29	580	21	601
1954	27	54	5	529	24	553	16	569
1955	27	44	6	525	15	540	12	552
1956	31	37	10	519	11	530	16	546
EDUCATIONAL FM								
1949	18	7	9	31	3	34	24	58
1950	25	4	3	61	1	62	20	82
1951	19	6	2	82	1	83	12	95
1952	12	2	2	91	1	92	12	104
1953	13	1	3	106	0	106	10	116
1954	9	2	1	117	0	117	6	123
1955	7	3	1	121	3	124	3	127
1956	13	4	5	126	0	126	10	136
COMMERCIAL TV								
1949	15	7	338	13	56	69	48	117
1950	0	8	351	47	57	104	5	109
1951	0	0	415	81	26	107	2	109
1952	0	1	716	96	12	108	0	108
1953	381	6	572	101	97	198	285	483
1954	174	81	200	104	298	402	171	573
1955	67	58	127	137	321	458	124	582
1956	60	25	128	186	310	496	113	609
EDUCATIONAL TV								
1952	0	0	1	0	0	0	0	0
1953	17	0	29	0	1	1	16	17
1954	13	0	17	0	5	5	24	30
1955	5	1	14	1	10	11	23	34
1956	7	0	11	1	19	20	21	41

Any seeming discrepancy in the relation of grants and deletions during the year to total authorizations at the close of the year is due to reinstatement of some deleted authorizations and other considerations impossible to detail in this general table.

MICKEY ROONEY

Personal Management:

RED DOFF

Color Television Takes Shape As A Reality For RCA In 1957

By
DAVID SARNOFF
Chairman of the Board
Radio Corporation of
America

THROUGHOUT 1956 many statements were made publicly about the position of color television in the United States. Some of these were made by well-intentioned people interested in the progress of a new art and the promise of a new industry. Others were made by those whose objective is to retard the progress of color television in order to serve their short-term puprposes. In every pioneering industry there are those who prefer to see the other fellow undertake the risks of initial investments and do the spade work while they watch and wait. Sometimes they even try to impede the progress of the pioneer.

For RCA, which has pioneered in worldwide radio communications, in radio broadcasting, in black-and-white television, in electronics and compatible color, such man-made roadblocks do not represent a new experience. We recall, for example, that when RCA pioneered and established black-and-white TV, there were those in the industry who labelled us as "Televisionaries" and the head of one company asserted publicly that "television is economically so unsound that it will never succeed." As late as 1946, an officer of the same company testified before the Federal Communications Commission, "We are not making and do not plan to make any black-and-white receivers." But several years later, after RCA had demonstrated, beyond peradventure, the great success of TV and that the public embraced it eagerly, these same folks jumped on the bandwagon.

History often repeats itself, and I suspect that the same pattern will emerge in color TV as did in black-and-white TV. Today, we hear arguments in some quarters that it will be years before color can reach the stage of profitable operations. Moreover, some other irresponsible statements have been made that in its efforts to establish and promote color television as a new and regular service to the public, RCA in 1956 poured untold millions of dollars into this undertaking. I feel that the interests of the industry generally would be constructively served if the record of the actual facts of the situation were made public. Accordingly, here is the record, and here are the facts.

RCA introduced, for the first time, simplified large-screen 21-inch compatible color TV receivers for the Fall of 1955. During the remaining few months of that year, a small quantity of these sets was produced and sold; the major portion was sold in 1956. By the end of last year we had sold and delivered 102,000 of these 21-inch color sets. During this period we also sold and delivered color picture tubes, color components and equipment. The total factory billing price of all these color sales amounted to approximately $58,000,000.

After accounting for last year's costs of color developments and improvements, the extra costs of training personnel, of advertising and promotion campaigns involved in launching a new product and service, and the costs of providing color programs on the air, the net loss (after Federal taxes) of all RCA color activities for 1956 amounted to approximately $6,900,000. This is certainly a reasonable expenditure to lay the foundation for a business that promises substantial profits in the near future.

This year will witness acceleration on all fronts of color TV as a new dimension in entertainment, education, news and sports, as well as advertising and merchandising.

RCA's goal for color television in 1957 is to produce and sell 250,000 color sets, to double the number of color programs on the air, to attract sponsors to the new and productive medium, and to encourage others in the industry to enter the field. Barring unforeseen circumstances, we expect, on this volume to earn, during the second half of 1957, a modest profit on the color sets and color tubes we sell. Thereafter, profits from operations in all branches of color TV should be substantial.

RCA is firmly convinced that color television will provide a greater and more interesting service to the public, a profitable business for broadcasters, manufacturers, distributors and dealers, and a rewarding medium for advertisers. The future of television is in color.

For 1956, the RCA volume of business totaled approximately $1,125,000,000 — an increase of about six per cent over 1955. This was the second time in its 37-year history that RCA exceeded the one billion dollar figure.

MIMI BENZELL

Personal Management:
WALTER GOULD

OXford 7-3129

Growth of Television Film Built On Imaginative Leadership

By
FREDERIC W. ZIV
Chairman of
the Board
Ziv Television
Programs

THERE is one thing we at Ziv TV have learned to expect in the telefilm industry —it is the kind of dynamic business that isn't going to stand still for anyone. Our thinking and our planning must grow as the industry grows, and be prepared to meet challenges we would not have dreamed of a few seasons ago.

For example, we have set a $12,500,000 production program of telefilms for syndication and network release in 1957. Part of this, of course, is continuing production this year on our telefilm series now on the air, such as "West Point," "Men of Annapolis," "Dr. Christian" and "Highway Patrol."

However, we realize that we must constantly plan and create new forms of telefilm entertainment. New programs, like "Harbor Command" starring Wendell Corey, are due to go into production, and altogether a total of 10 pilot films are on the drawing boards or in various stages of preparation.

Although we accept production of this scope as being part of our regular business, we occasionally remember—with something of a shock, I will admit—that a production program of the size we anticipate this year is the kind of production spending that was going on in the entire television industry combined just a few short seasons ago.

Production quality is not a lucky accident. Last year, to maintain a consistent quality level, we found we had to increase our telefilm production budgets an over-all average of 27%, as compared with budgets for similar situations the previous year.

Chiefly, these stepped-up costs to us, as producers, have come about through extra location costs of housing, transportation, overtime and residual payments to crews and talent, and the stepped-up prices of the raw materials of film production.

The ranks of our personnel, particularly creative film makers and technicians, is constantly growing. Last year, the number of members in the Ziv TV employee family swelled by nearly one-fourth. Outstanding producer-director-writer teams joined forces with us bringing their valuable fund of production know-how and special skills gained in years of TV and motion picture work. Our plans call for continued expansion of our creative staffs.

Our growth has been one of diversification, too. We now produce telefilms, and market them, to an astonishingly wide variety of customers. We sell to national advertisers, for placement on TV networks and major regional campaigns. We sell to regional advertisers. We sell to purely local firms who demand the utmost in program quality for use at the local level. We sell to stations, who in turn offer programs to their own lists of advertisers.

And, we market our telefilms, largely revoiced with special sound-tracks in foreign languages, overseas. We have found that audiences in foreign lands have much in common with our U. S. audiences—they want to be entertained on TV. That's why we've found widespread acceptance for Ziv TV shows in such countries as Great Britain, France, Italy, Belgium, Monaco, West Germany and Switzerland in Europe; in Japan, the Philippines and Australia in the Orient; and to Mexico, Cuba, Guatemala, San Salvador, Venezuela, Dominican Republic, Puerto Rico, Brazil and Argentina in the Latin and South American areas.

There has been plenty of competition, as there is in any healthy business activity. But we feel the competition has served a strong purpose for us in sharpening our creative thinking, and creative marketing of our film product.

We are optimistic about the challenges facing our industry today. There is evidence that multi-market telefilm advertisers, those in the national and regional brackets, will spend more than $125,000,000 for syndicated telefilms and telefilm time slots this year, with millions more due to be spent by purely local advertisers seeking the same high program quality. We are confident that we will play a major role in such telefilm plans.

At the same time, we are increasingly aware of the responsibilities that come with such an important role. You must keep raising your standards, setting new objectives, striving for better methods to create better film products to maintain a leadership position.

Hearty Congratulations to
LAWRENCE WELK
and His Television Sponsors
DODGE and PLYMOUTH!

"The LAWRENCE WELK Show . . . by far the outstanding buy. ...A virtual give-away!...reaches a big audience...(even) more conspicuous for efficiency (direct sales results)!"

Billboard's FIRST A.R.B. Cost Per Thousand Survey Covering Men, Women and Children (January 26, 1957, edition)

(HOMES-DELIVERED CATEGORY)

FIRST ... Lawrence Welk Show (Dodge-ABC) Cost Per Thousand Homes.....$1.10
FIRST ... Lawrence Welk Show (Dodge-ABC) Cost Per Thousand Men Viewers... 1.12
FIRST ... Lawrence Welk Show (Dodge-ABC) Cost Per Thousand Women Viewers .92

(COMEDY, VARIETY & MUSIC SHOWS)

FIRST ... Lawrence Welk Show (Dodge-ABC) Cost Per Thousand Homes.....$1.10
FIRST ... Lawrence Welk Show (Dodge-ABC) Cost Per Thousand Men Viewers... 1.12
FIRST ... Lawrence Welk Show (Dodge-ABC) Cost Per Thousand Women Viewers .92

(AUTOMOTIVE & PETROLEUM SPONSORS)

FIRST ... Lawrence Welk Show (Dodge-ABC) Cost Per Thousand Homes.....$1.10
FIRST ... Lawrence Welk Show (Dodge-ABC) Cost Per Thousand Men Viewers... 1.12
FIRST ... Lawrence Welk Show (Dodge-ABC) Cost Per Thousand Women Viewers .92

GABBE, LUTZ, HELLER & LOEB

Personal Management

1626 N. Vine Street
Hollywood 28, Calif.
Phone: HOllywood 9-1993

119 West 57th Street
New York, N.Y.
Phone: CIrcle 5-7998

Television Sales Challenge Leaves Plenty Of Room For Wise Choice

By
NORMAN E. CASH
President, Television
Bureau of Advertising

THERE'S no guesswork in television, only change.

In this expanding economy, up-dating, trend-discerning and fact-analyzing are the handmaidens of research, and if they are to keep the pace they must be prepared to accept the new, the hitherto unknown and—yes, even the unexpected. This is the attitude and approach we at TvB have brought, and are continuing to bring, to the Bureau's projects, and much of our findings have demonstrated that yesterday's dogma is not necessarily today's fact, nor will a current truism be tomorrow's dictum.

Yet, much of what is already known and documented is useful. Accumulated knowledge gives perspective to the present and affords a signpost for the future. Applied to advertisers' media selection, the practical use of this philosophy has served to take the element of chance out of TV. With what is known, the productive purpose of providing a base for decision is at hand; with the constant addition of new information, a signpost pointing the direction for more effective use of the medium is assured.

Since 1949, when commercial TV really got off the ground, advertisers' investments indicate that *choice* of TV is a matter of "which direction" rather than 'why.'

The choice (happy title) is as far removed from chance as the first dollars invested in 1949 are from the booming bucks of 1956 . . . and the projection for '57 is ample confirmation that this is truly choice without chance.

Here's how it stacks up:

In network, starting with 1949 (in terms of millions of dollars) the "choosers" invested: $29; $85; $180; $256; $320; $422; $540; $640 . . . and we figure on $720 million in '57. (Would you like to be an advertiser using network facilities who, when using other media found his sales plateauing, and after his first introduction to TV increased his sales by 300 per cent? We refer to the TV endorsement by Revlon).

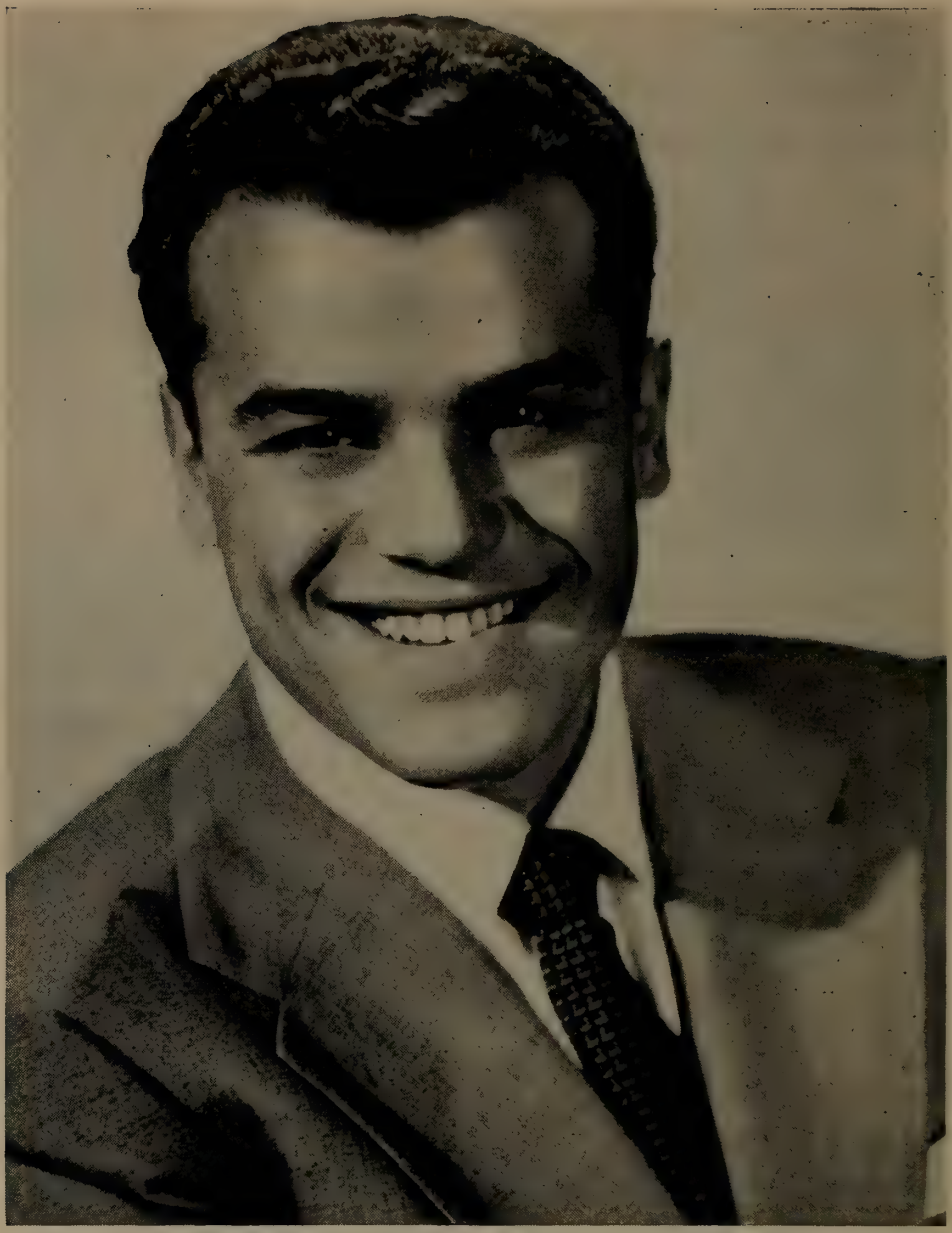
In spot, again starting from 1949 (in millions): $9; $31; $70; $94; $145; $207; $260; $325 . . . and in '57 it'll probably go to 389 million. (If you're further interested in the power of spot, we commend you to the successes of such brands as Lestoil, Viceroy, Kools, Robert Hall, Rayco and the omnipresent Tea Council).

In local, here's that story, in millions: $19; $55; $81; $103; $140; $180; $224 . . . and we look to $366 million in '57.

Summing up this felicitous trio, from 1949, we find these totals (in millions): $57; $170; $332; $453; $606; $809; $1,025 . . . . and an estimated $1,475 million for .57.

You will note that local hasn't, as yet as many "choosers" as the other two (there are notable exceptions, leaders in their fields and markets such as Montgomery Ward, Sears Roebuck, Sibley's of Rochester). That's only because they haven't caught up with what the others know. But they're learning, and TvB is devoting energy and time to further this education. In fact, we're so bullish about local, we're figuring the greatest percentage increase (36 per cent) for 1957 over 1956 will be in that area.

To recap: almost 5,000 national and regional advertisers will have used television . . . and the more we know and learn about the medium, the less we know of *any* risk for the advertiser. This is about as fortuitous a setting for sales as man has ever devised.



Julius La Rosa

Statistics Reveal Growth of Radio-TV in Latin America

By
A. M. MARTINEZ
Executive
Vice-President
Caribbean
Networks, Inc.

IN the relative short period of one year, the radio and television industry in Latin America has taken huge steps. There seems to be a revival of radio at hand and television is fast getting to be a big brother.

For the first time in several years, Latin America showed a substantial increase of radio homes—20% more radio homes over 1955, or about 2,250,000 new homes which never had a radio set previously. In general terms the increases were greater in countries like Argentina (1,850,000), Brazil (3,838,000), Colombia (470,000), Cuba (1,100,000), Dominican Republic (98,000), Guatemala (68,500), Mexico (1,125,000), Nicaragua (69,000), Puerto Rico (440,000), Salvador (225,000) and Venezuela (500,000) where television has been doing well. All in all, there are some 11,500,000 radio homes today. The number of new radio stations has increased but only by 8%—the reverse of previous years when the number of radio stations increased rapidly.

The television picture is very sketchy at this writing but is summarized below:

Country	*Stations*	*TV Homes*
Argentina	1	70,000
Brazil	6	316,000
Colombia	3	50,000
Cuba	9	260,000
Dominican Republic	1	8,000
El Salvador	1	8,500
Guatemala	2	8,000
Mexico	10	230,000
Nicaragua	1	3,000
Puerto Rico	3	156,000
Uruguay	1	1,000
Venezuela	6	85,000

Of these 44 stations, 4 started in 1950, 4 in 1951, 7 in 1952, 6 in 1953, 6 in 1954, 5 in 1955 and 12 started in 1956. So you can see that 1956, compared with any previous year, showed an increase of more than 100%. At this stage there are 1,200,000 television homes concentrated in a few markets.

In the matter of radio and television programs, the following percentage figures will show, on the basis of one month's programming, the differences among 3 countries picked at random:

Radio Programming — Percentage

	Cuba	*El Salvador*	*Panama*
Adventure	—	—	7.7
Comedy	7.3	2.8	2.6
Disc Jockies	—	1.2	2.6
Drama—Soap Opera	36.7	30.2	35.2
Popular Music	13.5	52.8	29.8
News	15.2	3.8	12.0
Variety	17.6	1.2	6.7
Quiz	—	3.6	.4
All others	9.7	4.4	3.0
	100.0	100.0	100.0

Television Programming — Percentage

	Cuba	*El Salvador*	*Puerto Rico*
Adventure	—	4.8	1.4
Comedy	6.9	—	1.4
Children	3.2	22.2	7.4
Cooking	6.4	—	5.3
Drama	12.8	7.2	3.9
Educational	4.3	—	—
Long Feature Films	12.1	44.4	31.3
News	16.5	7.1	3.5
Quiz	5.3	—	3.5
Sports	12.2	3.2	1.8
Western Films	—	1.6	9.2
Variety	16.5	7.9	26.0
All others	3.8	1.6	5.39
	100.0	100.0	100.0

It is estimated that the radio and television budgets for 1957 are in the neighborhood of $49,000,000—an increase of 25% over 1956. Of this total, 59% is allocated to radio and 41% to television. Because of television's tremendous impact, and the fact that the advertiser can reach between 6 and 8 people per home, the budgets for 1957 show the larger increase.

ROY ROGERS

"King of the Cowboys"

AND TRIGGER

Television—NBC Coast-to-Coast
Sponsored by Post Cereals
A Division of General Foods
Recordings—Bell Label and Little Golden Records

Exclusive Management
ART RUSH, INC.

Public Relations
A. L. RACKIN

Commercial Tie-Ups
ROY ROGERS ENTERPRISES

357 No. Canon Drive — Beverly Hills, California

Progress in Solving Problems Is Marked by CBC in 1956

By
E. L. BUSHNELL
Assistant
General Manager
Canadian Broadcasting
System

BROADCASTING in Canada has progressed, in 1956, through what may prove to be its biggest year.

As this country enters its 21st year of national network broadcasting, it has a service which reaches a population scattered over one of the largest countries in the world. Ninety-five percent of the population of roughly 16,000,000 is within range of national radio service and about 86 percent is now within range of Canadian television.

This has been no easy job, and it has been complicated by the fact that Canada is a two-language country. We have five networks: Trans-Canada and Dominion in English-language radio; the French radio network, and the English and French television networks.

These networks, very similar to those in the United States, are made up of publicly-owned CBC stations and privately-owned stations, with the CBC operating the networks. The operations require public money in addition to advertising revenue because of the size of the country and the costs of program production in two languages. Another complication is that Canada, which invented the world system of time zones, has six of them to contend with—two more than the United States.

It is against this background that we are proud to record the following progress: at the beginning of 1956, 77 percent of all Canadians were within range of Canadian TV. We closed the year, as mentioned above, with about 86 percent. Forty-seven percent of all Canadian homes had television sets a year ago. Today more than sixty percent of Canadian households own television. The total number of TV sets in use in Canada today is 2,680,000, of which 650,000 were purchased by Canadians during 1956.

In radio the figures eclipse those for television. During the past year 675,000 radios were sold in Canada, an increase of 65,000 over 1955.

Television, which is barely more than four years old in this country, now is available in every sizeable centre. There are 41 television stations. This number is necessary to reach a population which might be reached by one station alone in a centre such as New York City. Such is the challenge of TV in this country.

The past year saw the extension of the microwave network westward as far as Winnipeg—making possible instantaneous transmission to 18 stations from Winnipeg to Quebec City—as well as the linking together of four stations in the Maritimes.

In programming, too, it was a year of change and development. Canadians watched the first television coverage of a Canadian political convention. Experienced gleaned from coverage of U. S. political conventions helped make it a striking success. Canada's football classic, the Grey Cup Game, which a year before came to central Canada from Vancouver by courtesy of U. S. network facilities, this year went from Toronto to Vancouver by the same route.

In radio, Canadians saw the first major change in programming in several years as CBC program planners adjusted network radio to meet its new role alongside television. The Canadian system involves cooperation with privately-owned stations, which assist in obtaining national distribution for CBC-produced programs.

While this was going on, the CBC marked twenty years of national network broadcasting on November 2nd, 1956. We feel that the accomplishments of Canadian broadcasting in 1956, and indeed over the past twenty years, reflect the interest of Canadians everywhere in their national system. But the year will be remembered more for one important event than for all its physical development in Canadian radio and television.

This event was the Royal Commission on Broadcasting, which sat throughout the greater part of the year. The three-man commission, headed by R. M. Fowler, President of the Canadian Pulp and Paper Association, held sessions in all regions of Canada, visited the United States and studied European systems. We feel it is significant that we should have this long and careful look at some of the problems confronting us in radio and television at a time when both media are developing so rapidly all over the world.

JONATHAN WINTERS

The Jonathan Winters Show
NBC-TV

Exclusive representative Martin Goodman
65 W. 54th St., N. Y.

Problem of Prime Time Slots For Syndicated Film Discussed

By
DAVID V. SUTTON
Vice President in Charge
MCA TV Film Syndication Division

ALTHOUGH syndicated film had another successful year in 1956, the impression continues to exist that the securing of good availabilities for syndication is impossible or too difficult to justify the results. It is not our contention that this phase of syndicated TV is especially easy, but I believe all of us would subscribe to the theory that no facet of the industry is free from complications.

It is a myth that prime time for syndicated film programs cannot be obtained. Our experience has proved that prime time *is* available in many markets. It remains only for the advertising agency, working closely with the program distributor, to make an all-out effort to line up the desirable evening hours. Like every other type of total push, it can and does pay off. The results of prime playing time are so significant saleswise to the sponsor and the station that it is worth the extra effort to secure good time.

MCA TV recently introduced a new half-hour film series for syndication, "State Trooper," which was purchased by Falstaff Brewing Corp. for 71 markets covering 28 states from Florida to California. Its agency, Dancer-Fitzgerald-Sample, paying no heed to idle trade talk, set about lining up the best time available on the stations involved. It succeeded in nailing down better than 91% Class A time in all of its markets. Sixty-five of these time segments fell into the 7:30-10:30 p.m. category, and six were placed in 6:30-7:00 and 7:00-7:30 p.m. slots, which are also considered prime time in many markets.

This fine schedule is not to be considered an isolated case. Agencies also have been able to secure prime time for such other syndicated favorites as "Soldiers of Fortune," "The Rosemary Clooney Show," "Dr. Hudson's Secret Journal," "Man Behind the Badge" and "The Adventures of Kit Carson," to name a few. Other syndicators, as well, have enjoyed good programming schedules with many of their outstanding shows.

The clearing of prime time for any type of television program is, of course, a real problem for agencies and stations alike. The competition for coveted time is strongly influenced by the networks' placement of high-rating, expensive programs and by outstanding feature films.

So the problem is indeed a real one, but it is certainly not an insurmountable one. Just how Dancer-Fitzgerald-Sample went about securing 91% "A" time must remain their secret, but there are certain evident techniques which might bear retelling at this point:

1. An agency has a better chance to win prime time if it offers a station a solid 52 weeks of programming. Common sense will tell us that a 13-week contract, which pulls a show off the air perhaps at the very time when it is building up its viewing audience, is not wise prime-time programming.

2. Other things being equal, a higher quality show has a greater chance to snare good viewing time than a quickie with its poor production values and down-beat rating potential. It is the responsibility of the producer to make sure that the product which he produces is of such quality that it can play against the stiffest competition in preferred time. Most stations face their greatest competition during the prime time period.

3. A half-hour syndicated show, with total family appeal, and which meets the requirements of long contract and high quality, is a good bet for station acceptance in the best time. These filmed programs show consistent high ratings even when slotted against much-ballyhooed feature pictures, in marginal time. In more desirable time slots, they do even better. In Houston, to quote one example, the November (1956) ARB showed the syndicated "Rosemary Clooney Show" scoring 21.8 in a 6:30-7:00 p.m. time period to rank third among all syndicated film shows. "City Detective," aired from 8:00-8:30 p.m., ranked first among all syndicated film shows with a rousing 43.7 in Pensacola, according to the same survey. The same program, in its *third* run, ranked third among all syndicated film shows in Chicago with a 14.3 in a 9:30-10:00 time segment.

Every situation, of course, presents its own problems. However, the securing of prime time does not have to be one of the big ones. If you're willing to go out and do something about it, it can be done.

NOW TV AND TOPS AGAIN!

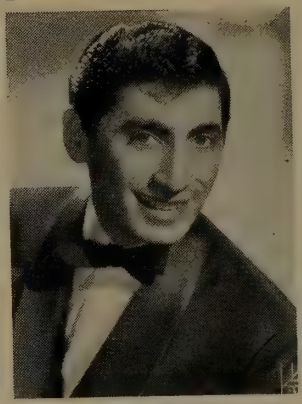
"JOE"

THE

AMES BROS.

Show on Film

"VIC"



"GENE"

"ED"

205 STATIONS

205 CITIES

205 REASONS

why the AMES BROS. have been TOP VIEWING throughout the nation!

Exclusively **RCA VICTOR RECORDS**

Personal Management
BILL FICKS

CARTB Expands, Plans For Future Along With Canadian Broadcasting

By
T. J. ALLARD
Executive Vice-President
Canadian Assn. of
Radio & Television
Broadcasters

THE year 1956 was the busiest in C.A.R.T.B.'s 32 year old history. Our radio membership went up 6.6% and our television membership 12%, so that our association now represents 145 of the 160 independently-owned and operated radio stations and 28 of the 31 independently-owned and operated television stations in this country.

The most significant event in 1956 for the Canadian broadcaster were the hearings of the Royal Commission on Broadcasting, a government-appointed, three-man Commission which travelled across Canada, from spring until fall, hearing briefs concerning the future of Canadian radio and television broadcasting. The recommendations of the Commission were scheduled to be laid before the government some time in March, 1957.

In its briefs to the Commission, C.A.R.T.B.'s main requests were for: (1) the establishment of a separate regulatory board to ameliorate the situation whereby the government-owned Canadian Broadcasting Corporation is both competitor with, and regulator of, the non-government broadcasting stations; (2) the immediate licensing of non-government television broadcasting stations in all areas of Canada, including the main metropolitan centres which are now reserved exclusively for government-owned television; and (3) permission to form private networks.

The Canadian Association of Radio and Television Broadcasters was encouraged both by the press support we received for our case and by the number of organizations, Chambers of Commerce, Boards of Trade and women's groups, which endorsed our case in their own briefs before the Commission. Support was especially strong for our contention that television stations, operated by private enterprise, should be allowed to open in areas served at present only by the CBC television system.

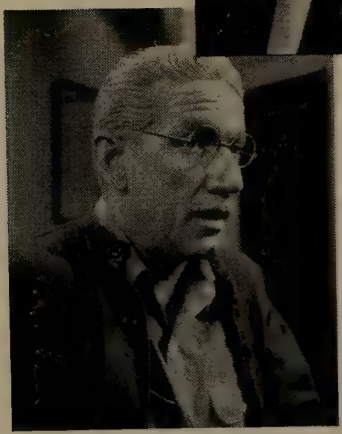
The separate regulatory body was also endorsed by a good many organizations and individuals on the grounds that the existing situation where the CBC not only acts as competitor for the same business and audience, while being subsidized by the government, but also acts in the capacity of judge and jury in decisions concerning the licensing and operating of privately-owned stations, and controls the only national networks allowed in Canada, is undemocratic.

As supplements to its briefs, C.A.R.T.B. also submitted to the Commission the results of polls taken by independent research organizations which showed that over 57% of voters favoured the separate regulatory board and that the government-owned TV monopoly was frowned on by 77.8% of the population.

The Association also presented a brief to the Gordon Commission, a commission exploring Canada's economic future. The point was made before this latter commission that Canadian broadcasting could expand enormously, in the way that U. S. broadcasting has expanded, if government-imposed shackles were removed.

The Sales and Research office in Toronto expanded its research and statistical material supplied to agencies, advertisers, reps and stations this year, and has also undertaken negotiations with the main broadcast measurement organizations with the view to improving statistics in this field. The Television Seminar, inaugurated last year and due to be repeated annually from now on, was also a big success. Out of this Seminar, for one thing, came the initial plans for the C.A.R.T.B. Television Sales office which will be opened in Toronto early in 1957.

Canada has now reached the point of 96.7% radio saturation and about 80% TV saturation, but Canadians are still buying both radio and television sets at record rates. In 1956, Canadians bought 536,000 new radios and 484,800 new television sets.



Richard Boone

Tuesday, June 19, 1956

Radio Daily - Television Daily

TV Reviews

"Lux Video Theatre"
NBC-TV, Thursdays

"A House Of His Own"
(Reviewed in Hollywood)

Executive producer — Stanley Quinn; Producer — Cal Kuhl; Director — Norman Morgan; Unit Manager — Larry Fielder; Teleplay by — Loring Mandel; Story editor — Richard McDonagh; Musical director — Rudy Schrager.

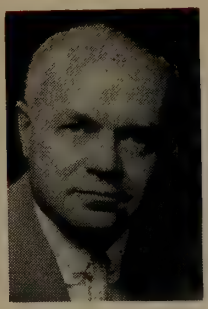
● **Possibly the best show NBC TV "Lux Video Theatre" has ever done and one of the most powerful hour-long dramas presented on TV, "A House of His Own," proved a most auspicious launching of the "Summer Preview Series."**

This Loring Mandel story, under option by Paramount Pictures, was a sensitive and provocative presentation of a contemporary problem—that of judgment and condemnation by press and public opinion versus action resulting from understanding and due process of law.

No one facet of production stood out. It was a blending of artistic and technical skill to achieve a thoroughly satisfactory dramatic experience.

A new Richard Boone, unencumbered by scope, gave a moving performance as the brilliant and bitter man, imprisoned for 36 years for a crime committed at the age of 17, who has consistently been recommended for parole and as consistently been blocked by the efforts of a civic-minded do-gooder, enacted with finesse and credibility by Mabel Albertson.

Feature Film Library Releases Prove Challenge to Programmers



By ROGER W. CLIPP
Vice President
Radio and Television
Division
Triangle Publications,
Inc.

THE year 1956 saw the sudden release of a tremendous number of major studio feature films for television use. As a result, public interest in feature films is at an all-time high, and the feature bonanza must rate as one of the top industry stories of the year.

Proper use of feature film libraries demands a "new look" in the basic framework of feature film utilization new methods of editing and cutting, new concepts in showcasing, elevated standards of production and commercial insertion. In short, purchasers of this new quality product have found it wise to reappraise their feature film programing from start to finish.

During the past six months, Triangle has purchased four major film packages released for television—the RKO, 20th Century Fox, MGM and Warner Brothers rosters. The utilization of this property to its best advantage required a new perspective on feature films—one in keeping with the quality of these outstanding features.

Owning the rights to a film library of this scope is not unlike suddenly acquiring rights to the services of Perry Como, Bob Hope, Jackie Gleason and Walt Disney. With such a roster of attractions we would have to throw out the old philosophy of "fit the product to the availability" and set about revising our basic scheme of programming and product handling to gain the full measure of value inherent in what we have bought.

We are dealing with a product finer than any ever before offered on local television. These films represent the best work of an entire industry for a period of twenty-five years. We can transpose them to television *only* if we are absolutely consistent in our treatment of them. We cannot afford to dissipate the values of a good product with haphazard handling, or with old techniques devised for the inferior features of yesterday's TV.

Operational patterns which have been developed have guided the program development of all four Triangle television stations. A careful analysis of the programming of feature films before the purchase of these major libraries revealed the need for revisions. What was adequate programming policy for the old films was inadequate to meet the demands of the new. Lack of prime time slots for features, scheduling of features in fringe time periods, and the excessive editing required to fit the films into a standard format were all out of step with current needs.

We decided that our top executives would benefit from an education in the needs of the product. For several weeks our key personnel devoted long hours to film previewing and "skull sessions" analyzing the basic issues of the problem and drafting concrete proposals for revamping the program day to fit the new needs. Out of these sessions came four basic decisions that form the heart of the Triangle feature policy.

First: Wherever possible, use prime weekend time for feature display. Saturday evening and Sunday afternoon shows were scheduled and their consistently high ratings have justified this invasion of what was once considered "network only" time.

Second: Lengthen the programs. Most of the really fine films in the library are too long to fit into a "regular" 90 minute format without excessive editing. Our weekday features were extended to 120 minutes, evening films are run complete to conclusion. In those few periods on the schedule where no more than 90 minutes is available, only shorter films are scheduled.

Third: Advance the start of the nighttime films to an earlier hour. Where feature films were once programmed only to extend the program day, good features draw big audiences, and are handicapped by an 11:15 or 11:30 PM start. Our films starts have now been moved into the formerly "untouchable" 10-11 PM time period.

Finally: Re-run policy. Since the film library is not a transient thing, but rather something which will figure heavily in operations for ten years or more, proper exposure sequence is important. If the same films are repeated too frequently, the impact of the films is lost. Naturally the films are run in a preference sequence, with the more valuable time periods getting first call on top films.

Complete facilities for:

television

theatrical

commercial

industrial

films

motion picture center

846 north cahuenga boulevard

hollywood 38, california

Desilu

Desi Arnaz, *President*

IAAB Plays Active, Vital Role in Latin American Broadcasting

By
RICARDO VIVADO
President
Inter-American Ass.
of Radio Broadcasters

IAAB represents the private and free radio broadcasting of the American Continents. It is formed by the Associations, Chambers and Federations of Radio Broadcasters existing in the countries of the Continents, from Canada and the United States down to those in the extreme south, which, in turn, comprise nearly five thousand radio and television stations.

Its aims, among several, are to defend the principles of democracy, in particular those relative to freedom of speech and of information, and the system of private and free enterprise for radiobroadcasting; to promote the broadcasters' collaboration with activities of public interest; to contribute towards raising the cultural level of the people through technical perfection and better programs and the intellectual and artistic exchange between all broadcasters of America; to establish norms of professional ethics to be upheld by all people participating in broadcasting.

IAAB has intervened before the governments of Argentine, Costa Rica and Paraguay in connection with matters of high interest. Before the first, asking for return of radiobroadcasting to private hands; before the second, to ask for the issue of concessions to private individuals for the installation of TV stations; and before the third, to request the release of a broadcaster and lifting the closure of his station. It has addressed the recently elected Presidents of Ecuador and Bolivia, to offer its cooperation and technical assistance, in order that radio broadcasting in these nations may have the necessary liberty, adequate structures and means to develop and perform the corresponding mission of public interest.

On the 4th of October, "Radio Day", IAAB celebrated its 10th anniversary, as it was founded on this same day in 1946 in Mexico City. The activities of the past ten years show that IAAB is an institution with solid principles and a perfectly cemented existence, which will be called upon to have a valuable influence in the progress of continental radio broadcasting and in the unification and the realization of its ideals of perfection and of service to the people.

IAAB's Central Office publishes a monthly news bulletin which is distributed to the associations, so that they may issue it to their stations, and is editing pamphlets with the same purpose. Three have already been distributed: "Private and Free Radiobroadcasting for the Argentine", which contains a memorial presented by IAAB to the President of the Argentine, his excellency Pedro E. Aramburo; "Freedom of Information in the Countries of America", in which a chapter from the report of the Board at its meeting in Lima is reproduced on this matter; the texts of the Constitution of the countries of the Americas on freedom of thought; and President Eisenhower's speech at the 1955 Convention of NARTB "Broadcasting Stations Must Have a Soul" advises on the management of a radio station. There is another pamphlet in the press on guidance for the organization of broadcasting associations, and two more shortly ready for publication.

The organization has maintained active, cooperative contact with the U.N., OAS and UNESCO. It was invited by OAS to send a special observer to the Inter-American Tourist Convention, which took place in San José de Costa Rica in April of 1956, and by UNESCO to participate in the conference on educational films for TV held in Tangiers and Paris.

IAAB is in full activity and preoccupied with its 5th General Meeting held in the first days of May of this year, which will mean a new impulse and a decided advance.

Burr Tillstrom's

KUKLA, FRAN and OLLIE

with Fran Allison

Produced by BEULAH ZACHARY

Directed by LEWIS GOMAVITZ

Assistant to Burr Tillstrom—JOSEPH LOCKWOOD

Music by CAESAR GIOVANNINI

Increased Telefilm Product Gains Advertisers' Approval

By
JOHN L. SINN
President
Ziv Television
Programs

WHEN we began to produce and distribute television film shows just a few short years ago, we had two objectives in mind—to create top-quality film programming, and to do all we could to aid advertisers who wanted flexibility in their TV campaigns.

The ratings we've scored on first-run shows and rerun films tell the story of audience acceptance of our programs in over 300 cities in this country.

Telefilms are now established as a basic part of the means at advertisers' disposal for reaching huge audiences with a minimum of circulation he doesn't need or want.

We are happy and proud to have on our client roster, which now stands at over 2,800 by the way, many of the blue-chip names in the advertising field: Proctor & Gamble, Chesterfield, Schaeffer Pen, National Biscuit Co., Pabst Blue Ribbon, Pet Milk, Budweiser Beer, Sealy Mattress, Swift & Co., Raleigh Cigarettes, General Cigar, Emerson Drug and many more regional advertisers such as Fuller Paint Co., Ohio Oil Co., Olympia Brewing, Kroger Stores and Ballantine Brewing.

Many of these advertisers are using spot-placed telefilms to solve specialized marketing problems they face. It may be a question of boosting a sagging sales curve in a particular area that is lagging behind others. It may be a question of reinforcing advertising impact already at work in a market, or series of markets, where magazine readership is low or a network show is carried in poor time on a delayed basis. It may be a test campaign to launch a new product, and to test new commercials, within the frame of a first-rank show that commands large and loyal audiences.

But many advertisers have bought telefilms for large regional or near-national spreads—such as the recent purchase by Hamm Brewing of our "Harbor Command" series for 55 markets, the Carnation Milk-Fuller Paint purchase of "Men of Annapolis" for some 20 West Coast markets, the P. J. Ballantine renewal of "Highway Patrol" for the Eastern seaboard—for another reason. To these advertisers, the syndicated telefilms they've bought are not supplementing anything; they are the primary spearhead of major advertising campaigns involving millions of dollars in program costs, time charges, and promotional budgets.

To meet this steady demand, we are undertaking our biggest production program, one that is budgeted at $12.5 million. We feel this alone is a tremendous vote of confidence in the outlook of the television film industry, and in the outlook for choice time periods on top stations in which advertisers can air their telefilm programs.

One of the backstage secrets of the success of our telefilms with advertisers and audiences alike, we feel, is the fact that each Ziv TV teleseries launched in the syndication market in the past several seasons has been accompanied by an extensive merchandising campaign. These pre-planned, blueprinted campaigns are being used increasingly; a recent checkup showed that a gain of over 40% had been scored in their use.

Even the best telefilm show is on a starvation diet if it has to exist in a promotional vacuum. Our advertisers have made sizable audience gains by utilizing Ziv-created merchandising aids, which range from window, store and lobby displays, to posters, carcards, mailers, giveaways, premiums and contests. By even the most conservative estimate, nearly 20,000,00 viewers are being reached each week all over the country with the total weight of promotional campaigns being put behind all of the Ziv TV shows.

We've noticed another trend in the last season or two which seems to clinch the case for advertiser acceptance of syndicated telefilms. There has been a noticeable swing toward purchasing of telefilms directly by major agencies and advertisers, until nearly 70% of our billings are with clients or their agencies—even though there have been striking gains made in the sale of telefilms to local stations of all sizes.

There is a broad pattern in all this. Television advertisers have gained considerable experience in the past decade. They have tested, watched, and measured TV. The important role of telefilm advertising in the plans of all categories and sizes of advertisers is a tribute to the high scores won by telefilms in media evaluation.

these are RALPH EDWARDS' **TV** *SHOWS*

"THIS IS YOUR LIFE"

Ralph Edwards, Creator, Producer, Narrator
NBC-TV Wednesday, 10 P.M. E.S.T.

"TRUTH OR CONSEQUENCES"

Bob Barker, Emcee
NBC-TV Monday through Friday
11:30 A.M. E.S.T.

"IT COULD BE YOU"

Bill Leyden, Emcee
NBC-TV Monday through Friday
12:30 P.M. E.S.T.

Available Immediately

"PLACE THE FACE"
"FUNNYBONERS"
"FORTUNE UNLIMITED"
"END OF THE RAINBOW"

this is *RALPH EDWARDS*

Understanding Woman's Place in Broadcasting Means Profits

By EDYTHE FERN MELROSE
President
American Women in Radio and Television

THERE are many places in the radio and television industry where women are seriously needed if we are to remain in a strong and prosperous position in the advertising world. The technical phases involving the sending of signals belong to the world of men. But how deeply have you thought about the receiving end of this dynamic advertising and its true relation to the woman's world?

Let's start out with things you already know, such as—"In 1954 women spent 236.5 billion dollars as purchasing agents for families. The purchases included everything from food to clothing, housing, recreation, medical care, cars, etc." (Fortune Magazine—"What Makes Women Buy.") TvB's survey states—"Women who shop for Food Have A BILLION-DOLLAR REACH . . . with more women between the age of 25-to-45 watching television than any other member of the family". What they prefer seeing is listed, with Women's Participating Programs one of the top five. But, there follows: "Comparatively smaller number of facts can be reported concerning these since fewer women's shows were available for sale". That was in 1954 and already it's '57. What's happened to women's programs since then sounds like a requiem!

Women's programs provide only one of the important places where women are needed in our industry, but, it's so important, let's continue to discuss it. Sending forth a strong signal to gain coverage is man's first concern and investment. Regardless of cost, investment has no value unless people dial that station's specific signal. So, man's first, and constant aim, is to win people for his signal.

But sheer numbers of people is never enough. Who is doing the dialing? Is this a potential purchaser? Sponsors reach the end of fiscal years. Here is where they must talk in terms of dollars, not exposures; profits, not merely people. Does your signal deliver merely people—or do the purchasing agents tune in for your signal? Can they, do they, spend money in response to desires and decisions sent out as information and suggestions via your signal, or the signal you may have used as an advertiser or time buyer?

Let's look at these potential "Pocketbook People" we hope we have on the receiving end. They are women. And look inside their pocketbooks there are billions for buying.

Doesn't all this make woman's place in this industry very simple? Plus her need and contribution in the normal, clerical field, she is invaluable in every facet of this industry which creates ideas, plans advertising campaigns, writes copy, produces programs or talks through our media as person-to-person to purchasing agents in skirts.

This is '57—a year when we must run our own industry by winning back the loyalty and purchasing power we may have lost because we failed to fulfill our mission in this media. There is great need for providing programs and information which women will find exciting, interesting, and dramatic because the programs help put a bit more interest, excitement and drama into their own lives.

As employees, women, with intelligence, aptitude, vision and imagination, can attract and help hold the billion-dollar purchasing agents.

Spend just one day studying a competitive medium. Study the woman's section of a good newspaper, the top magazine, then study the personnel. Those sections for women are colorful, exciting and have strong attraction for women, and they are planned by women. Good money was paid for it because the advertiser was convinced women, with money to spend, were turning those pages for ideas they found interesting, informative, exciting and persuasive.

Smart men must learn to work with women on the trial and error method just as they do when hiring men. If one woman didn't work out, don't throw up your hands and say, "We tried it." Shift, change, consult and advise until the entire organization is helping handle the problem. However, select a woman who talks like a woman, thinks like a woman (with good sense), who can help interpret women and one who still has retained sufficient glamour to inspire other women (and men). There's unlimited opportunity to place women in your industry where they can help you make unlimited money.

Lee Graham

"Freedom" Committee Fights for Access to Public Information

By
ROBERT D. SWEZEY
Chairman, Freedom of Information Committee
N.A.R.T.B.

FOR many practical broadcasters, I am afraid the phrase "freedom of information" has a remote and academic ring. As a matter of fact, however, the work of the NARTB Freedom of Information Committee is of basic and immediate importance, for in certain respects the success of that work will actually determine the future stature of radio and television. It is perfectly obvious that unless radio and television secure, with the particular tools of their trade, access to courtroom and legislative proceedings, public hearings, and the like, which is equal in all respects to that accorded the printed media, they will be precluded to a large degree from doing the type of things they actually do best—the coverage of events of paramount importance as they occur.

Radio and television have a very fair and sympathetic argument. All they are asking is that they be given an equal break with other media. If they fail to obtain this, they will operate under a tremendous handicap in the news and special events field.

I have been impressed with the number and diversity of forums in which this question of equal access has arisen—Capitol Hill, state legislatve proceedngs, courts of all degrees, municipal councils, directors' and trustees' meetings of educational and other public institutions.

Much progress was made during 1956. One of our principal areas of dispute is with the courts, and more specifically with Canon 35 of the Judicial Ethics of the American Bar Association, which has been adopted in some twenty states and which provides categorically that television and radio, along with news cameras, are calculated to interfere with an orderly court procedure, and therefore should be barred. Successful demonstrations have now been made, in several states, of the possibility of the completely orderly and unobtrusive operation of radio and television equipment under actual trial conditions. This entire issue was effectively argued before the Supreme Court of Colorado, and the right of access established for the broadcasters in that state.

We have still to contend with a close-minded attitude on the part of some of the judiciary. This was recently illustrated in a San Diego County Court when the judge threatened to cite a station for contempt for interviewing discharged witnesses, and attempted to bar television personnel from taking notes in the courtroom. A California Appeals Court ruled that the TV people might take notes at any public hearing so long as their actions do not interfere with orderly conduct of the proceedings before the court or its officers.

There is still hope that a Committee established several years ago, but recently reorganized, composed of representatives of the American Bar Association and of news media may be helpful in eliminating or satisfactorily amending Canon 35 to remove the wholly unfair and unwarranted restriction upon radio and television coverage.

The position of radio and television with respect to equal access to legislative sessions and committee hearings seems to be somewhat better established and recognized. There are now some sixteen states at least which permit us general access. Within the last few weeks the members of the Texas legislature voted 140 to 4 in favor of a rule change permitting radio coverage, live and recorded, and television coverage, live and film, of its proceedings, including sessions of the House and meetings of its Committees.

In each case in which progress has been achieved, it has been largely due to the work of local broadcasters who have promptly taken the action indicated.

It is a little disheartening to encounter decisions such as that recently made by a city council to permit no further broadcasting of its meetings because "members might make embarrassing grammatical errors." It is even more alarming to have a governor, in this particular instance the governor of my adopted state of Louisiana, place a complete ban on all radio and television reporters at his press conferences. Over a period of weeks the restriction has been alleviated to the extent that we can now take full notes and silent film. These situations merely serve to point up the importance and immediacy of our problem. There is but one answer — wherever there is a closed door or a closed mind we must work patiently and insistently until it is opened to us. Ultimately, I am sure we will win.

THE WORLD

The NBC Radio Network's "HOT LINE" Service, now in operation, gives new stature to radio news coverage. An open line, linking NBC Radio Central to every affiliate, is ready throughout the broadcast day. When news breaks anywhere in the world, immediate notice clears all stations automatically, to bring NBC Radio audiences instant word.

The NBC Radio Network brings the nation another exclusive service: NETWORK NEWS ON THE HOUR. Not just a rehash of wire services, each broadcast carries fresh news—live, direct reports by NBC correspondents around the world,

N A NEW "HOT LINE"

on-the-spot coverage of important local stories by Network Associate newsmen at NBC's affiliates. Throughout the entire week, the first five minutes of every hour keep America on top of the news.

The "HOT LINE" Service and NEWS ON THE HOUR form a one-two news punch that make the NBC Radio Station in every market THE source for swift, reliable, complete news coverage. This is the combination that is giving listeners more reason than ever to keep tuned through the day to NBC Radio.

Advertisers were quick to recognize the value of this vital development. Bristol-Myers purchased half of all the NEWS ON THE HOUR broadcasts; Brown and Williamson took the other half—to make one of the biggest radio network sales in years.

The dynamic energy of NBC Radio can generate sales for you, too. Your NBC Radio Network representative will tell you how. Call him today.

NBC RADIO NETWORK

a service of RCA

THE WORLD ON A NEW "HOT LINE"

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NBC RADIO NETWORK

a service of RCA

Radio and Television

TELEPHONE NUMBERS

in New York

AM Radio Stations

WABC	SUsquehanna	7-5000
WBNX	MElrose	5-0333
WCBS	PLaza	1-2345
WEVD	PLaza	7-0880
WFAS	WHite Plains	9-6400
WGBB	FReeport	9-1400
WHLI	OLympia	8-1100
WHOM	CIrcle	6-3900
WINS	BRyant	9-6000
WKBS	PIoneer	6-6700
WLIB	MOnument	6-1800
WMCA	MU	8-1500
WMGM	MUrray Hill	8-1000
WRCA	CIrcle	7-8300
WNEW	PLaza	3-3300
WNYC	WHitehall	3-3600
WOR	LOngacre	4-8000
WOV	CIrcle	5-7979
WQXR	LAkawanna	4-1100
WWRL	DEfender	5-1600

FM Radio Stations

WABC-FM	SUsquehanna	7-5000
WCBS-FM	PLaza	1-2345
WFAS-FM	WHite Plains	9-6400
WBFM	LExington	2-4927
WNRC	New Rochelle	6-0080
WHLI-FM	IVanhoe	1-8000
WMGM-FM	MUrray Hill	8-1000
WRCA-FM	CIrcle	7-8300
WNYC-FM	WHitehall	3-3600
WOR-FM	LOngacre	4-8000
WQXR-FM	LAckawanna	4-1100

TV Stations

WABC-TV	SUsquehanna	7-5000
WABD	LEhigh	5-1000
WATV	BArclay	7-3260
WCBS-TV	PLaza	1-2345
WRCA-TV	CIrcle	7-8300
WOR-TV	LOngacre	4-8000
WPIX	MUrray Hill	2-6500

National Networks

American Broadcasting Co.	SUsquehanna	7-5000
Columbia Broadcasting System	PLaza	1-2345
DuMont Television Network	LEhigh	5-1000
Keystone Broadcasting System	PLaza	7-1460
Mutual Broadcasting System	LOngacre	4-8000
National Broadcasting Co.	CIrcle	7-8300

Station Representatives

ABC Spot Sales	SUsquehanna	7-5000
Avery-Knodel, Inc.	JUdson	6-5536
Hil F. Best	LExington	2-3783
John Blair & Co.	PL	3-4250
Blair-TV, Inc.	TE	8-5800
Guy Bolam	MUrray Hill	5-1300
The Bolling Co., Inc.	PLaza	9-8150
The Branham Co.	MUrray Hill	2-4606
Burn-Smith Co., Inc.	MUrray Hill	2-3124
CBS Radio Spot Sales	PLaza	1-2345
CBS TV Spot Sales	PLaza	1-2345
Henry I. Christal	MUrray Hill	8-4414
Thomas F. Clark Co. Inc.	PLaza	5-0376
Continental Radio Sales	LExington	2-2450
Donald Cooke, Inc.	MUrray Hill	2-7270
Devney & Co.	MUrray Hill	7-5365
Everett-McKinney, Inc.	PLaza	9-3747
Forjoe & Co., Inc.	JUdson	6-3100
Melchor Guzman Co., Inc.	CIrcle	7-0624
H-R Representatives, Inc.	OXford	7-3120
Headley-Reed Co.	MUrray Hill	5-8701
George P. Hollingbery Co.	OXford	5-5560
The Katz Agency, Inc.	PLaza	9-4460
Robt. S. Keller, Inc.	WA	4-6599
Joseph Hershey McGillvra, Inc.	MUrray Hill	2-8755
Robert Meeker Associates, Inc.	MUrray Hill	2-2170
NBC Spot Sales	CIrcle	7-8300
Pan American Bcstg. Co.	MUrray Hill	5-1300
John E. Pearson Co.	PLaza	1-3366
John H. Perry Associates	MUrray Hill	7-5047
Peters, Griffin, Woodward	YU	6-7900
Edward Petry & Co., Inc.	MUrray Hill	8-0200
Radio-TV Representatives	MUrray Hill	8-4340
William G. Rambeau Co.	MUrray Hill	6-5940
Paul H. Raymer Co., Inc.	PLaza	9-5570
Venard, Rintoul & McConnell	MUrray Hill	8-1088
The Walker Representation Co., Inc.	MUrray Hill	3-5830
Weed & Co.	PLaza	9-4700
Adam J. Young, Jr., Inc.	PLaza	9-1810

Advertising Agencies

Anderson & Cairns, Inc.	MUrray Hill	8-5800
N. W. Ayer & Son, Inc.	PL	7-5700
Badger & Browning & Hersey, Inc.	CIrcle	7-3719
Ted Bates & Co.	JUdson	6-0600
Batten, Barton, Durstine & Osborn	ELdorado	5-5800
Benton & Bowles, Inc.	MUrray Hill	8-1100
Franklin Bruck Advertising Corp.	CIrcle	7-7660
Bryan Houston	PLaza	7-6400
Leo Burnett	MUrray Hill	8-9480
Calkins, & Holden	PLaza	5-6900
Campbell-Ewald Co., Inc.	MUrray Hill	8-3400
Harry B. Cohen	OXford	7-0660
Compton Advertising, Inc.	PL	4-1100
Cunningham & Walsh, Inc.	MUrray Hill	3-4900
Dancer-Fitzgerald-Sample	ORegon	9-0600
D'Arcy Advertising Co.	PLaza	8-2600
Doherty, Clifford, Steers & Shenfield, Inc.	BRyant	9-0445
Donahue & Coe, Inc.	COlumbus	5-2772
Doremus & Co.	WOrth	4-0700
Dowd, Redfield & Johnstone	MUrray Hill	8-1275
Roy S. Durstine, Inc.	TEmpleton	8-4600
Erwin, Wasey & Co., Inc.	OX	7-4500
William Esty & Co.	OXford	7-1600
Foote, Cone & Belding	MUrray Hill	8-5000
Albert Frank-Guenther Law	COrtlandt	7-5060
Fuller & Smith & Ross, Inc.	MUrray Hill	6-5600
Gardner Advertising Co.	COlumbus	5-2000
Geyer Advertising, Inc.	PLaza	1-3300
Grant Advertising	OX	7-5800
Grey Adv. Agency, Inc.	PLaza	1-3500
Charles W. Hoyt Co., Inc.	MUrray Hill	2-2000
Duane Jones Co., Inc.	MU	7-0270
Kastor, Farrell, Chesley & Clifford, Inc.	PLaza	1-1400
The Joseph Katz Co.	MUrray Hill	7-0250
Kenyon & Eckhardt, Inc.	MUrray Hill	8-5700
Abbott Kimball Co., Inc.	YU	6-7800
Kudner Agency, Inc.	MUrray Hill	8-6700
Al Paul Lefton Co., Inc.	MUrray Hill	9-7470
Lennen & Newell, Inc.	MUrray Hill	2-5400
MacManus, John & Adams	PLaza	9-3221
Marschalk & Pratt Co.	TE	8-8030

J. M. Mathes, Inc. ..... LExington 2-7450
Maxon, Inc. ..... PLaza 9-7676
McCann-Erickson, Inc. ..... JUdson 6-3400
Emil Mogul Co., Inc. ..... TE 8-7100
Morey, Humm & Warwick, Inc. ..... LOngacre 4-2240
Morse International, Inc. ..... OXford 7-2100
Needham, Louis & Brorby ..... PLaza 7-0333
Norman Craig & Kummel ..... PLaza 1-0900
Peck Adv. Agency, Inc. ..... PLaza 3-0900
Fletcher D Richards, Inc ..... JUdson 6-5400
Ruthrauff & Ryan, Inc. ..... MUrray Hill 6-6400
St. George & Keyes ..... YU 6-7575
Sullivan, Stauffer, Colwell & Bayles. MUrray Hill 8-1600
Tatham-Laird ..... PLaza 3-7057
J. Walter Thompson Co. ..... MUrray Hill 3-2000
J. Franklyn Viola ..... CHickering 4-3254
Geoffrey Wade ..... PLaza 5-4156
Warwick & Legler, Inc. ..... MUrray Hill 4-5800
Weiss & Geller, Inc. ..... PLaza 3-4070
Young & Rubicam, Inc. ..... MUrray Hill 9-5000

Publications

Advertising Age ..... PLaza 5-0404
Advertising Agency ..... LOngacre 5-3320
Billboard, The ..... PLaza 7-2800
Broadcasting-Telecasting ..... PLaza 5-8354
Editor & Publisher ..... BRyant 9-3052
Film Daily ..... BRyant 9-7117
Printers' Ink ..... MUrray Hill 3-6500

RADIO-TV DAILY ..... WIsconsin 7-6336
Radio & Television Weekly ..... WAlker 5-2576
Sales Management ..... LExington 2-1760
Sponsor ..... MUrray Hill 8-2772
Standard Rate & Data Service ..... MUrray Hill 9-6620
Television Magazine ..... PLaza 3-3671
Tide ..... PL 7-2800
Variety ..... JUdson 2-2700

News Associations

Associated Press ..... PLaza 7-1111
International News Service ..... MUrray Hill 7-8800
Press Association, Inc. ..... PLaza 7-1111
Reuters ..... BRyant 9-8558
United Press Associations ..... MUrray Hill 2-0400

Talent Agencies

Affiliated Artists ..... PL 5-3990
Columbia Artists Management, Inc. ..... CIrcle 7-6900
Consolidated Concerts Corp. ..... COlumbus 5-3580
Frank Cooper Associates ..... PL 1-0725
Gale, Inc. ..... PLaza 7-7100
William McCaffrey Agency ..... ELdorado 5-1076
Music Corp. of America ..... PLaza 9-7500
Marjorie Morrow ..... CHickering 4-0644
William Morris Agency, Inc. ..... JUdson 6-5100
National Concert & Artists Corp. ..... PLaza 9-6000
Robbins Bros. ..... MUrray Hill 7-2033
Shaw Artists Corp. ..... MUrray Hill 8-2230

Organizations, Unions and Government Agencies

Actors' Equity ..... PLaza 7-7660
Advertising Federation of America ..... CIrcle 6-2431
AAAA ..... LExington 2-7980
American Communications Assn. ..... COrtland 7-1374
American Federation of Musicians ..... PLaza 8-0600
AFTRA ..... VAnderbilt 6-1810
ASCAP ..... MUrray Hill 8-8800
AMP ..... PLaza 9-8470
Broadcast Music, Inc. ..... PLaza 9-1500
Federal Communications Comm. ..... WAtkins 4-1000
Federal Trade Commission ..... COrtland 7-7100
Institute of Radio Engineers ..... LE 5-5100
Music Publishers' Protective Association. PLaza 1-1930
NAPA ..... CIrcle 7-8194
Professional Music Men, Inc. ..... COlumbus 5-7362
SESAC, Inc. ..... JU 6-3450
Song Writers' Protective Assn. ..... CIrcle 6-2536
Station Representatives Assn. ..... MUrray Hill 5-4141
Writer's Guild of America ..... PLaza 7-3317

Radio-TV Programs and Transcription Cos.

Advance Television Pictures Service .... CIrcle 5-6873
Affiliated Program Service, Inc. ..... Murray Hill 7-1881
Air Features ..... JUdson 6-8500
Alton Alexander Productions ..... LO 8-3100
American Institute Food Products ..... JUdson 6-7600
Audio-Video Recording Co. ..... PLaza 7-3091
Barry & Enright ..... TEmpleton 2-8600
Basch Radio & TV Productions .... MUrray Hill 2-8877
V. S. Becker Advtg. Service ..... MUrray Hill 2-0777
The Bruce Chapman Co. ..... WIsconsin 7-9244
Cineffects, Inc. ..... CIrcle 6-0951
Coastal Recording Co. ..... CIrcle 6-3900
Louis G. Cowan, Inc. ..... PLaza 9-3700
Frederic Damrau, M.D. ..... PLaza 5-3638
Gordon M. Day Productions ..... Oregon 9-3595
Decca Records, Inc. ..... COlumbus 5-2300
Roy DeGroot, Consultants, Inc. ..... MUrray Hill 7-6865
Empire Broadcasting Corp. ..... PLaza 9-4500
Allen A. Funt Radio Productions ..... JUdson 6-5227
Gale, Inc. ..... PLaza 7-7100
General Artists Corp. ..... CIrcle 7-7543
John E. Gibbs & Co. ..... PLaza 7-5959
Harry S. Goodman Radio Productions .... PLaza 5-6131
Arthur Henley Productions ..... PLaza 5-7145
Hummert Radio Features ..... JUdson 6-8500
International 16mm Corp. ..... PLaza 7-2265
Keystone Broadcasting System, Inc. ..... PLaza 7-1460
Lang-Worth Feature Programs, Inc. ..... JUdson 6-5700
Charles Michelson, Inc. ..... PLaza 7-0695
William Morris Agency, Inc. ..... JUdson 6-5100
Motion Picture Stages, Inc. ..... PLaza 3-4840
Music Corp. of America ..... PLaza 9-7500
Muzak Corp. ..... ORchard 4-7400
NBC Radio Recording Div. ..... CIrcle 7-8300
National Concert & Artists Corp. ..... PLaza 9-6000
Pyramid Productions, Inc. ..... PLaza 1-0430
Radio Artists Corp. ..... MUrray Hill 8-0940
Radio Features of America ..... JUdson 2-5130
Reemack Enterprises, Inc. ..... CIrcle 6-7300
Reeves Sound Studios, Inc. ..... ORegon 9-3550
Rockhill Radio ..... PLaza 9-7979
Bernard L. Schubert, Inc. ..... MUrray Hill 8-0940
SESAC, Inc. ..... JU 6-3450
K. R. Smith ..... Rye, N. Y., RYe 7-1322
Henry Souvaine, Inc. ..... TRafalgar 3-1158
Richard Stark & Co. ..... REgent 7-9608
Television Screen Productions, Inc. . MUrray Hill 2-8877
Transfilm, Inc. ..... JUdson 2-1400
United Press Associations ..... MUrray Hill 2-0400
Thomas J. Valentino, Inc. ..... CIrcle 6-4675
Chick Vincent Co. ..... ELdorado 5-0734
Roger White Productions ..... PLaza 5-3560
Wolf Associates ..... PLaza 5-2050
World Broadcasting System, Inc. . . MUrray Hill 8-4700
Wright, Wynn Associates ..... PLaza 3-4417
Frederic W. Ziv Co., Inc. ..... MUrray Hill 8-4700
Ziv TV Programs ..... MUrray Hill 8-4700

Radio and Television

TELEPHONE NUMBERS

in Chicago

AM Radio Stations

WAAF	RAndolph	6-1932
WAIT	FRanklin	2-0660
WBBM	WHitehall	4-6000
WBEZ	DEarborn	2-7801
WCFL	MOhawk	4-2400
WCRW	EAstgate	7-6860
WEAW	AMbassador	2-1128
WEDC	CR	7-4100
WGES	SAcramento	2-1700
WGN	MIchigan	2-7600
WHFC	CLiffside	4-7411
WIND	WHitehall	4-2170
WJJD	STate	2-5466
WLS	MOnroe	6-9700
WMAQ	SUperior	7-8300
WMBI	MIchigan	2-1570
WNMP	SHeldrake	3-1590
WSBC	MOnroe	6-9060

FM Radio Stations

WEAW	UN	4-4606
WEFM	STate	2-1357
WFMT	STate	2-5668
WXRT	MOnroe	6-9060
WSEL	ANdover	3-6767

Television Stations

WBBM-TV	WHitehall	4-6000
WBKB	ANdover	3-0800
WGN-TV	MIchigan	2-7600
WNBQ	SUperior	7-8300

National Networks

American Broadcasting Co.	ANdover	3-0800
Columbia Broadcasting System	WHitehall	4-6000
DuMont Television Network	SUperior	7-0100
Keystone Broadcasting System	STate	2-6303
Mutual Broadcasting System	WHitehall	4-5060
National Broadcasting Co.	SUperior	7-8300

Station Representatives

Avery-Knodel, Inc.	ANdover	3-4710
John Blair & Co.	SUperior	7-8659
The Bolling Co.	WHitehall	3-2040
The Branham Co.	CEntral	6-5726
Burn-Smith Co.	CEntral	6-4437
Capper Publications	CEntral	6-5977
CBS Radio Sales	WHitehall	4-6000
Thomas F. Clark Co.	STate	2-1663
Crosley Broadcasting Corp.	STate	2-6693
Everett-McKinney, Inc.	SUperior	7-9052
Forjoe & Co.	DElaware	7-1874
Free & Peters, Inc.	FRanklin	2-6373
Headley-Reed Co.	FRanklin	2-4686
George P. Hollingbery	DEarborn	2-6060
H-R Representatives	RAndolph	6-6431
The Katz Agency	CEntral	6-7343
Robt. S. Keller, Inc.	STate	2-5096
Joseph Hershey McGillvra, Inc.	STate	2-5282
Everett McKinney	SU	7-9052
Robert Meeker Associates, Inc.	CEntral	6-1742
National Broadcasting Co.	SUperior	7-8300
John E. Pearson Co.	STate	2-7494
John H. Perry Associates	HArrison	7-4008
Edward Petry & Co., Inc.	WHitehall	4-0011
William G. Rambeau Co.	ANdover	3-5566
Paul H. Raymer Co.	SUperior	7-4473
Sears & Ayer, Inc.	SUperior	7-8177
Walker Co.	ANdover	3-5771
Weed & Co.	WHitehall	4-3434
Adam Young, Jr., Inc.	ANdover	3-5448

Advertising Agencies

Aubrey, Finlay, Marley & Hodgson, Inc.	FInancial	6-1600
N. W. Ayer & Son, Inc.	Andover	3-7111
A. N. Baker Adv. Agency, Inc.	FRanklin	2-8895
BBD&O	SUperior	7-9200
Beaumont & Hohman	RAndolph	6-6181
Blackett Hill	SUperior	7-6500
Bozell & Jacobs, Inc.	CEntral	6-0870
Leo Burnett Co., Inc.	CEntral	6-5959
Campbell-Ewald Co.	CEntral	6-1946
Campbell-Mithun Inc.	DElaware	7-7553
Dancer-Fitzgerald-Sample	FInancial	6-4700
W. B. Doner & Co.	DEarborn	2-4674
Doremus & Co.	CEntral	6-9132
Erwin Wasey & Co.	RAndolph	6-4952
Foote, Cone & Belding	SUperior	7-4800
Albert Frank-Guenther Law, Inc.	DEarborn	2-6424
Goodkind, Joice & Morgan, Inc.	SUperior	7-6747
Gordon, Best, Co., Inc.	STate	2-5060
Grant Advertising, Inc.	SUperior	7-6500
Henri, Hurst & McDonald, Inc.	FRanklin	2-9180
Robert Kahn & Assoc. Inc.	DElaware	7-5480
H. W. Kastor & Sons Advertising Co.	CEntral	6-5331
MacFarland, Aveyard & Co.	RAndolph	6-9360
Malcolm-Howard	ANdover	3-0022
Maxon, Inc.	WHitehall	4-1676
McCann-Erickson	WEbster	9-3701
Arthur Meyerhoff & Co.	DElaware	7-7860
C. L. Miller Co.	CEntral	6-1640
Needham, Louis Brorby, Inc.	WHitehall	4-3400
Olian & Bronner, Inc.	STate	2-3381
O'Neil, Larson & McMahon	ANdover	3-4470
Presba, Fellers & Presba, Inc.	CEntral	6-7683
L. W. Ramsey Co.	FRanklin	2-8155
Roche, Williams & Cleary	RAndolph	6-9760
Ruthrauff & Ryan, Inc.	FInancial	6-1833
R. Jack Scott	WHitehall	4-6886
Russel M. Seeds Co.	WHitehall	3-2133
Tatham-Laird, Inc.	HArrison	7-3700
J. Walter Thompson Co.	MOhawk	4-6700
Wade Advertising Agency	STate	2-7369
Weiss and Geller	WHitehall	3-2100
Young & Rubicam	FInancial	6-0750

Radio-TV Program and Transcription Cos.

Louis G. Cowan & Co.	RAndolph	6-2022
Columbia Records, Inc.	WHitehall	4-6000
Decca Records, Inc.	MOhawk	4-4800
Feature Productions	Michigan	2-6015
Mel Galliant & Assoc.	DElaware	7-5216
L. S. Toogood Recording Co.	CEntral	6-5275
William Morris Agency	WHitehall	3-1744
Jewell Radio & TV Productions	MOhawk	4-5757
Herbert S. Laufman	RAndolph	6-4086
Jules Power Prod.	DElaware	7-7422

Radio and Television

TELEPHONE NUMBERS

in Chicago

Les Lear Productions Corp.....FRanklin 2-7840
Modern Recording Studio.....FInancial 6-4183
Monogram — Chicago.....ANdover 3-7169
Morton Radio Productions, Inc.....CEntral 6-4144
Music Corp. of America.....DElaware 7-1100
NBC Radio Recording Division.....SUperior 7-8300
RCA Manufacturing Co.....WHitehall 4-4600
Walter Schwimmer Co.....FRanklin 2-4392
Standard Radio Trans. Service, Inc.....STate 2-5322
Hal Tate Radio Productions.....FInancial 6-5450
Ziv Television Programs, Inc.....WH 4-1030

News Agencies and Ass'ns.

Associated Press .....STate 2-7700
International News Service.....DE 2-0427
Press Associates, Inc.....SUperior 7-0907
RADIO-TV DAILY .....DEarborn 2-6757
United Press .....FRanklin 2-9000
City News Bureau.....STate 2-8100
Community News.....RAndolph 6-0002

Radio, Television and Government

TELEPHONE NUMBERS

in Washington

Federal Departments and Agencies

American National Red Cross.....REpublic 7-8300
Archives, National .....REpublic 7-7500
Business and Defense Services
Administration .....STerling 3-9200
Capitol, U. S. (Senate, House).....NAtional 8-3120
Census, Bureau of The.....LUdlow 4-3000
Commerce, Department of.....STerling 3-9200
Copyright Office, Library of Congress..STerling 3-0400
Court of Customs and Patent Appeals.National 8-4696
Department of Defense.....LIberty 5-6700
Air Force, Department of The.....LIberty 5-6700
Army, Department of The.....LIberty 5-6700
Navy, Department of The.....LIberty 5-6700
Defense Mobilization, Office of.....EXecutive 3-3300
Executive Mansion (White House)...NAtional 8-1414
Federal Communications Commission.EXecutive 3-3620
Federal Trade Commission.....EXecutive 3-6800
Government Printing Office.....STerling 3-6840
Interior, Department of The.....REpublic 7-1820
Justice, Department of.....REpublic 7-8200
Labor, Department of.....EXecutive 3-2420
National Labor Relations Board.....STerling 3-7373
National Research Council.....EXecutive 3-8100
Patent Office .....STerling 3-9200
Post Office Department.....STerling 3-3100
Radio Correspondents Galleries (Senate and
House of Representatives).....NAtional 8-3120
State, Department of.....REpublic 7-5600
Supreme Court of the United States..EXecutive 3-1640
United States Information Agency....REpublic 7-8340
U.S.M.C., AM-TV, Info. Div.....LIberty 5-6700, Ext. 41056
White House .....NAtional 8-1414

Non-Governmental

Clear Channel Broadcasting Service..EXecutive 3-0255
National Association of Radio and TV
Broadcasters .....DEcatur 2-9300
National Press Club.....REpublic 7-2500
RADIO-TV DAILY .....EXecutive 3-4808
Radio, Electronics-Television Manufacturers
Association .....NAtional 8-3902
Radio Corporation of America (Frequency
Bureau and RCA Victor Dic.).....DIstrict 7-1260
Westinghouse Radio Stations.....STerling 3-0903

AM Radio Stations

WARL .....KEnmore 6-9000
WEAM .....JAckson 7-7100
WFAN .....REpublic 7-8000
WFAX .....JEfferson 2-0900
WGAY .....JUniper 9-1050
WGMS .....EXecutive 3-8676
WINX .....POplar 2-4357
WMAL .....KEllogg 7-1100
WOL .....HObart 2-9300
WOOK .....REpublic 7-8000
WPIK .....OVerlook 3-3000
WRC .....ADams 4-5400
WTOP .....EMerson 2-9300
WUST .....HObart 2-0011
WWDC .....TUckerman 2-7600

FM Radio Stations

WASH-FM .....DIstrict 7-1356
WBUZ .....REdwood 6-8000
WGAY-FM .....JUniper 9-1050
WGMS-FM .....EXecutive 3-8676
WMAL-FM .....KEllogg 7-1100
WOOK-FM .....STerling 3-7265
WRC-FM .....ADams 4-5400
WTOP-FM .....EMerson 2-9300
WWDC-FM .....TUckerman 2-7600

Television Stations

WMAL-TV .....KEllogg 7-1100
WRC-TV .....ADams 4-5400
WTOP-TV .....EMerson 2-9300
WTTG .....STerling 3-5300

News Services

Associated Press .....DIstrict 7-1500
International News Service .....NAtional 8-1733
United Press .....EXecutive 3-3430

Networks

ABC .....REpublic 7-6013
CBS .....EMerson 2-9300
MBS .....STerling 3-3500
NBC .....ADams 4-5400

Radio and Television

TELEPHONE NUMBERS

in Los Angeles

AM Radio Stations

KALI (Pasadena) ..... RYan 1-7149
KBIG ..... HOllywood 3-3205
KBLA ..... STate 7-3619
KABC ..... NOrmandy 3-3311
KFAC ..... WEbster 8-0161
KFI ..... DUnkirk 2-2121
KFOX ..... NEvada 6-7868
KPOP ..... DUnkirk 8-2345
KFWB ..... HOllywood 3-5151
KGER ..... NEvada 6-4774
KGFJ ..... HOllywood 4-0201
KGIL (Sherman Oaks) ..... STanley 7-3467
KHJ ..... HOllywood 2-2133
KIEV (Glendale) ..... CHapman 5-2388
KLAC ..... HOllywood 2-7271
KMPC ..... HOllywood 9-5341
KNX ..... HOllywood 9-1212
KDAY (Santa Monica) ..... HOllywood 9-5111
KPOL ..... WEbster 8-2345
KRKD ..... HOllywood 5-2181
KWKW (Pasadena) ..... RYan 1-6744
KXLA (Pasadena) ..... RYan 1-6991

FM Radio Stations

KUTE (Glendale) ..... CItrus 4-1414
KFWB-FM ..... HOllywood 3-5151
KHJ-FM ..... HOllywood 2-2133
KNX-FM ..... HOllywood 9-1212
KFOX (Long Beach ..... NEvada 6-7868
KNOB (Long Beach) ..... Long Beach 8-5519
KABC ..... NO 3-3311
KFAC-FM ..... WEbster 8-0161
KNX-FM ..... HOllywood 9-1212
KRKD-FM ..... MAdison 5-2121
KWKW-FM (Pasadena) ..... RYan 1-6744
KCBH ..... BR 2-7105

Television Stations

KABC-TV ..... NOrmandy 3-3311
KCOP ..... HOllywood 2-7311
KHJ-TV ..... HOllywood 2-2133
KRCA ..... HOllywood 9-6161
KNXT ..... WEbster 8-3000
KTLA ..... HOllywood 9-3181
KTTV ..... HOllywood 2-7111

Networks

American Broadcasting Company (Television Center ..... NOrmandy 3-3311
American Broadcasting Company (Radio Center) ..... HOllywood 2-3141
Columbia Broadcasting System ..... HOllywood 9-1212
CBS-Radio ..... HOllywood 9-1212
CBS Television—Television City ..... WEbster 8-3000
Mutual-Don Lee Broadcasting System ..... HOllywood 2-2133
National Broadcasting Company ..... HOllywood 9-6161

Station Representatives

American Jewish Broadcasting ..... BRadshaw 2-7931
AM Radio Sales Co. ..... HOllywood 5-0695
Avery-Knodel, Inc. ..... DUnkirk 5-6394
Walter Biddick Co. ..... RIchmond 9-6184
Best, H. L. F. ..... OLive 5-8326
John Blair & Co. ..... DUnkirk 7-1333
Blair-TV, Inc. ..... DUnkirk 1-3811
Bolling Company, Inc. ..... BRadshaw 2-0544
The Branham Co. ..... WEbster 1-1551
Broadcast Times Sales ..... HOllywood 5-1755
Burke-Stuart ..... OLive 2-1313
Burn-Smith Co., Inc. ..... DUnkirk 2-3200
CBS-Radio Spot Sales ..... HOllywood 9-1212
Cowling, Charles ..... HOllywood 5-2453
Forjoe & Co. ..... MAdison 6-3329
Gill-Perna ..... DUnkirk 7-4388
W. S. Grant Co. ..... HOllywood 3-7194
Headley-Reed Co. ..... HOllywood 7-1480
H-R Representatives Inc. ..... HOllywood 7-1480
The Katz Agency ..... DUnkirk 5-6284
King, Frank & Co. ..... DUnkirk 5-6213
Meeker Co. ..... HOllywood 2-2351
Tracy Moore ..... HOllywood 2-2351
NBC-KRCA Spot Sales ..... HOllywood 9-6161
Oakes, Harlan G., Associates ..... DUnkirk 2-3200
Lee F. O'Connell Co. ..... OLympia 2-1313
Paschall, Berton, Co. ..... HOllywood 9-3946
John Pearson Co. ..... DUnkirk 7-4388
Peters, Griffin, Woodward, Inc. ..... HOllywood 9-1688
Edward Petry Co. ..... TUcker 3171
Radio TV Representatives, Inc. ..... OLympia 5-7597
Wm. G. Rambeau Co. ..... HOllywood 5-2453
Paul H. Raymer ..... HOllywood 2-2376
Venard, Rintoul, McConnell ..... DUnkirk 8-4151
Video Views ..... HOllywood 3-4179
Walker Co. ..... DUnkirk 2-3200
Weed & Company ..... HOllywood 2-6676
Western Radio Sales ..... HOllywood 5-1755
Young, Adam J., Jr. ..... HOllywood 2-2289

Advertising Agencies

Abbott Kimball Co. of Calif. ..... DUnkirk 7-7305
Action in Advertising ..... DUnkirk 3-3114
Ad Associates ..... WEbster 3-7501
Ad Larson ..... NOrmandy 4-6652
Admar Service Adv. ..... Thornwall 8-0708
Advertising Engineers Corp. ..... MUtual 5039
Advertisers Production Agency ..... RIchmond 9-7761
Alber, R. H., Co. ..... HOllywood 9-8273
Allen & Marshall Adv., Agency ..... DUnkirk 7-5163
Allen, Martin, Co. ..... WEbster 3-0734
Allied Advertising Agency ..... DUnkirk 7-7331
Anderson-McConnell Adv. Agency ..... WEbster 1-1761
Associated Advertising Agency ..... Crestview 1-7227
Atchison, R. B., Adv. Agency ..... RIchmond 9-2404
Atherton Advertising Agency ..... OLive 3-2246
ATN Service Adv. ..... WEbster 8-4323
Ayer, N. W., & Son, Inc. ..... HOllywood 3-4871
Baldwin, Ben, Adv. Agency ..... HOllywood 2-0908
Banning Co. ..... DUnkirk 8-3456
Barnes Chase Co. ..... DUnkirk 4-1193
Barnes, John, & Assoc. ..... HOllywood 3-0387
Baron, Richard, Co. ..... HOllywood 2-5657
Bates, Ted., & Co. ..... HOllywood 9-2161
Baus & Ross Co. ..... DUnkirk 8-1107
Batten, Barton, Durstine & Osborn (Hollywood) ..... HOllywood 9-7337
(Los Angeles) ..... WEbster 1-1234
Beaumont & Hohman, Inc. ..... MAdison 9-2676
Beckman, Hamilton & Associates ..... OLive 3-0910
Bejach, Leo Adv. ..... CRestview 4-4555
Belford, Ed, Agency ..... POplar 6-4334
Bell, Howard, Advertising ..... PLeasant 3-2339
Bennett, Harry, Adv. Agency ..... DUnkirk 7-8371
Benton & Bowles, Inc. ..... HOllywood 4-9151
Berghoff Associates, Inc. ..... OLive 5-7536
Besel Advertising ..... AN 3-5121
Bishop & Assoc. Inc. ..... NOrmandy 2-1158
Bloch Advertising Agency ..... HOllywood 2-5668
Bogerts, The ..... HOllywood 3-6871
Boyd, John R., Co. ..... LUdlow 9-1644
Bowes, Chas. Adv. Co. ..... DUnkirk 1-3881

Bozell & Jacobs, Inc. ..... BRadshaw 2-2081
Brand, Michael, Assoc. ..... CRestview 6-2991
Broadcasting Advertising ..... BRadshaw 2-4840
Brooke, Smith, French & Dorrance of the Pacific Coast, Inc. ..... MUtual 8154
Brooks Advertising Agency ..... HOllywood 4-1158
Brown, Byron H., & Assoc. ..... OLympia 3-2320
Buchanan & Co., Inc. ..... OLive 2-0810
Bull, Frank & Co. ..... HOllywood 5-4195
Burnett, Leo, Co., Inc. ..... HOllywood 4-7374
Buxton, Erwin ..... RYan 1-5541
California Adv., Agency ..... HOllywood 3-3189
Calkins, Holden, Inc. ..... WEbster 6-5145
Calvert & Perry ..... GRanite 2-9544
Campbell-Ewald Co. ..... DUnkirk 9-1334
Caples Co., The ..... DUnkirk 7-4255
Carlson, Milton, Co. ..... DUnkirk 8-9464
Carson-Roberts Inc. ..... BRadshaw 2-8366
Case, Roger T., Assoc. ..... HEmlock 7-3503
Castor & Assoc. ..... OLeader 2-1315
Citizen Advertising Agency, Inc. ..... VAndyke 2463
Clark, Darwin H., Co. ..... MAdison 5-2441
Cloward, Velma, Advertising ..... DUnkirk 4-2558
Collard, Clark, Adv. Agency ..... DUnkirk 7-3388
Cole, Fischer & Rogow ..... CRestview 6-3195
Cole, Val Advertising Agency ..... CRestview 5-8462
Compton Advertising, Inc. ..... HOllywood 9-8107
Consolidated Adv. Directors ..... CRestview 6-4012
Cormier, Ray, Adv. ..... HOllywood 2-1217
Crank Chef, Co. ..... HOllywood 3-5128
Culbertson, Robert C. Adv. ..... OLive 5-8514
Culp, Earl R., Co. ..... DUnkirk 2-8406
Cunningham & Walsh, Inc. ..... CRestview 4-7241
Dancer-Fitzgerald-Sample, Inc. ..... HOllywood 2-3256
D'Arcy Adv. Co. ..... DUnkirk 5-3171
Davis, Charlie, Advertising ..... AXminster 3-5508
Davis-Harrison-Simmons, Inc. ..... HOllywood 3-7101
Dennis, Robt., Adv. ..... CLeveland 5-6367
Donald, Dick, Adv. ..... DUnkirk 8-2371
Doyle, Dane & Bernbach ..... DUnkirk 8-2233
Dozier & Eastman Adv. ..... RIchmond 9-7091
Durstine, Roy S., Inc. ..... DUnkirk 8-3411
Dreyfus Co. Adv. ..... OLive 5-8255
Ebberts, Dan, Adv. Serv. ..... LUdlo 7-9161
Edwards, Adv. Agency, The ..... OLive 5-7850
Ehlert, Grace ..... MAdison 6-2221
Eisaman-Johns, Advertising ..... CRestview 1-5196
Enterprise Adv. Agency ..... MAdison 6-3392
Empire Adv. Corp. ..... OLive 3-2764
Erwin, Wasey, & Co., Ltd. ..... WEbster 1-1211
Fagan, O. K. Advertising Agcy. ..... VAndyke 2192
Fairfax, Inc. ..... OXnard 4-5270
Fehlman, Warren P. Adv. Co. ..... OXnard 4-5270
Foote, Cone & Belding (Hollywood) HOllywood 9-6265
Foote, Cone & Belding (Los Angeles) .. MAdison 9-3611
Gardner, H. M., & Assoc. ..... OLive 5-7620
Geissinger, W. B., & Co. ..... WEbster 3-7178
General Advertising Agency, Inc. .. HOllywood 3-5128
Gerstenkorn, Henry Co. ..... DUnkirk 7-4285
Gill Clifford Agency ..... OLive 5-8388
Glasser-Gailey, Inc. ..... DUnkirk 4-2141
Glenn Advertising, Inc. ..... WEbster 3-9369
Goldstone, Tobias ..... CRestview 6-1071
Gonda, Francis D., Adv. Agency ... HOllywood 2-6017
Goodman, Anderson Advertising ..... WEbster 8-3993
Gregory-House, Inc. ..... HOllywood 4-7511
Guerin-Johnstone Advertising ..... DUnkirk 5-1788
Guild, Bascom & Bonfigli ..... HOllywood 9-8217
Hadlock & Associates ..... HOllywood 2-6731
Harrington-Richards ..... WEbster 3-5577
Harvey, William W., Inc. ..... HOllywood 2-0874
Heintz & Co., Inc. ..... MAdison 9-3181
Hicks & Griest ..... DUnkirk 5-1721
Hill, Don ..... MI 5149
Hixson & Jorgensen, Inc. ..... DUnkirk 8-3121
Hoel, John D., Adv. Agency ..... RYan 1-7131
Houston Adv. Services Co. ..... DUnkirk 9-4171
Howard, Bob Advertising Agency .... CRestview 6-1829
Hubley Adv. Agency ..... DUnkirk 2-2366
Hunter & Wilhite Advertising ..... HOllywood 4-4191
Irwin Co., Inc. ..... BRadshaw 2-5455
Irwin, Howard & Associates ..... DUnkirk 8-1219
Johnson, J. Howard ..... MAdison 5-8044
Juneau, C. B., Inc. ..... OLive 3-1770
Kaufmann, Hans E., & Co. ..... HOllywood 3-3800
Keane, Raymond, Adv. Agcy., Inc. ..... WEbster 3-9221
Keefer, Ray & Assoc. ..... ANgelus 1-6141
Kellogg, Edward S., Co. ..... DUnkirk 7-5213
Kelso, M. H., & Co. ..... DUnkirk 2-2072
Kenyon & Eckhardt, Inc. ..... HOllywood 3-2101
Killingsworth Co., Inc. ..... DUnkirk 5-6111
Klitten, Martin R., Co., Inc. ..... DUnkirk 7-8396
Landsdale, The Company ..... DUnkirk 5-2007
Lawrence Co., The ..... BRadshaw 2-5820
Lennen & Newell, Inc. ..... CRestview 1-7221
Lenz, J. M., Advertising ..... WEbster 6-1682
Little & Co. ..... DUnkirk 9-1267
Logan, Dudley L., Adv. ..... DUnkirk 2-8471
Mack-Wharton, Advertising ..... WEbster 8-5187
MacManus, John & Adams, Inc. ..... WEbster 3-9569
Mann Advertising Co., Inc. ..... DUnkirk 2-1179
Martha's Adv. Service ..... MAdison 6-4897
Marto, Walter, Adv. Agcy. ..... SYcamore 6-2239
Mayers Co., Inc., The ..... DUnkirk 8-2111
Mayne Charles H., Co. ..... OLive 3-0990
Mays & Co., Advertising ..... TRinity 8534
McCann-Erickson, Inc. (Los Angeles) ..... DUnkirk 5-3301
McCreery, Walter, Inc. ..... BR 2-2168
McElroy Advertising Agency ..... RIchmond 9-2047
McHugh-Cather Co. ..... BRadshaw 2-0233
McKee, Burns Advertising ..... HOllywood 7-4218
McLain, W. R. & Associates ..... NOrmandy 3-8209
McNeill & McCleery ..... HOllywood 4-7252
Meany, Phillip J., Co., Adv. ..... MIchigan 3601
Meehl, Michael, Adv. ..... RYan 1-8017
Meltzler, Richard, Adv. ..... WEbster 8-2993
Meyerhoff, Arthur A., Agency ..... CRestview 4-6863
Miner, Dan B., Co. ..... DUnkirk 8-3301
Moody, Thomas, & Associates ..... DUnkirk 2-0544
Mooge-Privett, Inc. ..... WEbster 6-7243
Morgan, Raymond R., Co. ..... HOllywood 3-4194
Mottl & Siteman Adv. Agcy. ..... WEbster 8-6288
Mullens, Earl ..... HOllywood 7-6318
Neale Advertising Association ..... HOllywood 1-9955
Needham, Louis & Brorby, Inc. ..... HOllywood 2-2391
Nelson Advertising Service ..... DUnkirk 7-8368
Newman, Mike, & Assoc. ..... DUnkirk 9-6649
Olen, David, Advertising ..... OLive 5-7290
Pardee Co., The ..... HOllywood 2-7306
Patch & Curtis, Adv. Agcy., Inc. (Long Beach, Calif.) ..... LB 6-1259
Patton, George Advertising ..... HOllywood 2-0841
Perrett Co., The ..... MUtual 2388
Porter, Wesley H., Adv. ..... AXminster 3-0400
Productive Advertising ..... AXminster 1-1322
Raymond, J. W. Adv. Agcy. ..... RIchmond 7-5391
Raymond, Larry Co. ..... WEbster 6-8125
Ringer, Lee, Advertising ..... WEbster 3-8131
Robin, Lee & Arnold ..... CRestview 4-5853
Robinson, Elwood J., Adv. ..... MUtual 6293
Roche-Eckhoff & Lee ..... OLive 5-7670
Rockett-Lauritzen ..... REpublic 4-2106
Ross, Charles, Adv. Agency ..... HOllywood 2-1184
Ross, Ellsworth, Inc. ..... DUnkirk 8-3608
Ross, Roy, Inc. ..... HOllywood 9-6263
Ruthrauff & Ryan, Inc. ..... DUnkirk 8-0571
Scholtz Advertising Service ..... MIchigan 2396
Schurrer, Lou, Adv. ..... HOllywood 3-3800
Scott, M. B. Inc., Advertising ..... CRestview 4-7585
Sebrell, J. B. Adv. Agcy. ..... MAdison 6-9397
Seeds, Russel M., Co., Inc. ..... CRestview 4-7613
Shane, Leonard, Agency, The ..... CRestview 9-2258
Sheldon, Lisle Adv. ..... HOllywood 3-2366
Shelley, James P. ..... WEbster 8-2077
Sieck, H. Charles, Inc., Ltd. ..... BRadshaw 2-6403
Simmons, Dean ..... WEbster 1-1311
Smalley, Levitt & Smith ..... MUtual 5336
Smith & Ganz, Inc. Adv. ..... OLdfield 2-4151
Speer Advertising Agency ..... RIchmond 7-9626
Stahl, Charles N. Adv. Agency ..... HOllywood 2-7344
Stebbins, Barton A., Adv. ..... DUnkirk 8-8131
Stebbins, Hal, Inc. ..... RIchmond 9-5317
Steller, Millar & Lester, Inc. ..... DUnkirk 7-5377

Stodel Adv. .....HOllywood 9-7163
Straus, J. M. & Co.....DUnkirk 3-5072
Stromberger, LaVane & McKenzie....DUnkirk 5-2211
Sudler Co. .....BRadshaw 2-3438
Sullivan Stauffer Colwell & Bayles, Inc. .....HOllywood 4-2119
Swafford & Co.....BRadshaw 2-2781
Taggart & Young .....WEbster 3-8108
Thompson, J. Walter, Co.....WEbster 3-7201
Tilds & Cantz Advertising.....HOllywood 2-1157
Tullis Co., Inc., The.....HOllywood 2-6333
Universal Advertising Agency, Inc...HOllywood 4-8218
Van der Boom, Hunt, McNaughton, Inc. .....DUnkirk 2-6203
Van-Scott, Inc. .....DUnkirk 9-2300
Victor, A. J. Company.....AXminster 4-7555
Wade, Geoffrey Adv. Agency.....HOllywood 4-7457
Waldman, Harvey & Associates.....RIchmond 7-5241
Webster, R. W., Adv.....MAdison 9-2283
Weinberg, Milton, Adv. Co.....OLive 3-2300
Weiser, Marty .....CRestview 5-4535
Welsh, Hollander & Coleman.....DUnkirk 9-1171
Wessells, George M., Company.....WEbster 6-7668
West-Marquis Inc. .....MAdison 9-2214
Western Advertising Agency.....WEbster 8-2681
Westwood, Tom Adv. Agcy.....CH 5-5051
Wilder, Alvin .....WEbster 8-2781
Williams, Dallas & Sons.....HOllywood 2-6396
Willis, Harry G., & Assoc.....CHapman 5-3325
Wynne-Alexander Advertising Agency.....PY 1-2319
Young, M. M. Adv. .....HOllywood 2-2684
Young & Rubicam, Inc.....HOllywood 9-2731

Radio-TV Programs and Transcription Cos.

Alexander Film Co.....HOllywood 9-7396
American Broadcasting Co.....HOllywood 2-3141
Bates, Bill .....HOllywood 3-6436
B & B Recording Studios.....PLeasant 6-0949
Bob White Productions.....WEbster 5-5398
Bonded TV Film Service, Inc.....CRestview 4-5847
Cascade Pictures of Calif., Inc.....TExas 0-4520
Cheshire & Associates.....HOllywood 9-4580
Columbia Records, Inc.....BRadshaw 2-5411
Commodore Productions .....BRadshaw 2-4701
Cooley Spade Enterprises.....STanley 7-7970
Crosby, Bing, Enterprises.....BRadshaw 2-2771
Custom Recorders .....STanley 7-2557
Dudley, Television Corp.....CRestview 1-7258
Eccles Recordings, Inc.....HOllywood 4-8351
Electro-Vox Recording Studios.....HOllywood 5-2189
Fairbanks, Jerry, Inc.....HOllywood 2-1101
Five-Star Productions .....HOllywood 3-4807
General Artists Corp.....CRestview 1-8101
General Television Enterprises Inc...HOllywood 5-4146
Gibson, Grace, Radio Prods.....HOllywood 9-4580
Gray, Jeanne, TV & Radio Prods.....CRestview 4-5720
Guedel, John, Radio Productions.....WEbster 6-6291
Hollywood Central Recording Studios Inc. .....HOllywood 3-2131
Johnson, Ed Film Co.....HOllywood 2-5566
MacGregor, C. P., Sound Studios.....DUnkirk 4-4191
Marquis, Arnold, Productions, Inc....CRestview 6-8796
MCA-TV .....SUnset 3-8894
M-G-M Radio Attractions.....TExas 0-3311
Music City .....HOllywood 9-8211
Patin, Ray, Productions.....HOllywood 2-1147
RCA, Victor Division.....HOllywood 4-5171
Radio Recorders, Inc.....HOllywood 3-3282
Reynolds, Stuart Prod.....CRestview 4-7863
Rockett, Frederick K., Co.....HOllywood 4-3183
Rocket Pictures, Inc.....HOllywood 7-7131
Ross, Jack .....HOllywood 9-4019
Rourke, Jack, Productions.....HOllywood 3-7178
Sande, Robert .....STanley 7-2382
Screen Gems, Inc.....HOllywood 2-3111
Snader Telescriptions Corp.....CRestview 4-6651
Song Ads .....HOllywood 5-6181
Steffner, Wayne, Prods.....HOllywood 3-4173
Stevens, J. G., Inc.....HOllywood 4-8361
Stokey, Mike, Productions.....HOllywood 2-1241
Studio & Artists Recorders.....HOllywood 4-8241
Sutherland, John, Prods., Inc.....DUnkirk 8-5121
Telefilm, Inc. .....HOllywood 9-7205
Telepix Corp. .....HOllywood 4-7391
TV Spots .....HOllywood 5-5171
TeeVee Co., The.....BRadshaw 2-1376
Television Guild Productions.....HOllywood 9-2895
Thomas Co., The.....HOllywood 4-6564
Tuchman, Harris, Productions.....WEbster 6-7189
Universal Recorders .....HOllywood 9-8282
Vitapix Corporation .....CRestview 1-7191
WRS Recording Lab.....HOllywood 5-1454
Wendelken, Dick Productions.....HOllywood 5-9207
Western Recorders .....HOllywood 3-6811
Wilding Picture Prods. of California..WEbster 8-0183
Wiley, Fletcher, Prods.....HOllywood 9-1212
World Broadcasting System.....OLdfield 4-2800
Wright, Carter, Enterprises, Inc.....HOllywood 9-0944
Ziv, Frederic W., Co.....OLdfield 4-2800
Ziv Television Programs, Inc.....OLdfield 4-2800

Radio and TV Artists Agencies

Affiliated Artists' Agency.....CRestview 4-5915
Ainsworth, Helen .....CRestview 62062
Allied Casting .....HOllywood 3-7124
Alvarado, Carlos .....CRestview 57203
American Federation of Radio and Television Artists .....HOllywood 4-5125
Artigue, Louis .....CRestview 6-4652
Artists Management Co.....CRestview 4-4963 or BRadshaw 2-4531
Artists, Ltd. .....CRestview 67015
Auer, Miles, Bohm.....HOllywood 9-1691
Bender-Ward .....OLympia 2-1465
Bergerman, Stanley, & Co.....CRestview 6-9667
Bernie, Herman .....CRestview 50117
Brandies, Bob, Agency.....HOllywood 5-6978
Business Administration Co.....CRestview 67071
Candelario's, (Sante Fe., N. Mex.).....2-1391
Charney, William B.....HOllywood 9-1131
Columbia Artists Management.....MAdison 62327
Cooper, Ray .....CRestview 69769
Stanley Cowan, Inc.., 9163 Sunset—B. Hills CRestview 6-3103
Darrow, Agency .....GRanite 2-9514
Demling, Gus .....CRestview 12161
Deuser, Lewis J.....CRestview 19134
Doak, Virginia .....BRadshaw 2-6211
Draesemer, Isabelle, Agency.....HOllywood 4-1782 & WEbster 5-1759
Edington-Cloutman Agency .....CRestview 4-5141
Fame Agency, 8208 Sunset—L. A. 46.HOllywood 5-2254
Famous Artists .....CRestview 15222
Feins, Bernard .....CRestview 51155
Frings, Kurt .....CRestview 1-6115
Frye, Clinton L.....HOllywood 9-4567
Garfield, Milton, Agency.....CResview 5-5074
General Artists .....BRadshaw 2-4259
Gertz, Mitchell .....CRestview 45491
Gold, Sid .....CRestview 4-7247
Goldstone, Jules .....CRestview 51191
Goldstone Tobias .....CRestview 61071
Gordon-Molson .....CRestview 16111
Gregory Assts. .....OLeander 5-7538
Green, Ivan .....CRestview 45129
Greshler, Abner .....CRestview 45339
Grossman, Milton M., Agency.....CRestview 6-6163
Halliburton, Jeanne .....CRestview 5-5575
Hamilburg, Mitchell .....CRestview 54171
Herdan-Sherrell .....CRestview 15236
Hershon, Red, Agency.....CRestview 46381
Herzbrun, Walt .....CRestview 64157
H.I.T. Agency .....CRestview 1-3132
Howard, Sam, Agency.....CRestview 4-7367
Hyde Agency.....HOllywood 2-0426
Ingersoll, George Agency.....HOllywood 7-0862
Irwin, Lou .....CRestview 1-7131
ITA .....HOllywood 26416

Jackson, Edith ..... HOllywood 7-0155
Jacobson, Vernon ..... CRestview 52545
Jaffe Agency ..... CRestview 66121
Katz, Fred, Agency ..... CRestview 6-3189
Kohner, Paul ..... CRestview 15165
Lance, Leon O. ..... CRestview 66014
Lauren, J. W. Agency ..... HOllywood 7-5087
Lazar, Irving ..... CRestview 56153
Leonetti, Caroline, Ltd. ..... HOllywood 2-2345
Leonard, Fred ..... HOllywood 4-7546
Lesser, Ted ..... MUtual 7356
Levee, M. C. ..... CRestview 6-6285
Levee, Sid ..... CRestview 66285
Lewis, Henry ..... CRestview 55129
Linder, Jack ..... HOllywood 7-4480
Longenecker, Robt. ..... OLive 33770
McConkey Artists Corp. ..... HOllywood 3-7141
McMillan, Hazel, Agency ..... CRestview 1-7781
MacQuarrie Agency ..... OLive 21180
MCA Artists ..... CRestview 62001
Manuel-Baird ..... CRestview 45288
Marx, Burt ..... CRestview 17171
Medford, Ben ..... CRestview 17021
Messinger, Lili ..... CRestview 5-8541
Meyers, Walter ..... CRestview 18161
Mishkin Agency ..... OLive 20944
Moore, Lola ..... CRestview 65401
Morris, William ..... CRestview 47451
Ochs, Al ..... HOllywood 96470
Oliver, Maurine ..... CRestview 1-6382
Oriental Casting ..... CRestview 6-8475
Orsatti & Co. ..... CRestview 66241
Pearson, Ben ..... CRestview 4-5488
Pomeroy Jack ..... HOllywood 9-6366
Powers-Stanley Agency ..... HOllywood 20791
Preminger, Ingo, Agency ..... HOllywood 27396
Rocamora, Wynn ..... CRestview 45431
Rosenberg & Coryell ..... CRestview 18121
Milt Rosner ..... CRestview 67023
Rush, Art ..... HOllywood 4-5161
Ryan, Frank ..... CRestview 14627
Salkow, Lester ..... CRestview 54505
Schwartz Agency ..... CRestview 55132
Seamen, Geo. ..... HOllywood 21161
Sennes, Frank ..... CRestview 46975
Shauer, M. A. ..... CRestview 11103
Shaw-Glenn Agency ..... CRestview 5-8582
Sherman, Edward ..... CRestview 50186
Shiffrin, William ..... CRestview 17261
Short, Antrim ..... CRestview 54137
Shurr, Louis ..... CRestview 11116
Small, Paul ..... CRestview 4-5877
Snitzer, Lou-Fritschi, Al, Inc. ..... HOllywood 9-6271
Somlyo, E. T. ..... CRestview 6-2041
Stempel, Frank ..... OLive 21404
Stewart, Rosalie ..... CRestview 46123
Swanson, H. N. ..... CRestview 15115
Swaverland, Harold ..... HOllywood 4-7265
Thompson, D. H. ..... CRestview 12188
Ullman, George ..... CRestview 45238
Vitt, Angie ..... CRestview 64484
Wadsworth, J. B. ..... CRestview 60698
Wargin, Milan, Agency ..... HOllywood 3-0604
Weiner, Jack ..... CRestview 67081
Weintraub, Murry ..... CRestview 1-1137
Welch, Suey, Agency ..... HOllywood 4-2461
Wendling, Chas. ..... CRestview 62348
White, Wm. B. ..... CRestview 46301
Wiley, Richard ..... CRestview 54179
Wilkins, Paul ..... CRestview 16188
Willson, Henry ..... CRestview 6-3201
Winkler, Daniel M. ..... CRestview 17244
Woliver Agency ..... HOllywood 5-8888
Wookey, Betty, Agency ..... HOllywood 2-2301

Publications

Billboard Publishing Co. ..... HOllywood 9-5831
Broadcasting-Telecasting ..... HOllywood 3-8181
Film Daily, The ..... HOllywood 9-5358
Hollywood Reporter ..... HOllywood 4-7411
Radio & TV Exchange ..... HOllywood 4-0101
RADIO-TV DAILY ..... HOllywood 9-3951
Radio-Television Mirror ..... CRestview 6-6293
Sponsor ..... HOllywood 4-8089
TV Guide Publication ..... NOrmandy 2-3101
TV-Radio Life ..... HOllywood 4-9275
Variety ..... HOllywood 9-1141

Radio-TV Audience Surveys

American Research Bureau ..... CUmberlin 3-3149
Facts Consolidated ..... OLive 3-3114
Moffett Research Co. ..... HOllywood 3-5653

Advertising Agency Failures ..... *See Page 51*

Radio-TV Set Production, 1956 ..... *See Page 37*

All-American Favorites of 1956 ..... *See Page 67*

Ten Top Radio-TV News Events, 1956 ..... *See Page 71*

Auto Radio Set Sales ..... *See Page 61*

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Phone: MUrray Hill 7-3787
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Phone: CUmberland 3-3149

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Phone: PLaza 1-0190

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Phone: PL 7-5560

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Phone: VIctor 7-2461

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230 Park Ave., New York 17, N. Y.
Phone: ORegon 9-2435

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425 N. Michigan Ave., Chicago 11, Ill.
Phone: MOhawk 4-4600

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Phone: PEnnsylvania 6-2848

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Phone: AUdubon 6-7455

ALFRED POLITZ RESEARCH, INC.
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THE PULSE, INC.
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Phone: JUdson 6-3316

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Phone: MUrray Hill 7-6658

RESEARCH SERVICES, INC.
1441 Welton St., Denver 2, Col.
Phone: CH 4-2742

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Phone: PLaza 7-4900

N. C. RORABAUGH CO.
347 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 6-2193-4

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5 E. 35th St., New York 16, N. Y.
Phone: MUrray Hill 4-2068

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Mamaroneck, N. Y.
Phone: MAmaroneck 9-5400
101 E. Ontario St., Chicago 11, Ill.
Phone: DElaware 7-2888

TRENDEX, INC.
535 Fifth Ave., New York 17, N. Y.
Phone: MU 2-1182

VIDEODEX, INC.
342 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 7-8837

J. A. WARD, INC.
8 W. 40th St., New York 18, N. Y.
Phone: BRyant 9-3845

LOOK WHO'S CAUGHT WITH HIS HAND IN THE JAM?
In scenes like this on American highways, you have to put the blame on RADIO for stealing all the attention.
In heavy driving seasons "auto plus" will add from 25-50% to your in-home audience rating. And Mutual . . the Music, News and Sports Network . . the world's largest network with towers every few miles across the U.S.A. . . is a direct sales thruway to road-bound America.
What else would you do in a jam like this—but listen?
Why not get your show on the road on
THE MUTUAL BROADCASTING SYSTEM
Towers Over America

Feature Film Releases Cause New Attitudes in TV Programming

By
MICHAEL M.
SILLERMAN
Executive Vice President
Television Programs
of America, Inc.

THAT sage philosopher, Goodman Ace, once made a pungent observation to the effect that "Time wounds all heels." I have often thought that this is much more than a typically Ace-high play on words; it's an acutely discerning comment on the inevitability of right landing right side up.

All this comes to mind looking back at the past year during which feature films hit television with so much force, so much force, in fact, that there were more dire prognosticators around than unanswered questions in the "$64,000 Question" vault. These prognosticators predicted, variously, the end of syndicated TV film, a stampede of advertisers cancelling all other media so they could climb on the feature film band wagon, the end or at least a sharp curtailment in live programming by the networks, and an unending parade of film buyers to the cashiers' windows of feature film distributors, with said film buyers plunking down large stacks of boodle and pleading to be sold more and more features.

Of course, none of these things has happened. This supply of pre-1948 feature films has been introduced in an orderly manner. But, just in the event any one needs to be reminded, the networks have continued programming live as before, and indeed, are making plans for even more lavish, high-budgeted shows. New syndicated film properties are being produced as they have been for ten years or so with millions budgeted for the purpose. Advertisers—local, regional and national—have continued investing not only in every kind of medium, but in the wide diversity of buys available in TV—programs, spots, participations, time signals, weather reports, station breaks, and of course, the new supply of feature films. Please note, the line reads new supply of feature films—not new feature films, which they most assuredly are not.

For in all the excitement attendant upon the deluge of features finally being made available to TV, it seems to me that several important points have been overlooked. Perhaps the most important is that these feature films would, of necessity, be programmed in time previously allotted for the old, old feature films. In most instances, this has been true and will continue to be true. Another is that no one program type in TV can meet the needs of all clients—any one-dish diet becomes boring. But just as some advertisers use black and white magazine space, others use color spreads; others use one page units and others short one column inserts, so do the needs of TV advertisers vary in every instance. Some need their own exclusive program, affording maximum sponsor identification, merchandising and promotion. Others need alternations, supplementary spot campaigns or participations in feature films. Television is an amalgam of various kinds of programs and powerful sales devices—thus its marked success. Feature films are part of that amalgam, but so is every other program type.

But, while feature films didn't up-end TV as so many forecast, they did contribute in other ways. They injected an additional source of program supply, and hastened the departure of some outmoded properties. They centered attention anew on film programming and they gave television, as a medium, something new to talk about. All this is salutary in a business which requires new blood and new ideas constantly, and where program longevity most often is a fraction of what it was in radio. Furthermore, feature films helped in sharpening the competitive phases of programming (although it doesn't seem that it could get more competitive) thus accounting for budget increases for new shows, both by the networks and the film producers. Both the public and advertisers are benefiting.

Another consequence of the opening of the feature film vaults was to refine the quality of feature film TV shows. Both film buyers and the audience became more selective. In the case of TPA, this helped, dramatically and new interest centered on our own feature films, the Edward Small package. Presumably, it's the fact that quality begets quality.

Undoubtedly, new program forms will be introduced to TV within the near future, just as has happened since the start of broadcasting. These new program forms, and all those we know now, will last and be successful just so long as they observe the age-old entertainment maxim—"The show's the thing." Or, as Goodman Ace might say, "Time cancels all flop shows."

More top performers in entertainment and business stand behind our microphone than anywhere else in radio. And as a logical result, the biggest audiences are tuned to the CBS

Radio Network

"Direct From Paris"

RDF

THE FRENCH BROADCASTING SYSTEM (RDF)
OFFERS YOU FREE OF CHARGE A REGULAR TRANSCRIBED SERVICE

MUSICAL PROGRAMS
Symphonic
Folklore
Popular

ENTERTAINMENT
Theatre
Arts
Books

WOMEN'S PROGRAMS
Fashion
Cuisine
Home Life

AND BY SPECIAL SHORTWAVE FEED
ON-THE-SPOT NEWS • INTERVIEWS • REPORTS

These broadcasts are distributed to American stations as part of a goodwill program to promote better understanding between the peoples of France and the U. S.

THE FRENCH BROADCASTING SYSTEM

PIERRE CRENESSE — *Director in North America*

972 Fifth Avenue • New York 21, N. Y. • REgent 4-1501

NEWS SERVICES

Associated Press

New York—50 Rockefeller Plaza.....PLaza 7-1111

Executives

General Manager.....Frank J. Starzel
Asst. General Manager for Radio.....Oliver Gramling
Secretary .....Lloyd Stratton
Radio News Editor.....John A. Aspinwall

Hearst Metrotone News, Inc.

New York—450 West 56th Street.....PLaza 7-4120

Executives

Exec. Vice-President.....C. B. Stratton
Production Director.....William T. Montague
News Editor .....Marshall P. Davidson

International News Service

New York—235 East 45th Street.....MUrray Hill 7-8800

Executives

General Manager .....J. Kingsbury Smith
Associate General Manager .....Barry Faris
Assistant General Manager.....Philip G. Reed
King Features Sales.....Frank J. Nicht
Business Manager .....Robert W. Brown
Managing Editor.....Paul R. Allerup
Television Sales Manager.....Robert H. Reid

Press Association, Inc. (Associated Press)

New York—50 Rockefeller Plaza.....PLaza 7-1111

Executives

President.....Frank J. Starzel
V.P. .....Oliver Gramling
Radio News Editor.....John A. Aspinwall

Reuters

New York—Times Bldg., 229 West 43rd Street.....BRyant 9-8558

Executives

North American Manager.....D. Kimpton Rogers
Editor .....A. W. V. King
Accountant .....Marjorie Hathaway
Chief Washington Correspondent.....Paul Scott Rankine
North American Service Editor.....Charles B. Lynch

United Press Associations

New York—220 East 42nd Street.....MUrray Hill 2-0400

Executives

President & General Manager.....Frank H. Bartholomew
V.P. & General European Mgr.....Thomas Curran
Vice-President & General Business Manager..Mims Thomason
V.P. and General News Manager.....Earl J. Johnson
V.P., General Foreign Manager.....Joseph L. Jones
Radio News Manager.....John J. Madigan
Ass't General News Mgr.....William C. Payette
V.P. & General Sales Manager.....Leroy Keller

"HEY, JEANNIE!"

JEANNIE CARSON

COAST-TO-COAST SATURDAY NIGHTS, 9:30 CBS-TV

Feature Films Have Revolutionary Impact On TV Spot Selling

By
FRANK M. HEADLEY
President
H-R Television, Inc.

TELEVISION history will record 1956 as the year of the great feature film break-through. The considerable impact feature film is having on the entire television industry is no longer news, but the far-reaching effects and long-range ramifications of this new programming force is still to be fully realized, and I might add, difficult to predict.

All of the major American motion picture studios save Paramount (and it is on the brink) are saturating the airwaves with hundreds of pre-1948-vintage features, and the clicking of the TV dials echoed by the clicking of the audience survey comptometers add up to solid audiences all across the country for the big name movies.

As stations in almost all markets bought and scheduled more and more good feature film (increasingly in prime time), old programming and time-buying formulas were scrapped and new techniques created to fit the changing times. Although the stir caused by the feature film revolution is being felt by all facets of the industry, nowhere is the impact more pronounced than in national spot.

Perhaps the one most important ramification of the feature-film break-through is the fact it has increased competition among television stations—especially in markets having three or more stations. In effect, therefore, it has tended to minimize the differences between network affiliations. Until the past year, independent TV stations in all but the largest markets had to fight hard to keep themselves in the black. Today, because of the advent of feature films, such properties, if well run, can look forward to increasing profit taking.

There are three basic sales plans for offering feature films on a national spot basis: 1) the saturation sale, in which the station runs a single feature for the better part of a week, and the advertiser is sold a participation in each showing of the film, 2) as a spot carrier, in which a new feature is scheduled each evening, 3) on a sponsorship basis, in which an advertiser is sold the entire time period in which the top-grade features are run.

1) There are many variations of the saturation sale. Some stations run the same film twice during the same day or same evening, or even on a back-to-back continuous basis. All of the saturation plans are based on accumulation of unduplicated audiences, and the resulting high cumulative weekly ratings.

2) As a spot carrier, in which a new feature is scheduled each evening, the movies must successfully compete with the network shows against which they are pitted, and must come up with equal or better ratings. That they can do this has been amply demonstrated. For example, during a single week in November 1956, according to A.R.B., KBET-TV, Sacramento, ran three features which dominated the market in their time periods, outrating such top network offerings as "Robert Montgomery Presents," "The Lawrence Welk Show," and "This is Your Life."

3) The third sales plan, the sale of the entire feature film time period to a single sponsor, has its share of proponents. Although the over-all cost is higher, this plan has appeal for multi-product sponsors. In addition, there is widespread belief that full sponsorship of a feature film program has prestige value by identifying sponsors with first-rate motion pictures. Finally, this plan offers merchandising tie-ins with dealers and distributors and guarantees impact through repetition.

Good feature films constitute good programming, and as such provide benefits to stations, representatives, advertisers and networks. Advertisers, particularly have gained, and in numerous respects. Film programs enable advertisers to purchase minute participations in time periods having "class A" ratings. Furthermore they afford a vehicle for attracting an all-family audience with a high adult composition.

However, feature films have their drawbacks, too. Package costs are high, and most stations find they must expend extensive air time in airing multiple showings. Furthermore, all packages contain many more "B" and "C" features than three to four starrers, and the total supply of features is limited. However, the immediate future is extremely bright, and the long-range view is not exactly dim, either.

Entertainment Productions, Incorporated

$64,000 Question

Conversation

Giant Step

Down You Go

The Big Surprise

Stop The Music

$64,000 Challenge

Quiz Kids

HARRY FLEISCHMAN, *President* **STEVEN CARLIN,** *Executive Producer*

575 Madison Ave., New York 22, N. Y. PLaza 9-3700

Large Negro Market Attracts Increasing Industry Attention

By
EDITH DICK
Station Manager
WWRL, New York City

NEGRO radio, with a vast buying audience of nearly 17,000,000 persons and with over $15,000,000 annual income to spend, is attracting increasing attention from broadcasters, advertisers, and agencies, alike.

This huge audience offers a market greater than all of Canada with per capita income higher than the Canadians.

Census Bureau figures reveal one out of every ten Americans is a Negro; that the Negro population is increasing faster than the white; and the Negro income level has been increasing notably faster than the white. Study the Negro market and you will discover that New York City's nearly 1,300,000 Negro population exceeds the entire population of Pittsburgh, Boston, St. Louis or San Francisco.

Just as the Negro population has increased so has its ability to buy more and better things. Over 91 per cent of Negroes able to work are employed. Negroes today are building bigger homes, buying higher priced cars, wearing better clothes and enjoying more luxuries.

In New York City, it is estimated, Negroes spend $250,000,000 annually on food, nearly 10 per cent own their own homes, more than 50 per cent use bottled beer, while 56 per cent of the men and 46 per cent of the women smoke cigarettes.

A recent survey revealed over 700 stations nationwide are broadcasting some type of Negro programming while 220 stations direct part or all of their broadcasts to the Negro audience. Nationally, 95 per cent of Negroes have radios. In New York City, Negro set ownership approaches a saturation 98 per cent.

National advertisers have recognized the growing importance of the responsive Negro market and are using it in greater numbers and with increasing frequency. Three years ago about 100 national advertisers utilized Negro radio. Today, between 300 to 400 national advertisers are beaming their messages to this huge specialized market. And for specific reasons: it gets an audience, it convinces them and it sells them. Negro listeners, advertisers have learned, are more responsive, more brand conscious and more loyal to advertisers than the average audience.

Specialized programming directed toward the Negro market can pay off in audience ratings and business for the independent station which must compete against high-budgeted, star-studded television and network radio shows. Pulse surveys have revealed more Negroes listen to WWRL than the network, big name personalities and shows. Likewise, the surveys disclosed, more Negroes listen to WWRL's "Dr. Jive" disc jockey show than to broadcasts of New York's three major baseball teams combined. WWRL's Negro programs pull thousands of letters weekly without giveaway gimmicks.

Negroes are intensive radio listeners and deeply loyal to Negro-appeal stations and their personalities. The station which seeks to appeal to the Negro audience must know and understand the Negro. A record library and a Negro disc jockey alone won't create a business bonanza and a pyramiding Pulse.

WWRL, which in 1940 pioneered Negro broadcasting in New York City, utilizes appealing personalities, carefully selected music, special events, newscasts of interest to and about the Negro, women's shows, forums on timely Negro issues, and local and national sports news about Negroes. WWRL, and its personalities, take an active sincere interest in the welfare, growth and betterment of the Negro community it serves. WWRL's "Dr. Jive" serves as "Mayor" of Harlem, elected in a popularity contest, and leads the fight against juvenile delinquency. Its performers appear at Negro benefit shows, aid charity causes and serve on community drives.

In addition to offering the advertiser a large, responsive audience, WWRL backs sponsors with an intensive merchandising and promotion program. This includes program advertisements in Negro newspapers, floor displays, window posters and shelf tapes in drug stores, groceries and supermarkets in Negro communities; appearances by station personalities at store promotions, direct mail promotion to store outlets, testimonials by WWRL performers, plus a Negro merchandising staff; all utilized to help keep the sponsors' products moving off the store shelf.

ROBERT MONTGOMERY

Presents

THE JOHNSON'S WAX PROGRAM

and

THE MENNEN HOUR

NBC — TELEVISION

MONDAYS — 9:30-10:30 PM EST

PGW-"Project Information" and Univac to Spur Spot Industry

By RUSSEL WOODWARD
Exec. Vice President
Peters, Griffin,
Woodward, Inc.

AT Peters, Griffin, Woodward, Inc., we have never been too concerned with "what has been" as much as we have with "what will be." Our sights are set on the tomorrow of our business—not the yesterday.

With this outlook foremost in mind, PGW, during a record-shattering year for overall National Spot appropriations, launched a number of projects designed more for the representative field as a whole rather than Peters, Griffin, Woodward, in particular. We have spent a good portion of our business years enhancing and furthering the representative field and not just our own activities because we firmly believe that one is only as good as the other. We like to think of our growth as a reflection of the growth of the whole Spot Broadcasting business. Our projects, innovations, ideas, and strides are designed primarily with that in mind.

One such project during the past year was our PGW-"Project Information." This giant project was based on 114 different studies of market conditions resulting in separate market and station references for every radio and television station represented by PGW. The project was, and is currently being, distributed to advertising agencies and advertisers across the nation.

PGW's "Project Information" is a continuation of the company's policy of providing unusual service in behalf of the Spot Broadcasting industry to both advertisers and station clients.

Of the quarter million printed materials in our "Project Information", some are designed for the use of agency media departments, some for account executives and plans boards, and some for marketing and advertising managers.

PGW-"Project Information" for radio and television is an encyclopedia of market data containing both "Market" and "Station" stories, each featured by the latest reliable station contour maps, pictures, and all types of sales figures. Other features include individual market weather conditions, college enrollments, a listing of all retail outlets, and a list of competing broadcasting stations as well as pertinent information on local newspapers.

We like to think too of another PGW giant stride conceived during the past year. After months of joint study between Peters, Griffin, Woodward, Inc., and Remington Rand engineers, an electronic system, utilizing the principles of the famed Univac, will store information on programs, availabilities, and rates for both radio and television. When this kind of information is required for an advertiser or advertising agency, the electronic system automatically and immediately reproduces the answers. Jones Scovern, Vice President of Peters, Griffin, Woodward, Inc., who directed the research and study leading to the development of the electronic system, summed up the reasons why PGW took the automation initiative: "Spot Radio and Spot Television today represent a very important part of the advertiser's budget, and as radio and television representatives, it is incumbent upon us to provide complete, accurate information at the earliest possible moment. Some years ago PGW developed standard availability confirmations and schedule change forms, as well as a simplified method of handling broadcast contracts. While these have been very successful, the growth of spot radio and spot television poses new problems. The duplication of typing information from one form to another, and checking for accuracy, consumes many hours of secretarial time—work that will be done automatically —electronically".

As a result of this pioneering work of expanding information, and introducing engineering electronics into the needs of the broadcasting industry, by Peters, Griffin, Woodward and Remington Rand, other station representative firms will have the planning, experimentation, and experience available to them.

Lever Brothers Company

PRESENTS ON TELEVISION

FOR **1957** EVENING ENJOYMENT —

LUX VIDEO THEATRE

★ Live from Hollywood

★ In Color

★ Hour-long

★ Top Stars

★ Famous Movie

★ Stories

THURSDAYS on **NBC**

ON TRIAL

★ Action Drama in the Courtroom

★ Starring Joseph Cotten

FRIDAYS on **NBC**

SIR LANCELOT

★ The Knights of the Round Table

★ Exciting, Colorful Stories

★ Action-packed

MONDAYS on **NBC**

FOR **1957** DAYTIME ENJOYMENT —

THE GARRY MOORE SHOW

Mondays — Wednesdays — Fridays on **CBS**

ART LINKLETTER'S HOUSE PARTY

Mondays — Wednesdays — Fridays on **CBS**

BUSINESS

ADVERTISING AGENCIES

PERSONNEL LISTINGS

RADIO SPONSORS

TELEVISION SPONSORS

AGENCY TIMEBUYER

BIOGRAPHIES

1957

ETHEL MERMAN · JOHN CASSAVETES · JESSICA TANDY · HUME CRONYN · JOHN KERR · CLIFF ROBERTSON · CAMERON MITCHELL · JAMES GREGORY · MARSHALL THOMPSON · BIFF McGUIRE · MACDONALD CAREY · KIM HUNTER · RALPH BELLAMY · PAT O'BRIEN · INGRID COCA · EVERETT SLOANE · JACK WARDEN · ALBERT SALMI · PHILIP ABBOTT · LOIS SMITH · GRACIE FIELDS · JACKIE COOPER · EVELYN VARDEN · LUTHER ADLER · VIRGINIA VINCENT · MARK RICHMAN · PAUL NEWMAN · LISA DANIELS · NORMAN LLOYD · FRITZ WEAVER · GEORGANN JOHNSON · GYPSY ROSE LEE · LEORA DANA · FRANCHOT TONE · ARNOLD MOSS · JOHN SHARPE · BENNYE GATTEYS · JIMMY BOYD · ANN SHERIDAN · THEODORE BIKEL · WILLIAM LEMASSENA

These are the compelling talents who helped make 1956 such a successful year for Television's finest entertainment.

U. S. STEEL HOUR · Produced by the THEATRE GUILD

TELEVISION OWNERSHIP

As a Percentage of All Families in the U. S. and in Each of 28 Geographic and Family Type Groups

• *Figures released by the Market Research Corporation of America, based on a nationwide study of 28 geographic and family-type groups of viewers, indicate a continued steady purchase increase of TV sets. The following table released during 1957 revealed these percentage increases:*

	Jan. '56 Per Cent	*Apr. '56 Per Cent*	*July '56 Per Cent*	*Oct. '56 Per Cent*
UNITED STATES TOTAL	74	75	76	78
REGIONS:				
Northeast	86	88	88	88
South	61	63	64	68
North Central	77	77	79	80
Mountain & Southwest	60	60	62	65
Pacific	74	74	76	77
CITY SIZE:				
Farm	51	53	54	57
Under 2,500	63	64	67	69
2,500 to 50,000	62	62	65	66
50,000 to 500,000	80	80	82	83
500,000 and Over	89	89	89	90
TOTAL FAMILY INCOME:				
Upper Fourth	86	86	87	89
Next Fourth	81	82	85	86
Next Fourth	75	75	76	77
Lowest Fourth	54	56	58	59
EDUCATION OF FAMILY HEAD:				
Grade School	67	68	70	71
High School	82	82	83	85
College	79	79	79	81
SIZE OF FAMILIES:				
1 & 2 Members	66	67	69	70
3 Members	77	78	81	83
4 & 5 Members	84	84	85	86
6 Members & Over	74	74	74	74
AGE OF HOUSEWIFE:				
Under 35 Years	81	81	82	84
35 thru 44 years	79	79	82	84
45 Years & Over	67	68	70	71
PRESENCE OF CHILDREN:				
5 Years & Under	80	80	81	83
6-12 Years	82	82	83	84
13-20 Years	76	76	78	80
No Children	68	68	70	71

Source: Market Research Corporation of America.

"CLIMAX!" AND "SHOWER OF STARS"

TOPS IN TV DRAMA AND VARIETY

Now in its third year of "Climax!" and "Shower of Stars" with top caliber stories and star casts, Chrysler Corporation is proud to present this outstanding television entertainment. Your host, **Bill Lundigan,** welcomes you to each of these thrilling dramatic or musical productions, telecast live every week from Television City, Hollywood.

Thursday nights 8:30 to 9:30 EST—CBS-TV.

CHRYSLER CORPORATION ➤ THE *FORWARD* LOOK

PLYMOUTH • DODGE • DESOTO • CHRYSLER • IMPERIAL

Network, Agency, or Indie Packager for TV Production?

By
BARTON A.
CUMMINGS
President
Compton Advertising,
Inc.

THERE is no neat and easy answer to the perennial question—which is preferable, an agency, network or independently produced program? That was the position taken by Lewis H. Titterton, who is in charge of TV programming at our agency when I discussed the matter with him. Together we took a nostalgic look at the history of radio programming which demonstrated clearly that in the early days the networks produced practically all programs, in the next period the agencies took over the bulk of the work, but in the heydey of radio in the late 1930's and post-war 1940's networks took a back seat while agencies shared most of the programming with independent package producers.

In the relatively short span of television we have seen an even greater fluctuating change in emphasis. Again in the earliest days the great bulk of programs were produced by networks with the agencies rather rapidly increasing their share of the work. However, the immensely greater expense of television programming over that of radio and the problem of absorbing into the agencies the vast number of new people necessary to handle agency-produced programs soon caused the mushrooming of the independent package producers.

Because competition is stimulating and healthy in the program field as in any other, and because there is room for all comers as sources of original program ideas, we believe that agencies, networks and packagers can jointly provide better programming than could any single one if it were to dominate the field to the exclusion of the others. Currently this agency is providing for its clients all three kinds of television programs. What to us is most important is effective control where possible over the costs and quality of a program, regardless of its origin.

A network controlling facilities is in a position to experiment with new patterns and new and rewarding channels. The fact that a network has numerous potential sponsors for any one show it develops makes bold and imaginative new programming possible. The networks can and do create the large programs which require multiple sponsorship and for this reason cannot be produced by the agencies.

The independent packager, working in an intensely competitive field and with limited network time periods available for the launching of his programs, has the difficult task of creating exciting ideas while molding them along fairly traditional lines.

There are times when neither the network nor the packager has a program that satisfies the specific advertising or merchandising needs of an advertiser. When this is the case, it is obviously the duty of the agency to create such a program. If the program by its nature is complex and requires a substantial staff, it is always possible for the agency to arrange to have the program packaged by one of the competent package producers. Where this is done the agency, knowing every item in the budget in just as much detail as though the program were agency-produced, can effectively fight the battle of spiralling program costs.

Where an advertiser through its agency buys one or more segments of a network package of which other segments are sponsored by other advertisers, it is obviously impossible for any one agency to exercise legal right of approval over all arrangements of the show. Where, however, an agency buys a complete package for one of its clients it is in most cases possible to obtain effective control, not in order to place a heavy hand on or to impede the imaginations of the creative people associated with the program, but by objective criticism to improve and sharpen a program's material.

We believe from experience that there is not only room for the three sources of shows, but there is a real necessity for all and that the earlier the agencies can work with the networks and package producers during the period when a show is in its planning stage, the better the results will be.

AMERICAN-STANDARD
Plumbing Fixtures, Heating-Cooling Equipment
"Home"†

THE AMERICAN TOBACCO COMPANY
Lucky Strike Cigarettes
"Your Hit Parade"*
"The Jack Benny Program"*
"Private Secretary,"* starring Ann Sothern

ARMSTRONG CORK COMPANY
Resilient Floors
"Armstrong Circle Theatre"*

BRISTOL-MYERS COMPANY
"Ban" Deodorant—Trushay
"Alfred Hitchcock Presents"*†
"Arthur Godfrey and His Friends"*†
"Arthur Godfrey Time"**
"Garry Moore Show"**
"Playhouse 90"**

CAMPBELL SOUP COMPANY
"Lassie"
"On Trial"*

DE SOTO-PLYMOUTH DEALERS OF AMERICA
"You Bet Your Life,"* starring Groucho Marx

E. I. DU PONT DE NEMOURS & CO. (INC.)
"Du Pont Theater"

GENERAL ELECTRIC COMPANY
"The General Electric Theater"
"Cheyenne"*

THE B. F. GOODRICH COMPANY
"Life-Saver" Tubeless Tires
"The George Burns & Gracie Allen Show"*

GENERAL MILLS, INC.
Betty Crocker Mixes, and Other General Mills Products
"Bob Crosby Show"**
"Garry Moore Show"**
"Valiant Lady"†
"Giant Step"
"Lone Ranger"†

LEVER BROTHERS COMPANY
"Art Linkletter's House Party"**
"On Trial"*

REVLON PRODUCTS CORP.
'Satin-Set,' 'Touch-and-Glow,' Lipsticks and 'Futurama,' and Nail Enamel
"The $64,000 Question"
"The $64,000 Challenge"†

UNITED STATES STEEL CORP.
"United States Steel Hour"*

VICK CHEMICAL COMPANY
Vicks Products Division
"The Big Story"*
"The Jonathan Winters Show"

VITAMIN CORPORATION OF AMERICA
"The Steve Allen Show"†
"Today"†
"Tonight"†

WILDROOT COMPANY, INC.
Wildroot Cream-Oil Hair Tonic
"The Adventures of Robin Hood"*

*Alternate weeks ** Segment
† Participating

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HOLLYWOOD · LOS ANGELES · MINNEAPOLIS · PITTSBURGH · SAN FRANCISCO · SEATTLE · TORONTO

Advertising Council Boasts Fine Public Service Record

By
GORDON C. KINNEY
Director of Radio and Television, The Advertising Council, Inc.

THE past year, in the area of public service broadcasting and advertising, was perhaps the most eventful and significant in over a decade. Certainly, it was The Advertising Council's biggest peacetime year. The volume of advertising contributed by advertising media and advertisers to public service projects reached the total of $149,069,000 as against the 1955 total of $120,000,000. Not since World War II has public service advertising reached such a high point.

And during this year broadcasters and their advertisers — local, regional and national — gave *more* support to *more* public interest information projects than they had in any previous year. They mounted the largest Register And Vote Campaign in history and closed 1956 by conducting the tremendously effective Hungarian Emergency Relief Campaign—all the while giving forceful assistance to 14 other vital public interest programs and 46 additional causes. This record includes only Advertising Council projects, and does not include hundreds of purely local community projects which radio and television stations assisted generously in their localities.

Network and regional advertisers alone contributed in 1956 a total circulation of 10,612,353,000 radio and television home impressions to those campaigns supported by the Council (in 1955 the total was 6,174,667,000). These 10½ billion home impressions resulted from sponsored programs only. The additional circulation contributed by local stations and by network sustaining shows easily would double this figure. These estimates are based on ratings of individual programs, provided to the Council free by The A. C. Nielsen Company. A home impression is one message heard once in one home.

While the scope of this public service is impressive, fortunately the *campaign results* also are impressive—results of which broadcasters can be proud.

Here are but a few such results registered in 1956:

The ACTION campaign stimulated 13,200 individual requests for assistance. Sponsors of the BETTER SCHOOLS campaign reported 12 to 15 thousand local citizens committees working for better schools. Four years ago there were 17. PTA membership totals 10,130,000, an increase of 720,718 over the year before.

The HUNGARIAN EMERGENCY RELIEF campaign successfully reached its goal of 5 million dollars for the Red Cross and 1½ million CARE.

The annual average of forest fires in recent years was 300,000. In 1956 it dropped to 166,000. The area burned dropped from 30,000,000 acres to 8,000,000 acres.

In 1952 the enrollment of volunteers as plane spotters in the Ground Observer Corps was under 90,000. Today it is 400,000. In addition a million men and women have been trained as observers. In the 1956 drive, the Red Cross raised $84,950,756 and achieved a membership of 24,000,000 people.

Two million $1 packages have been sent to hungry people as a result of the CARE Food Crusade.

The greatest total vote in history was cast in 1956 — 62,118,936, as compared with the 1952 total of 61,351,919. A total of 80,158,364 registered in 1956, an increase in registration of 4,578,579 over 1952.

During the ten years the Council has assisted on the STOP ACCIDENTS campaign, the traffic accident death rate per 100 million vehicle miles was reduced from 11.3 to a low of 6.3. Although selling U. S. Savings Bonds is an up-hill fight, holders of U. S. Savings Bonds reached an all-time high the past year. 40 million Americans now own E and H bonds worth 41 million dollars.

From all indications the public relations of the Council, and through it the public relations of broadcasting, of advertising and of business, continue to forge ahead. Whereas, not too many years ago, certain groups in America—educators, clergymen and perhaps physicians — were critical of "advertising", today these very groups form perhaps the loudest cheering section for the mass communications media.

ON-TARGET TELEVISION

KUDNER AGENCY, INC.

LOS ANGELES NEW YORK DETROIT WASHINGTON
DAYTON SAN FRANCISCO

ADVERTISING AGENCIES

RADIO ACCOUNTS

TV ACCOUNTS

PERSONNEL

1957

THE FIRST HUNDRED MILLION DOLLAR YEAR

A couple of months ago a milestone was passed when McCann-Erickson TV-Radio billing hit a rate of a hundred million dollars annually. A glance at the accompanying charts shows that this covers every radio and TV network, hundreds of local stations—every kind of programming—every type of commercial. Like all agencies, and most people, we like to set ourselves goals. Probably it was one of our goals to be the first to reach the hundred million mark in this field—but right now there's only time to thank the many people responsible for having done it. The networks and stations who have done so much to bring these media to their present high point of effectiveness . . . the producing outlets and the talent agencies who have contributed so much to the quality of our product.

McCann-Erickson, Inc.

Network and Regional TV Programs

NIGHTTIME

Special Programs
Cinderella
Great Sebastians, The
Mayerling
Mr. Broadway
Romeo and Juliet
Ruggles of Red Gap
Shower of Stars

One Hour
Climax
Disneyland
Jackie Gleason Show
Robert Montgomery Presents
Studio One
Warner Brothers Presents
Wednesday Night Fights

Half Hour
Adventures of Jim Bowie
Crunch and Des
Death Valley Days
Dragnet
Esso Golden Playhouse
Gale Storm Show, The
Lone Ranger
National Biscuit Theatre
Noah's Ark
Texas in Review

Quarter Hour
Coke Time
Esso Reporter
Powerland U.S.A.
Sohio Reporter

DAYTIME

Half Hour
Lone Ranger
Sky King

Quarter Hour
Bob Crosby
Don McNeil
Garry Moore
Home
House Party
It Could Be You
Mickey Mouse Club
Ohio Story
Our Miss Brooks
Queen For A Day
Tennessee Ernie Ford
Today
Valiant Lady

New York, Boston, Atlanta, Cleveland, Detroit, Chicago, Louisville, Houston, Dallas, San Francisco, Los Angeles, Portland and offices throughout the world.

Clients using other than Network Programs:

TELEVISION

American Safety Razor Corp.
American Trust Co.
Bell Brand Foods, Ltd.
Bulova Watch Co.
California Packing Corp.
California Spray Chemical Corp.
California Wine Association
Chesebrough-Pond's Inc.
Chrysler Division
Cleveland Electric Illuminating Co.
Coca-Cola Bottling Companies (Various Cities)
Columbia Records, Inc.
Cowles Magazines, Inc.
Columbus & Southern Ohio Electric Co.
Esso Standard Oil Company
Gray Drug Stores, Inc.
Liggett & Myers
Lincoln Bank & Trust Co.
Lucky Lager Brewing Company
Mead-Johnson & Co.
The Mennen Company
Milk Foundation, Inc.
National Biscuit Company (Various Products)
National Lead Co.
The Nestlé Company, Inc. (Various Products)
Ohio Bell Telephone Company
Pacific Power & Light Company
Rival Packing Co.
S. O. S. Company
Southern California and Southern Counties Gas Companies
Standard Oil Company (Ohio)
Stegmaier Brewing Co.
Swift & Company (Various Products)

RADIO

Allied Chemical & Dye Corp. Barrett Division
American Safety Razor Corp.
American Trust Co.
Bulova Watch Co.
California Packing Corp. (Del Monte)
California Spray Chemical Corp.
California Wine Association
Central Vermont Railway
Chesebrough-Pond's Inc.
Chrysler Division
Cleveland Electric Illuminating Co.
Coca-Cola Bottling Companies (Various Cities)
Columbia Records, Inc.
Esso Standard Oil Co.
Gray Drug Stores, Inc.
The Halle Bros. Co.
Hampden Brewing Co.
Humble Oil Co.
Liggett & Myers
Lucky Lager Brewing Company
Lyon Tailoring Inc.
Manufacturers Trust Company
Mead-Johnson & Co.
The Mennen Company
The Milk Foundation
The Milnot Co.
National Biscuit Company (Various Products)
National City Bank of Cleveland
The Nestlé Company, Inc. (Various Products)
Norwegian Canners Assoc.
Ohio Bell Telephone Company
Pacific Power & Light Company
Rival Packing Co.
Seeck & Kade, Inc.
S. O. S. Company
Southern California and Southern Counties Gas Companies
Standard Oil Company (Ohio)
Stegmaier Brewing Co.
Swift & Company
Tidy House Products Co.

the best in Sunday evening

entertainment

NBC-TV 9-10 P.M., E.S.T.

Aluminum Company of America
presenting

THE
ALCOA
HOUR

THE
ALCOA
HOUR

Fuller & Smith & Ross, Inc.
ADVERTISING

ADVERTISING AGENCIES

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AAAA—American Association of Advertising Agencies
ABC—Audit Bureau of Circulation
ABP—Associated Business Papers
AFA—Advertising Federation of America
ANPA—American Newspaper Publishers' Association
APA—Agricultural Publishers Association
NOAB—National Outdoor Advertising Bureau
PPA—Periodical Publishers' Association
SNPA—Southern Newspaper Publishers' Association

A. D. ADAMS ADVERTISING

562 Fifth Ave., New York 36, N. Y.
Phone: CIrcle 6-2940
ABP

Owner.....A. D. Adams

Dynavox Corp. (phonographs), Long Island City, N. Y.

AD FRIED ADVERTISING AGENCY

160 Santa Clara Ave., Oakland, Calif.
Phone: HIgate 4-6580
AFA—NBP—CNPA—SCAAA

Owner, Radio & TV Dir.....Ad Fried
Radio & TV Time Buyer..Louise Sirignano
Music Dir., & Librarian.....Elaine Fried
TV Art Dir.....Gerhardt Jacobi
Prod. Dir.....Al Wilson
Acct. Executives.Ad Fried, Louise Sirignano, Al Wilson, Elaine Fried, Gerhardt Jacobi.

Radio Accounts: Agalite-Bronson Co. (Glass Shower Doors), Oakland, Calif.; American Upholstering Co. (Furniture Mfg.), Oakland, Calif.; Battery Products Co. (Arro Lyte Batteries), Oakland, Calif.; Betty Elizabeth Shampoo (Hair Formulas, etc.), Oakland, Calif.; Bowersmith Company (Marine Switches), Oakland, Calif.; Cochran & Celli Chevrolet Dealers (Chevrolet), Oakland, Calif.; Commercial Sales Co. (Trucks), San Leandro, Calif.; Davi Miracle Foam (Rug & Upholstery Cleaners), Oakland, Calif.; Daniel Dillon Co., (Children's Sportswear), San Francisco, Calif.; Duplex Dean Plans (Real Estate), Danville, Calif.; Elemin Supreme Formula (Vitamins), Berkeley, Calif.; Carter Lumber Co. (Redwood Green Houses, etc.), Oakland, Calif.; Fruitvale Merchants Assn. (Shopping Area), East Oakland, Calif.; Grimshaw Nurseries (Dwarf Trees), Hayward, Calif.; Mica-Seal Mfg. Co. (Waterproofing Paints), Berkeley, Calif.; Oakland Light Opera Assn. Joaquin Miller Park, Oakland, Calif. (Musicals); Thermae Products, Inc. (Rocky Mt. Hot Springs Mineral Baths), Oakland, Calif.; Rhodes & Jamieson, Ltd. (Ready-mix concrete), Oakland, Calif.; Dick's Home Furnishers (Home Furnishings), Oakland, Calif.; Oakland Police & Firemen (Campaigns), Oakland, Calif.; The Quiet Hour (Religious), Chicago, Ill.; Lou Winston (Surplus), Oakland, Calif.; Roto-Rooter of Bay Area (Area Franchise Holder), Oakland, Calif.; Span-A-Form (Bldg. Forms), Oakland, Calif.; Elysee Cosmetic Co. (Cosmetics), San Francisco; United Trading Stamps, Western Divisional Hdqtrs. (Trading Stamps), Oakland, Calif.; Del-Tra Co. (Bakery Equipment), Oakland, Calif.; Braszil Compounds (Medicine), Las Vegas, Nev.; C. P. Hunt Co. (Automotive Supplies), Oakland, Calif.; Murphy Buick Co. (Car Distributor), Oakland, Calif.; Fred Blakeney Co. (Records), Berkeley, Calif.; Perma-Bilt Homes (Tract Developers), San Lorenzo, Calif.

TV Accounts: Battery Products Co. (Arro Lyte Batteries), Oakland; Betty Elizabeth Shampoo, Oakland; Bell Smoked Fish Co. (Tarabell Brands), San Francisco; Davi Miracle Foam (Rug & Upholstery Cleaners), Oakland; Roto-Rooter of Bay Area (Sewage Service), Oakland-Richmond, Calif.; G & W Refrigeration (Ice Machines), Oakland; Lake Merritt Hotel (Night Club & Restaurant), Oakland; Oakland Police & Firemen (Campaigns), Oakland; Cochran & Celli (California's Oldest Chevrolet Dealer), Oakland; Oakland Light Opera Assn. (Musicals); Space-A-Rang (Children's Toy), San Leandro, Calif.; Fruitvale Merchants Assn. (Shopping Area), Del-Tra Co. (Bakery Equipment), Oakland, Bra'zil Compounds (Medicine), Las Vegas, Nev.; C. P. Hunt Co. (Automotive Supplies), Oakland; Murphy Buick Co. (Car Distributor), Oakland; Fred Blakeney Co. (Records), Berkeley, Calif.; Perma-Bilt Homes (Tract Developers), San Lorenzo, Calif.

WILLIAM HART ADLER, INC.

919 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-5210
AAAA—ABP—ABC—ANPA—APA—NOAB

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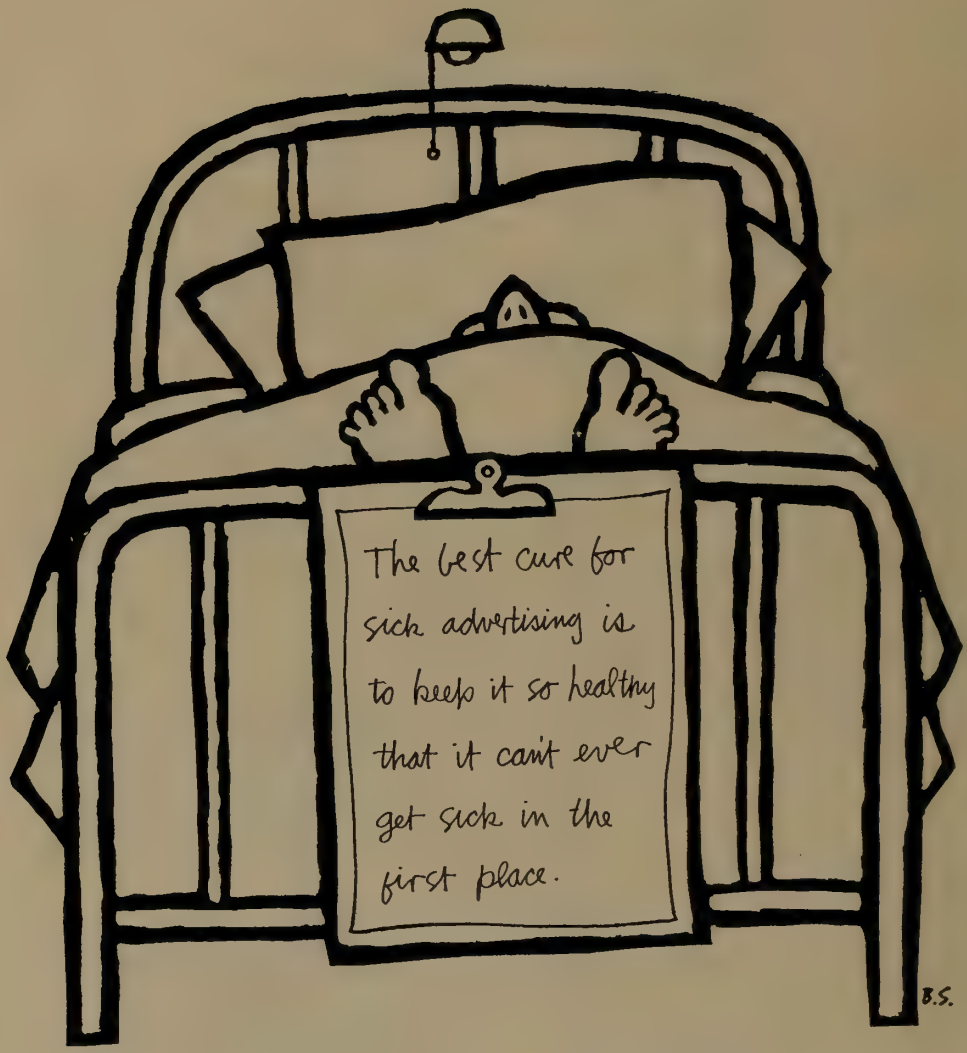
Vice Pres.....Thorpe E. Wright
Vice-Pres. .....A. B. Stone
V.P., Art Director.....Leslie Meyers
Time Buyer.....Alidor Belskis
Publicity Director.....Ben Graves
Asst. to Pres.....John J. Petrie
Media Director.....Betty Sickinger

Branch Office
101 Park Ave., New York, N. Y.

Manager.....J. G. Berens

Radio Accounts: Aladdin Industries, Inc., (Lamps, Vacuum bottles, Kerosene Products), Nashville, Tenn.

TV Accounts: Aladdin Industries, Inc.; Conlon-Moore Corp., (major appliances), Chicago.



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Washington 5, D. C.
Phone: District 7-0551

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Secretary.....E. H. Bell

AITKIN-KYNETT CO.

1400 South Penn Square,
Philadelphia 2, Pa.
Phone: RIttenhouse 6-7810
AAAA—ABC—ABP—ANPA—AFA

Senior Partner.....H. H. Kynett
Partners.....M. E. Goldman, H. A. Medholdt, George B. Barnard, Allen C. Smith
TV Dept. Head.....Richard Olanoff
Radio Dept. Head.....Allen Gray

Radio Accounts: Conrad-Pyle Co., West Grove Pa. (Rose Growers); Mrs. Paul's Kitchens, Philadelphia, Pa. (Frozen Seafood); Pennsylvania Refining Co., (Carburetor Cleaner); Stephano Bros., (Cigarettes); Wolf's Head Oil Refining Co., (Motor Oil); First Camden National Bank & Trust Co., Camden, N. J.; Girard Trust Corn Ex. Kk., Philadelphia, Pa.; Spaulding Bakeries, Inc., Binghamton, N. Y.; Sunshine Packing Corp. (Frozen Foods); North East, Pa.; Exide Automotive Div. (Batteries), Philadelphia; Campbell Chain Co. (Auto Tire Chains), York, Pa.; Fels and Co. (Laundry Products), Philadelphia, Pa.; Carling Brewing Co. (Mid-Atlantic Territory), Cleveland, Ohio.

TV Accounts: Booth Bottling Co., Philadelphia, Pa.; Mrs. Paul's Kitchens, Inc., Philadelphia; Spaulding Bakeries, Inc., Binghamton, N. Y.; Exide Automotive Div. (Batteries) Philadelphia; Campbell Chain Co., York, Pa.; Fels and Co., Philadelphia; Carling Brewing Co. (Mid-Atlantic Territory), Cleveland, Ohio.

R. H. ALBER CO.

439 N. Larchmont Blvd., Los Angeles 4, Calif.
Phone: HOllywood 9-8273

Exec. Vice-Pres.....Pauline Hagen
Secretary-Treas. .....Evelyn R. Jones
Promotion .....Cy Jackson
Acct. Exec.....Fred L. Allen

Radio Accounts: Gospel Broadcasting Assn., Los Angeles, Calif.; Unity School of Christianity, Lee's Summit, Mo.; Christian Science Radio Comm. of Los Angeles County (Lectures and Broadcasts), Los Angeles, Calif.; Christian Science Committee on Publications, Los Angeles, Calif.

TV Account: Christian Science Committee on Publications, Los Angeles, Calif.

Estimated Radio-TV Billings: $336,152.47.

ALLEN & REYNOLDS

1300 Woodmen of the World Bldg.,
Omaha 2, Neb.
Phone: Atlantic 4445
AAAA—ABP—ANPA—AFA—ABC

Partners.....Milton H. Reynolds, R. H. Reynolds, Q. H. Moore, Helen C. Moeller, Milton J. Stephan, Kermit Hansen, W. J. Newens
Dir. Radio-TV.....Milton J. Stephan
Asst. Dir. Radio-TV.....Don B. Amsden
Prod. Asst.....Jack L. Silver
Media Asst.....Joan Brutus

Radio Accounts: Carpenter Oil Co. (Gas, Oil & Automotive Products); Evans Laundry; Glaser's Provision's Co., Inc. (Prepared Meat Products); T. H. Maenner Co. (Real Estate); Merchants Biscuit Co.; Omaha Public Power District (Public Utility); P. F. Peterson Baking Co., Omaha, Cedar Rapids, Davenport, Des Moines; Tekseed Hybrid Co. (Hybrid Corn); U. S. National Bank; Fairmont Foods Co. (Dairy, Frozen Foods); Woodmen Accident Co. (Insurance); Lincoln, Nebr.; Commercial Savings & Loan Assoc.; Dundee Presbyterian Church; Gerelick Motors; George H. Lee Co. (Poultry Remedies); Securities Acceptance Corp.; Sidles Conditioned Air Co.; Uncle Sam Breakfast Foods Co.

TV Accounts: Fairmont Foods Co. (Dairy Products & Frozen Foods); Merchants Biscuit Co. (Cookies and Crackers); Omaha Public Power District (Public Utility); Paxton & Vierling Steel Co. (Industrial Steel Products); P. F. Petersen Baking Co. (Pastries) Omaha, Cedar Rapids, Davenport, Des Moines; Tekseed Hybrid Co. (Hybrid Corn); Sidles Conditioned Air Co. (Air-Conditioning Equipment); U. S. National Bank; Woodmen Accident Co. (Insurance), Lincoln, Nebr.; Commercial Savings & Loan Assoc., Omaha; O. A. Cooper Feeds (Livestock Feeds), Humboldt, Iowa; T. H. Maenner (Real Estate); Nebraska-Iowa Electrical Council; Uncle Sam Breakfast Food Co., all Omaha.

ALLIED ADVERTISING AGENCIES

167 So. Vermont Ave., Los Angeles 4, Calif.
Phone: DUnkirk 7-7331

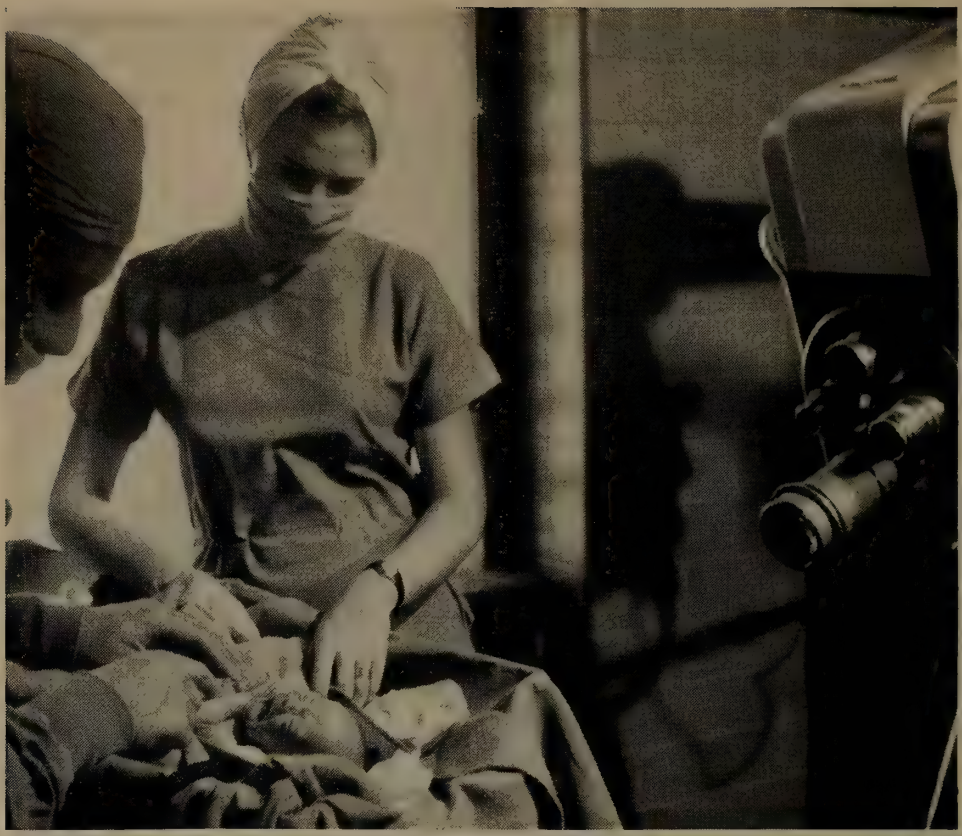
President, Gen. Mgr.....W. Fehr Gardner
Radio-TV Director.....Stuart Heinemann
Treasurer .....Maxine Blankenship
Art Director.....Jack Robins
Account Execs.....Dick Gardner, Milton Hoffman

Radio Accounts: Arden Farms (Dairy Products); Gold Furniture Co.; Pavo de Grande, Inc. (Turkeys); Dr. F. E. Campbell (Dental Services); West Pico Furniture Co. (Furniture); First Nazarene Church; United Sporting Goods; Calif. Record Distributors, Pacific Hi-Fi House (Electronic Equipment), all Los Angeles, Calif.

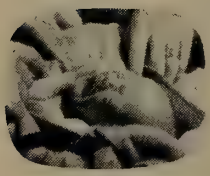
TV Accounts: Gold Furniture Co.; Pridham Davis (Optometrist); Arden Farms (Dairy Products); Pavo de Grande (Turkeys); Westons 909 Garage, Globe Dept. Stores, Dr. F. E. Campbell (Dental Services), West Pico Furniture Co., Bowles & Co. (Real Estate), all Los Angeles, Calif.

ANDERSON & CAIRNS, INC.

130 E. 59th St., New York 22, N. Y.
Phone: MU 8-5800



Unable to breathe adequately, this premature baby must have oxygen administered into its lungs. New methods like this are keeping infants as tiny as 1 pound 8 ounces *alive and able to develop naturally*



TELEVISION: from the premature babies' nursery, Baltimore's Sinai Hospital

THIS TELECAST described the new methods which are helping to save premature babies.

This is one of a series dealing with new medical techniques in the treatment of mental disease, diabetes, and so on.

These telecasts come from medical schools and hospital research centers.

To make these broadcasts possible, the schools and hospitals, obviously, have had to see the educational value of the series. Their sympathy with the purposes of the series has led them, with the American Medical Association, to give their wholehearted co-operation.

To be of value, of course, these programs have had to be *authentic* portrayals of the new techniques under discussion. The doctors, the nurses, the patients—*all are real.*

"Medical Horizons," as this television series is called, was developed with CIBA Pharmaceutical Products Inc. by the J. Walter Thompson Company to meet very special and professional problems. *It is produced and directed by J. Walter Thompson Company.*

J. WALTER THOMPSON COMPANY

New York, Chicago, Detroit, San Francisco, Los Angeles, Hollywood, Washington, D.C., Miami

Chairman of the Bd...T. Hart Anderson, Jr.
President.....John A. Cairns
Exec. V.P.....Thomas Vohs
Treasurer .....Abraham Fisher
Vice Pres., Radio-TV.....Victor Seydel
Assistant .....Ann Burkholder
Producer .....Frank Lowe

Radio Accounts: Aborn Coffee, Union Carbide & Carbon (Dynel Div.); New York, N. Y.; Dow Corning Corp. (Silicone Division), Midland, Mich.; Wynn Oil Co., Mineola, N. Y.; Alderney Dairy, Newark, N. J.; Seeman Bros. (White Rose Tea); National Home Furnishing Show, N. Y. C.

TV Accounts: C. H. Masland & Sons, (Rugs and Carpets), Carlisle, Pa.; Associated Bulb Growers of Holland; Aborn Coffee, New York, N. Y.; Wynn Oil Co. (Friction Proofing) Mineola; N. Y.; Nat'l. Home Furnishings Show; Seeman Bros. (White Rose Tea) N. Y. C.

ATHERTON ADVERTISING AGENCY

8455 Melrose Pl., Los Angeles 46, Calif.
Phone: OLive 3-2246
AAAA—ABP—ANPA—APA

Owner.....Alfred A. Atherton
Media Dir.....Alice Asdour

Radio Accounts: Acousticon, Div. of Dictograph Products, Inc.—West Coast only—(Acousticon Hearing Aids), San Francisco, Calif.; Pacific Hawaiian Products Co. (Soft Drink), Fullerton, Calif.

TV Account: Pacific Hawaiian Products Co. (Soft Drink), Fullerton, Calif.

ATHERTON & CURRIER, INC.

420 Lexington Ave., New York 17, N. Y.
Phone: ORegon 9-5055
ABP—ANPA—AFA

President.....J. W. Atherton
Vice-President .....Lester Stone
Secy.-Treasurer.....Z. A. Torok
Vice-Pres., Dir., Copy & Plans..J. D. Molnar
Vice-Pres., Radio Dir. & Talent Buyer .....J. P. Atherton
Media Director.....Hubert Sweet
Research Director.....Jay Schiller
Marketing Director.....William Updegraff

Branch Office

Concourse Bldg., Toronto, Ont., Canada
V.P., Gen. Mgr.....William McDonald

ATLANTIC ADVERTISING COMPANY

220 West 42nd St., New York 36, N. Y.
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Art Dir.....M. Charles
Production Mgr.....Don Williams
Space Buyer.....Wm. Silverstein
Acct. Executives.....Irving H. Glick, Murry E. Cohen, Wm. Silverstein, Albert Coleman

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230 N. Michigan Ave., Chicago 1, Ill.
Phone: FInancial 6-1600
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Radio Accounts: International Harvester Co. (Farm Equipment Div.); International Mineral & Chemical Co. (Potash Div.); Terry Foods, Inc.; Illinois Farm Supply Co. (Fertilizer, Feed, Petroleum), Williamson Candy Co. (Oh Henry!), all Chicago.

TV Accounts: Illinois Farm Supply Co.; Terry Foods, Inc. (Frozen Prepared Beef Prod.) Williamson Candy Co. (Oh Henry!).

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V.P., Radio-TV Plans.....T. J. McDermott
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Film Production.....G. D. Gudebrod
Radio-TV Traffic.....Joseph Battaglia
Broadcast Media.....George McCoy
Sports.....C. W. Wilds
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30 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-5700

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Phone: HUbbard 2-4970

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Phone: ANdover 3-7111

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Phone: WOodward 5-3322

Vice-President .....John Garberson

714 Taft Bldg., Hollywood 28, Calif.
Phone: HOllywood 3-4871

Manager .....Glenhall Taylor

235 Dillingham Bldg., Honolulu 16, Hawaii
Phone: 50-3681
Phone: Honolulu 6193

Manager.....James P. Smith

Radio Accounts: American Telephone and Telegraph Company, The Atlantic Refining Company, B. C. Remedy Company, The Chesapeake & Potomac Telephone Companies,

J. M. MATHES

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- Economics Laboratory, Inc.
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- Wagner Baking Corporation

Hawaiian Pineapple Company, Ltd., Hills Bros. Coffee, Inc., Charles E. Hires Company, Illinois Bell Telephone Company, Insurance Company of North America, Johnson & Johnson, Knouse Foods Cooperative, Inc., Michigan Bell Telephone Company, Plymouth Cooperative Advertising Program, Seabrook Farms Company, Sheffield Farms Company, Tasty Baking Company, United Air Lines, Avis Rent-A-Car System, Ohio Oil Co., Stephen F. Whitman & Sons, Inc., Howard D. Johnson, Polk-Miller Products Corp., Hamilton Watch Co., Phillip Morris Co.; Gordon Baking Co.; Plymouth Factory Cooperative Adv. Pgm.; Sealtest Supplee Div., Nat'l. Dairy Products Corp.

TV Accounts: American Telephone & Telegraph Company, The Atlantic Refining Company, B. C. Remedy Company, Bissell Carpet Sweeper Company, Carrier Corporation, The Chesapeake & Potomac Telephone Companies, Reuben H. Donnelley Corporation, Electric Companies Advertising Program, Hawaiian Pineapple Company, Ltd., Hills Bros. Coffee, Inc., Charles E. Hires Company, Illinois Bell Telephone Company, Insurance Company of North America, Knouse Foods Cooperative, Inc., Michigan Bell Telephone Company, National Dairy Products Corporation — Sealtest, Ohio Company, Plymouth Cooperative Advertising Program, Plymouth Division of Chrysler Corporation, Polk-Miller Products Corporation, Seabrook Farms Co., SeaPak Corp., Stephen F. Whitman & Sons, Inc., Howard D. Johnson, Johnson and Johnson, The First Penns-Banking & Trust Co., Sheffield Farms, Phillip Morris Co.; Gordon Baking Co.; Plymouth Factory Coop. Adv. Pgm.

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Phone: JAckson 9-3766
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Account Executive.....Alston P. Cameron
Account Executive.....Charles H. Lewis
Radio & TV Dir.....Jo Moore
Art Director.....Roger I. Helm

Radio Accounts: Black-Brollier, Inc. (Concrete Building Materials), Houston, Texas; Henke & Pillot, Inc. (Chain Supermarkets), Houston, Texas; James Bute Co. (Paints), Houston, Texas; Craig's Women's Apparel. Houston, Texas; Johnston Motor Company (New & Used Cars), Houston, Texas; Weldon Cafeteria (Cafeteria), Houston, Texas; Rheem Mfg. Co. (Heaters), Houston; Clark & Courts (office supplies), Houston, Texas; Gulf Coast Furniture Warehouse, Alvin, Texas; Arthur Murray (Dance Instruction), Houston, Texas; The Houston Post (Daily Newspaper), Houston, Texas; Bank of the Southwest, Houston, Tex.; Merchants Nat'l. Bank, Port Arthur, Tex.; C. B. Delhomme (Boat Sales & Service), Houston.

TV Accounts: Henke & Pillot Supermarkets, Houston, Texas; Rheem Manufacturing Co. (heaters, air conditioners, ranges), Houston, Texas; Abert Berry (cars); Houston, Texas; James Bute Co. (Paints), Houston, Texas; Gulf Coast Furniture Warehouse, Alvin, Texas; Arthur Murray (Dance Instruction), Houston, Texas; The Houston Post (Daily Newspaper), Houston, Texas; Nichols Industries (Toy Guns), Jacksonville, Texas; Bank of the Southwest, Houston.

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TV Time Buyer.....Don Farrow
Prod. (Radio) .....John Powell
Radio Comm. & Traffic.....Marj Bell

1557 MacKay St., Montreal, Que.
Phone: Plateau 3959

Manager .....John Hull
Production.....T. V. M. Holloway

Radio Accounts: General Foods, Ltd.; Adams Brands Sales, Ltd.; Frigidaire Products of Canada, Ltd.; The Carnation Co., Ltd.; Pharmaco, Inc. (Feen-a-mint); Supreme Drug, Ltd. (Poligrip and Poli-dent); Manufacturers Life Inc. Co.; Canadian Canners Ltd.

TV Accounts: Frigidaire Products of Canada, Ltd.; Adams Brands Sales Ltd.; General Foods, Ltd.; Canadian Canners Ltd., Canadian Kodak Co., Ltd.; Carnation Co. Ltd.; Pharmaco, Inc. (Feen-a-mint); Kaufman Rubber Co.; Magic Popcorn Co.; Supreme Drug Ltd. (Polident & Poligrip)

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...and the best will
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has been doing all right for nearly
twelve years.

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Accounts: Coast Fisheries Div. of Quaker Oats Co. (Puss 'n Boots Cat Food) Wilmington, Calif.; Whitehall Pharmacal Co. (Jo-Cur Wave Set Lotion, Heather Rouges) New York, N. Y.; F. W. Woolworth Co. (National and Chain-Wide Adv. in all Media) New York, N. Y.

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Prod. Mgr.....Marc Hughes
TV-Radio Director.....E. C. Jones
Copy Assistant.....D. Kogler

Radio Accounts: Dairymen's League Co-op (Milk, Cheese, Ice Cream), New York, N. Y.; General Electric (Community Relations), Syracuse, N. Y.; Will & Baumer Candle Co. (Candles), Syracuse, N. Y.; A. V. Smith Co. (Peas, beans), Marcellus, N. Y.; National Pet Foods (Kalico Kat cat food), Marcellus, N. Y.; Haberle Brewing Co., Syracuse.

TV Accounts: Dairymen's League Co-op (Milk, Cheese, Ice Cream), New York City; Will & Baumer Candle Co. (Candles), Syracuse, N. Y.; General Electric (Community Relations), Syracuse, N. Y.; Haberle Brewing Co., Syracuse, N. Y.

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530 Broadway, San Diego 1, Calif.
Phone: Belmont 3-7771
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Vice-Pres., Acct. Exec.....Norman Foster, Frank Huff

3450 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DU 4-1193

V.P., Manager.....Charles V. Davis

Radio-TV Accounts: Qualitee Dairy Products (Dairy Products), Security Trust & Savings Bank (Banking), Rohr Aircraft Corporation (Aircraft Parts), San Diego Gas & Electric Co. (Public Utility), J. Jessop and Sons (Jeweler).

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Branch Office
Capitol Tower Bldg, 1750 N. Vine St.
Hollywood 28, Calif.
Phone: HOllywood 9-2161
V.P. in Charge.....H. Austin Peterson

Accounts: American Chicle Co. (Adams Chiclets, Beeman's Pepsin, Clorets, Rollaids), Long Island City, N. Y.; American Sugar Refining Co. (Domino, Franklin and Sunny Cane Sugar), New York, N. Y.; Anahist Co., Inc. (Cold Preparations), Yonkers 2, N. Y.; Brown & Williamson Tobacco Corp. (Viceroy Cigarettes, Kool, Life, Tube Rose Snuff), Louisville, Ky.; Carter Products, Inc. (Carter's Little Liver Pills, Nair, Arrid Super Spray, Effisan, Ezer, Miltown), New York, N. Y.; Colgate-Palmolive Co. (Fab, Palmolive Soap, Palmolive Shave Creams, Palmolive After-Shave Lotions, Palmolive Shampoo, Colgate Dental Cream, Colgate Baby Line, Octagon Products, Industrial), Jersey City, N. J.; Continental Baking Co., Inc. (Wonder Bread, Hostess Cakes), New York, N. Y.; Fleischmann Distilling Corp. (Whiskies and Gin), New York, N. Y.; Grocery Store Products Co. (Kitchen Bouquet, B in B Mushrooms, Cream of Rice), West Chester, Pa.; Food Manufacturers, Inc. (M & M's Confections, Uncle Ben's Converted Rice), Newark, N. J; Dromedary Co., Division of National Biscuit Co. (Dromedary Cake Mixes), New York, N. Y.; Minute Maid Corp. (Frozen Fruit Juices), New York, N. Y.; Morton Packing Co. (Morton's Frozen Pies), Louisville 2, Ky.; Snow Crop Division, Minute Maid Corp., (Frozen Fruit Juices and Food Products), New York, N. Y.; Standard Brands, Inc. (Royal Desserts, Royal Baking Powder, Royal Gelatin, Blue Bonnet Margarine, Pets Food Div.—Hunt Club, Walter Kendall Fives, Old Trusty); Whitehall Pharmacal Co. (Anacin, Buffered Anacin, Buffered Aspirin, Compound W., Substance "D," Freezone, Heet Liniment, Hopper Clay Pack, Outgro, Preparation H, Primatene, Sperti Ointment, Vitalescence, Ember Stick).

BATTEN, BARTON, DURSTINE & OSBORN, INC.

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New England Manager.....F. W. Hatch
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Phone: SUperior 7-9200
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Terminal Tower, Cleveland 13, Ohio
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V.P. in Chg.....Jack M. Bristow
223 Mercantile Commerce Bldg., Dallas, Tex.
Phone: PRospect 3431
Manager.....T. L. Hasbrouck
1800 Penobscot Bldg., Detroit 26, Mich.
Phone: WOodward 5-0620
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Phone: HOllywood 2-6723
V.P. in Chg.....Wayne Tiss
6363 Wilshire Blvd., Los Angeles 48, Calif.
Phone: Webster 1-1234
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Phone: EXbrook 7-1122
V.P. in Chg.....J. G. Motheral
White-Henry-Stuart Bldg., Seattle 1, Wash.
Phone: ELliott 5500
Manager.....W. G. Fitzsimons
160 Bloor St., Toronto 5, Ont.
Phone: WAlnut 4-3780

Radio & TV Accounts: American Home, American Institute of Men's and Boy's Wear, American Radiator & Standard Sanitary Corp., American Safety Razor, American Tobacco Co., Armstrong Cork, Bristol Myers, California Oil, Campbell Soup, Con Edison, Continental Can, Curtis Circulation Co., Saturday Evening Post, Holiday, Ethyl, First National City Bank, General Baking, G. E. Live Better Electrically, G. E. Institutional, General Mills, International Salt, Lever Bros., National Cranberry, National Gypsum, N. Y. Telephone, Oneida, Penick & Ford, Philco Corp., Readers Digest, Revlon, Schaefer, Schenley, United Fruit, U. S. Steel, Vicks Chemical, Boston 5 Cent Savings Bank, 1st National Bank of Boston, New England Coke, Shreve, Crump & Low, Southern New England Telephone, Stearns Co., Bausch & Lomb, Marine Trust, J. R. Wood, Barcalo, Niagara Mohawk, Pfeiffer's Foods, Wildroot, Libby, McNeill & Libby, Westclox, B. F. Goodrich, Timken, DeSoto, Rexall Drug, V.C.A., Cream of Wheat, Doughboy Industries, F & M Savings Bank, Gamble-Skogmo, Hormel, Iron Mining, DuPont, Minnesota Mining, Northern Pacific, Northrup King, Northwestern Bell, Rapinwax, Scott-Atwater, Toro Manufacturing, Fort Pitt Brewing, Sea Breeze, Cling Peach, MJB, Pacific Gas & Electric, Pacific Telephone & Telegraph, Spreckels Sugar, Standard Oil of California, Sunlite Bakery, Bank of America, Peter Hand Brewery, Ladies Home Journal.

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Phone: KIngsley 5-7870
ANPA

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Copy Chief, Publ. Dir.....Joan Aiken

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TV Accounts: Quaker City Chocolate & Confectionery Co., Inc., Phila., Pa.; Phila. Dairy Products Co., Inc.; General Electric (TV, Elec. Blankets, etc.), Philadelphia, Pa.; J. Frank & Sons (Soft Drink Bottlers), Philadelphia, Pa.; C. F. Simonin's Sons, Inc., Philadelphia, Pa.; Blue Magic, Inc. (Liquid Starch), Philadelphia.

BEAN ADV. AGENCY

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Owner .....Harold Bean

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TV Accounts: Sutton Sales Co. (Appliances); Atkinson & Co. (Real Estate); Radio Equipment Co.; Instantwhip, (Dessert Topping); Indianapolis Nash; Marott Shoe Store (Retail Shoes).

Estimated Radio & TV Billings: $27,500.00.

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Phone: 5-4311
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Gen. Production Mgr.....H. Fetterhoff
Publicity Director.....Alfred K. Walter
Media Director.....John L. Sperling
Radio & TV Dir.....Dorothea Hassler

Radio Accounts: Bowers Battery (Batteries & Spark Plugs), Reading; Maier's Bakery, Reading; St. Lawrence Dairy Co., Reading, Pa.; Reading Trust Co. (Banking).

TV Accounts: Curtis, Stephens, Embry Co., Inc. (Shoes); Polly-Betts Undies; Willson Sun Glasses; Fairy Silk Mills (Lingerie); Maier's Bakery, Reading, Pa.

BEAUMONT & HOHMAN, INC.

6 N. Michigan Ave., Chicago 2, Ill.
Phone: RAndolph 6-6181
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Manager.....W. C. Montgomery
1741 Ivar Ave., Hollywood 28, Calif.
Manager.....F. J. Scharrer
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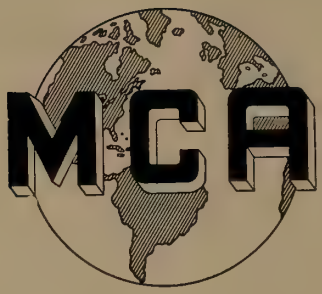
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Branch Office

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47 Wellesley St., Toronto 5, Ontario, Canada
Phone: WAlnut 4-8317
Managing Director.....John M. Milne

Radio Accounts: Longines-Wittnauer Watch Co., Inc. (Longines-Wittnauer Watches & Clocks), New York, N. Y.; Percival Tours, Inc. (Tours in England), N. Y. C.

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444 Madison Ave., New York 22, N. Y.
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Penobscot Bldg., Detroit, Mich.
V.P., Branch Mgr.....Henry Hempstead
705 Broderick Bldg., Lakeland, Fla.
V.P., Branch Manager.....Harry Warren

Radio Accounts: American Express Co.; Association of American Railroads; General Foods Corp.; Procter & Gamble Co.; AVCO Manufacturing Co.; Pepperell Manufacturing Co.; Norwich Pharmacal Co.; French Government Tourist Office; Diamond Match Co.; Mutual Life Insurance Co. of N. Y.; Continental Oil Co.

TV Accounts: American Express Co.; General Foods Corp.; Procter & Gamble Co.; AVCO Manufacturing Co.; Pepperell Manufacturing Co.; Norwich Pharmacal Co.; Carlings Brewing Co., Inc.; French Government Tourist Office; Diamond Match Co.; Continental Oil Co.; General Electric Co., Chemical Div.

BERGHOFF ASSOCIATES, INC.

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V.P., Treas.....Frances H. Berghoff
Secretary.....Diane C. Berghoff
Prod., Art Dir.....Per Henriksen
Media Dir.....Jeanne Shaeffer
Publicity, Research Dir.....Pat Dunn

Radio Accounts: Produce Equipment Co., Alladin Plastics; Baby Line Furniture Corp.; California Maple, (Wood Products); Hornsby & McKinley Co. (Metal Housewares) all Los Angeles; Klasco Products Co. (Deodorants), Downey, Calif.; Pride Products (Juvenile Products) Glendale, Calif.; Stanley Chevrolet, Norwalk, Calif.; Jaysie Mfg. Corp. (Shutters), D. Fernmon & Co. (Brassieres), Los Angeles, also mail order accounts.

TV Accounts: Alladin Plastics (Housewares); Baby Line Furniture Corp.; Hornsby & McKinley Co.; Klasco Products; Pride Products Co.; Stanley Chevrolet; Jaysie Mfg. Corp.; D. Fernmon & Co.

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V.P., Radio & TV.....Shepard Chartoc
Secretary .....Richard Best
Radio. TV Time Buyer....Katherine Knight

Radio Accounts: Coyne Electrical School (Trade School), Chicago; Milner Products Co. (Pine-Sol, White Wave, Perma Starch, Milner Household Cleaner & Gala Powder Bleach), Jackson, Miss.; Helene Curtis Industries, Inc. (Suave, Men's Suave Creme Shampoo, Beauty Shop Supplies & Equipment), Chicago; General Finance Loan Co., Chicago; Maybelline Co., Chicago; Consolidated Royal Chemical Corp.

TV Accounts: Florsheim Shoe Co., Chicago; Helene Curtis Industries, Inc., Chicago; Maybelline Co., Chicago; Milner Products Co., Jackson, Miss.

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Accounts: Eddie Fisher Music, Inc., New York, N. Y.; Grossinger Hotel, Grossinger, N. Y.

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234 West 44th St., New York 36, N. Y.
Phone: LO 4-0800

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Art Director.....Morris Robbins
Assoc. Art Director.....Milton Kimmel
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Media Director.....Lee Frankel
Research Director.....Alfred E. Byra
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Radio Accounts: Merkel, Inc. (Meat) Jamaica, N. Y.; Temple Frosted Foods (Chinese Foods) Brooklyn, N. Y.; L. B. Darling Co. (Frozen Meats) Worcester, Mass.; Barbizon (School of Modeling) New York, N. Y.; Gold King (Frozen Shrimp) Thunderbolt, Ga.; Warner Bros. (Movies)

TV Accounts: Gold King, Merkel, Inc., Barbizon, Temple Frosted Foods, Warner Bros.

BEN B. BLISS COMPANY, INC.

The Penthouse, Times Tower, Times Square
New York 36, N. Y.
Phone: BRyant 9-5228

ABP—APA

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Radio Dir.....S. Marsten
TV Consultant.....Sidney Morse
Media Dir.....R. L. Orton
Copy Chief.....Martin Kawaller

Radio Accounts: State of New York, Saratoga Springs Authority, (Geyser Sparkling Water, Saratoga SPA Health Resort); Eastern Wine Corp. (Chateau Martin Wine); Schapiro Kosher Wine Co., (Kosher Wine); Martin Beverages; William R. McCoo Co., Inc. (Falernum Almond Syrup); Du-Ev Chemical Products Co. (Degreaser Detergent); Ammo-Lan, Inc. (Bonnie Lanolin Ammonia).

TV Accounts: Delca Fish Preservators, Inc. (Delca Herring Tidbits); Eastern Wine Corp. (Chateau Martin Wine); State of New York (Saratoga Geyser Water); Delicia, Inc. (Delicia Sugar Wafers).

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Phone: YUkon 2-2960

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Sec'y.....Frances Scott
Treas.....John Ebner
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Design Dir.....M. H. Silten
Media, Research Dir.....R. S. Liptak
Media Buyer.....Christina Muirhead
Production Mgr.....Maida Rector

Branch Office
Subsidiary: Boland Associates, Ltd.
1060 Bishop St., Honolulu, Hawaii

President .....Foreman Thompson

Accounts: Ampex Corp. (Tape Recorders, Speakers); International Engineering Co. (Engineering & Construction); Lenkurt Electric Co. (Electronic Equipment, Components); Miller Freeman Publications (Publishers); Sherman, Clay & Co. (Musical Instruments, etc.) Barnes Heating Equipment; Cutter Laboratories, (Pharmaceuticals); Plastic Lume, Inc. (Venetian Blind Slats); Schlage Lock Co. (Builders Hardware); E. A. Thompson Co. (Waxes, Polishers, Cleaners, Water Seal); Tubbs Cordage Co. (Rope & Twine); Varian Associates (Electronic Controls & Components); H. S. Watson Co. (Truck Transmissions & Tools); Western Machinery Co. (Mining and Process Machinery); Westinghouse Electric Corp. (Electric Home Heater Div.); William Wallace Co. (Metalbestos Gas Vent Pipe).

BOONE & CUMMINGS

3003 Louisiana, Houston 6, Tex.
Phone: JAckson 8-5577

ABP

Partners.....Malcolm Cummings, Graham Boone
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Radio Accounts: DeMontrond Buick; First City National Bank, Straus-Frank (Worthington Air Conditioners); Danburg's (Dry Goods & Appliances); Southwestern Savings & Loan, Loew's State Theatre; Sharpstown (New Homes); South Main State Bank, Palms Shopping Center, all Houston, Tex.

TV Accounts: DeMontrond Buick, First City National Bank, Straus-Frank, Dexter Diaper, Southwestern Savings & Loan, Palms Shopping Center, Sharpstown, Loew's Theatre, Lakewood Heights (Vacation Lots), all Houston, Tex.

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TV Accounts: Olympia Brewing Co. (Olympia Beer), Olympia, Wash.; Sego Milk Products (Sego Evaporated Milk), San Francisco, Calif.; Poultry Producers of Central Calif., San Francisco, Calif.; Columbia River Packers Assoc., Inc. (Bumble Bee Sea Foods), Astoria, Ore.; Washington State Ferries (Ferry Service), Seattle, Wash.; California Prune Advisory Board (California Prunes), San Francisco, Calif.; Lucky Stores (Super Markets), Oakland, Calif.

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Treasurer.....Nathaniel J. Block
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Copy Chief.....Richard Mabry

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Manager .....Archie Jacobs

Radio & TV Accounts: Mutual of Omaha; Brandeis Store, Omaha; United Gas Corp., Houston; Storz Brewing Co., Omaha; Skinner Mfg. Co., Omaha.

ARTHUR BRAITSCH ADV.

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Phone: DExter 1-5313, 1-4115
ABP—APA—ANPA—NBP
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Secretary.....Roberta A. Rodgers
Time Buyer.....John A. Lorimer

Radio Accounts: Baird-North, Inc., Oliver Johnson Co., Inc., Mule Battery Mfg. Co., Rocky Point Park, Inc., Roger Williams Savings Fund & Loan Assoc., Strand Theater, Weybosset Markets, White Pontiac Co. (Automobile Agency); Hillside Farms, Inc. (Dairy).

TV Accounts: White Pontiac Co.; Hillside Farms Inc.; Roger Williams Savings Fund & Loan Ass'n; Strand Theatre; Weybosset Market.

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Treasurer.....A. R. Monroe
Production .....June Brantley

Radio Accounts: Carolina Beverage Corp. (Cheerwine), Isenhour Brick & Tile Co., Salisbury; Duke Power Co., Charlotte; Owen Drug Co. (O-N for Colds), Salisbury, N. C., L. B. Coulter Co. (Cosmetics), Free Enterprise Train, (National Train Tour), Salisbury, N. C.; Banna Co. (Banatol), Salisbury, N. C.

TV Account: Carolina Bev. Corp. (Cheerwine), Isenhour Brick & Tile, Banna Co., All Salisbury, N. C.

Estimated Radio Billings: $130,000.00

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Phone: HEmlock 2-4650
ABP—ANPA—ABC
President.....R. C. Breth

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TELEVISION

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Radio Accounts: Woodlot Seed Co. (Tree & Shrub Seeds), Norway, Mich.; D. J. Murray Mfg. Co. (Unit Heaters), Wausau, Wis.; Essential Products Co. (Overhead Garage Doors), Little Chute, Wis.; Unit Structures, Inc. (Laminated Rafters) Peshtigo, Wis.

TV Accounts: Woodlot Seed Co. (Tree & Shrub Seeds), Norway, Mich.; Greenheck Bros. Mfg. Co. (Kaddy Kooler), Schofield, Wis.; Essential Products Co., Berlin Chapman Co., Berlin, Wis. (Overhead Garage Doors), Little Chute, Wis.

Estimated Radio & TV Billings: $20,000.

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Radio Accounts: Int'l Breweries, Inc.; Mullins Mfg. Corp. (Youngstown Kitchens).

TV Accounts: Mullins Mfg. Corp., The Ironite, Inc., Int'l Breweries, Inc.

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Radio-TV Accounts: Bekins Van and Storage Company, Western Stove Company.

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Manager.....F. E. Egan

Radio Accounts: Oldsmobile Div., Gen. Motors Corp. (Automobiles), Lansing, Mich.

TV Accounts: AC Spark Plug Div., Gen. Motors Corp. (Spark Plugs Oil Filters, Fuel Pumps, etc.), Flint, Mich.; Oldsmobils Div., Gen. Motors Corp. (Automobiles), Lansing, Mich.; Harrison Radiator Div. (Radiators, defrosters, heaters, thermostats, car air conditioning systems, etc.), Lockport, N. Y.; Hyatt Bearing Div. (Hy-Roll Bearings, etc.) Harrison, N. J.; New Departure Div. (Ball Bearings, bicycle coaster brakes, etc.) Bristol, Conn.; Saginaw Steering Gear Div. (Power and manual steering gears, etc.) Saginaw, Mich.

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Branch Office

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Phone: HOllywood 3-8892

Manager .....Howard Blake

Radio Accounts: Coty, Inc. (Cosmetics), New York City; Rad White Crystal Bleach (Household Products), New York City; Sitrue, Inc. (Paper Products) New York City; North American Accident Insurance Co., Newark, N. J.; Yonkers Raceway, Yonkers, N. Y.; Roosevelt Raceway, Westbury, N. Y.

TV Accounts: Coty, Inc., Rad White Crystal Bleach, Sitrue, Inc., Yonkers Raceway, Roosevelt Raceway.

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Branch Offices

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Phone: OLympia 2-0810

Vice Pres.....Frank O'Brien

235 Montgomery Street, San Francisco

Acct. Exec.....John McNeely

Radio Accounts: Tidewater Oil Co., New York, N. Y., San Francisco, Calif.; Reynolds Metals Co. (Farm Building Products, Aluminum Foil) New York, N. Y.; Air France (Airline) New York, N. Y.; United Paramount Theatres Corp. (Motion Pictures) New York; Western Airlines, Los Angeles, Calif.; Wilbur Clark's Desert Inn (Resort) Los Angeles; Paramount Pictures (Motion Pictures) Los Angeles.

TV Accounts: Reynolds Metals Co. (Aluminum) New York; Tidewater Oil Co., New York, San Francisco; Western Airlines, Los Angeles; United Paramount Theatres Corp.; Paramount Pictures, Los Angeles, Calif.

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Ptnr., Dir. Radio-TV—J. Adam Reinemund

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Phone: MUrray Hill 8-9480

Manager.....William McIlvain

1680 N. Vine St., Hollywood 28, Calif.
Phone: HOllywood 4-7374

Manager.....Wendell Williams

Radio Accounts: Harris Trust & Savings Bank, Chicago; Pillsbury Mills (Baking Mixes) Minneapolis, Minn.; Pure Oil Co. (Gasoline, oil, lubricants, tires, batteries and accessories) Chicago; The Maytag Co. (Washers, dryers, ranges, refrigerators) Newton, Iowa; Motorola, Inc. (Radio and Television Sets, phonographs) Chicago; Campbell Soup Co. (Frozen soups, Franco-American Products, Quality campaign, Tomato juice) Camden, N. J.; Philip Morris, Inc. (Marlboro Cigarettes) New York; Proctor & Gamble Co. (Camay, Joy, Lava, Jif Peanut Butter, Secret Deodorant) Cincinnati, Ohio; Pabst Brewing Co. (Pabst Blue Ribbon Beer, Eastside Old Tap Lager, Old Tankard Ale) Chicago, Ill.; Eastside Brewery, Los Angeles, Calif.

TV Accounts: Bauer & Black; Brown Shoe Co. (Air Step, Buster Brown, Life Stride, Naturalizer, Pedwin, Risque, Robin Hood, Roblee, Westport) St. Louis. Mo.; Kellogg Co. (Cereals and dog food) Battle Creek, Mich.; Pillsbury Mills (Baking Mixes) Minneapolis, Minn.; The Pure Oil Co. (Gasoline, oil, lubricants, tires, batteries and accessories) Chicago; Blue Jay Products, Chicago; Campbell Soup Co. (Frozen Soups, Franco-American Products Quality Campaign, Tomato Juice) Camden, N. J.; Commonwealth Edison Co., Chicago; Green Giant Co. (Peas, cream style corn, Niblets Brand Whole Kernel Corn, Mexicorn, Kounty Kist Brand Peas and Corn) LeSueur, Minn.; Harris Trust & Savings Bank, Chicago; The Hoover Co. (Vacuum cleaners, floor polishers, small appliances) N. Canton, Ohio; The Maytag Co. (washers, dryers, ranges, refrigeration) Newton, Iowa; Motorola, Inc. (Radio and TV sets, phonographs) Chicago; Chas. Pfizer & Co. (Animal Health Products) Brooklyn, N. Y.; Philip Morris, Inc. (Marlboro Cigarettes) New York, N. Y.; Proctor & Gamble Co. (Camay, Joy, Lava, Jif Peanut Butter, Secret Deodorant) Cincinnati; Atchison, To-

DON RUSSELL

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Radio Accounts: August Wagner Breweries; City National Bank & Trust; Dollar Federal Savings; Farm Bureau Co-op of Ohio (Feeds, fertilizers, gas, oil, appliances); Lazarus Basement (Department Store); T. Marzetti Co. (Salad Dressings); Buckeye Foods Co. (Potato Chips); Glick's Furniture; Ohio State Fair, all Columbus, Ohio

TV Accounts: August Wagner Breweries, Dollar Federal Savings, Lazarus Basement, Marzetti's, Ohio State Fair, Buckeye Foods, all Columbus, Ohio; Styron-Beggs Co. (Cough Syrup), Newark, Ohio; Marble Cliff Lumber Co.; Majestic Paint; Nationwide Insurance Agents, all Columbus, Ohio.

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136 Federal St., Boston 10, Mass.
Phone: HAncock 6-7600
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William H. Ganick, Joseph Wallace, Eugene MacArthur
Media Dir.....David R. Williams
Radio-TV Dir.....Harold Cabot, Jr.

Radio & TV Accounts: New England Tel. &Tel., Boston, Mass.; Clicquot Club, Millis, Mass.; S. S. Pierce Co., Boston; New England Electric System and Gas Division, Boston; Boston Gas Co., Boston, Mass.; Carling Black Label Beer (N.E.), Cleveland, Ohio.

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Phone: York 5145
Vice Pres.....Harry W. Witt

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Phone: Main 3086
Manager .....George Ludcke

Radio Accounts: Crane & Company (stationery), Dalton, Mass.;Marshall Field & Co., Chicago, Ill.; Oakite Products, Inc. (cleaning compound), New York City; Prudential Insurance Company of America, Newark, N. J.; Berlitz School of Languages; State St. Council.

TV Accounts: Marshall Field & Co., Chicago, Ill.; Oakite Products, Inc. (cleaning compound), New York City; Prudential Insurance Company of America, Newark, N. J.; New York Stock Exchange.

CAMPBELL-EWALD COMPANY

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V.P., Production Mgr.....Carl G. Maier

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Phone: MUrray Hill 8-3400
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Radio & TV Dept.....Arthur R. Ross
Space Buyer.....John A. Blomstrom

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Phone: CEntral 6-1946
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Phone: DUnkirk 9-1334
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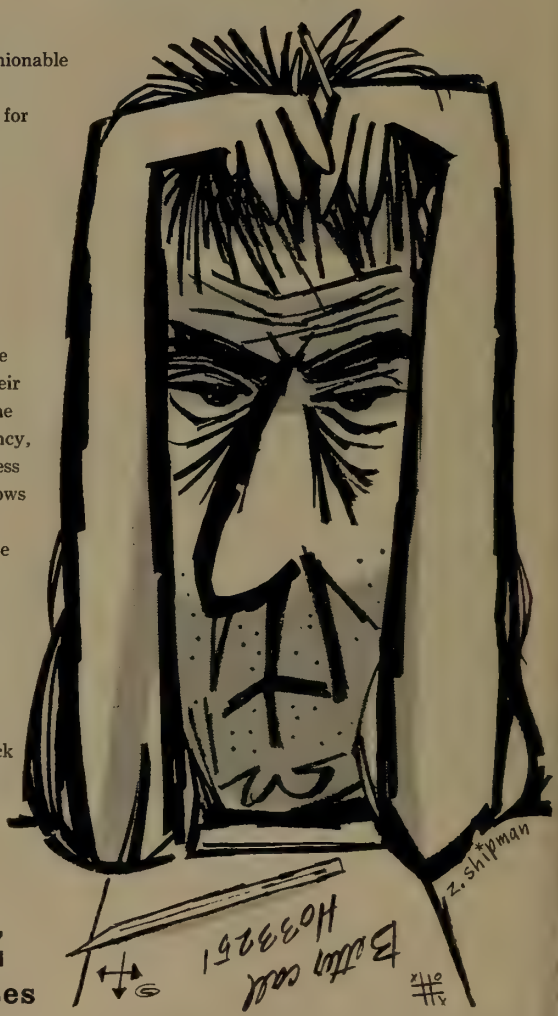
It did it on ideas. Ideas that paid off and, in paying off, became part and parcel of our daily thought and language.

Our organization has a consistent record for producing ideas—a record that goes far back beyond our banding together to start this agency—which, of course, was a new idea in itself and still another one that has managed to pay off.



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and Associates

1680 North Vine Street • Hollywood 28, California • HOllywood 3-3251

235 Montgomery St., San Francisco 4, Calif.
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Bryan & Bullington Sts., Dallas 1, Texas
Phone: Randolph 2094
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Phone: Jefferson 1-5601
Manager .....Ross C. Morgan, Jr.
1750 N. Vine St., Hollywood, Calif.
Phone: HOllywood 9-2931
Manager.....Richard L Eastland
Account Exec. for Radio, TV..Willard Hanes
441 Vine St., Cincinnati 2, Ohio
Phone: MAin 1-0500
Manager.....James E. Defebaugh
1700 Broadway, Denver 2, Colo.
Phone: TAbor 5-5231
Manager.....Richard H. Katerndahl

Radio Accounts: Chevrolet Motor Div., General Motors Corp.; The Detroit Edison Co.; Allen B. DuMont Laboratories, Inc.; General Motors Acceptance Corp.; General Retail Corp., Div. of General Shoe Corp.; Goebel Brewing Co.; National Bank of Detroit; Rheem Manufacturing Co.; United Motors Service Div., General Motors Corp.

Television Accounts: Chevrolet Motor Div., General Motors Corp.; The Detroit Edison Co.; Allen B. DuMont Laboratories, Inc.; General Retail Corp., Div. of General Shoe Corp.; Goebel Brewing Co.; National Bank of Detroit; Rheem Manufacturing Co.; United Motors Service Div., General Motors Corp.

CAMPBELL-MITHUN, INC.

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Minneapolis 2, Minn.
Phone: FEderal 9-7383
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Vice-Presidents.....Kenneth D. Ruble
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V.P., Creative Dir.....Joe E. Ratner
V.P., Plans Bd. Supvr.....Julian Watkins
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Branch Office
919 N. Michigan Ave., Chicago 11, Ill.
Phone: DElaware 7-7553

V.P. & Gen. Mgr.....G. Bowman Kreer
V.P., Acct. Exec.....Phelps Johnston
Acct. Executives....Harold Bogigian, Perry Brand, Thomas Crews, Al Erickson, Harry Johnson, Phelps Johnston, Bowman Kreer, Thomas Scott, William Stanton, Graeme Stewart, Frank Stull, Ben Thomas, Howard Worden

213 Hollywood-Taft Bldg., Hollywood 28, Cal.
Phone: HOllywood 2-0715

General Mgr.....Paul E. Morgan
TV Dir.....Ernest P. Andrews

Radio Accounts: Charmin Paper Mills (Paper Towels, etc.), Green Bay, Wis.; Theo Hamm Brewing Co., St. Paul, Minn.; The Kroger Co. (Grocery Products), St. Louis, Mo.; Land O'Lakes Creameries (Dairy Products) Minneapolis, Minn.; The Larsen Co. (Canned Foods) Green Bay, Wis.; John Morrell & Co., Red Heart Div., (Dog, Cat Food), Chicago; Nash Coffee Co., St. Paul, Minn.; Nash-Finch Co. (Canned Foods) St. Paul, Minn.; Northern States Power (Electric Power and Prod) Minneapolis, Minn.; Northwestern National Bk. (Banking Service) Minneapolis, Minn.; F. H. Peavey & Co. (Feeds), Minneapolis; Pillsbury Mills, Inc. (Flour, Refrigerated Products, Feeds) Minneapolis; Quality Chekd Dairy Products, Chicago; Top Value Enterprises (Trading Stamps) Dayton, Ohio; Zinsmaster Baking Co. (Bakery Goods), Minneapolis; Mishawaka Rubber & Woolen Mfg. Co. (Clothing) Mishawaka, Ind.

TV Accounts: American Dairy Assn. (Product Adv. & Merchandising) Chicago; Charmin Paper Mills (paper Towels, etc.) Green Bay, Wis.; Fenn Bros. (Candy) Sioux Falls, S. Dak.; Gold Seal Co. (Glass Wax, Wood Cream, Snowy Preventive Bleach) Bismarck, N. Dak.; Theo Hamm Brewing Co., St. Paul, Minn.; Kemps Ice Cream Co. Minneapolis; The Kroger Co. (Grocery Products) St. Louis, Mo.; Land O'Lakes Creameries (Dairy Products), Minneapolis; Malt-O-Meal Co. (Hot Wheat Cereal) Minneapolis, Minn.; Midwest Wine Co., St. Paul, Minn.; Mishawaka Rubber & Woolen Mfg. Co. (Clothing), Mishawaka, Ind.; John Morrell & Co., Red Heart Div. (Dog and Cat Food) Chicago; Nash Coffee Co., St. Paul, Minn.; Nash-Finch Co. (Canned Foods) St. Paul, Minn.; Northern States Power (Electric Power and Products), Minneapolis; Northwest Orient Airlines, St. Paul, Minn.; Northwestern National Bk., Minneapolis; Pillsbury Mills, Inc. (Flour, Refrigerated

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551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-2014
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Vice President.....Marvin Casmir
Copy Dir.....Nancy B. Wooten
Art Dir.....William E. Burgess

Radio Accounts: New York Allerton Corp., (Midston House, Allerton House) New York

TV Accounts: D'amico Fifth Ave., (Beauty Consultant)

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912 Baltimore, Kansas City 5, Mo.
Phone: HA 1-1356
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Exec. Vice-President.....William G. Rowe
Vice-President.....Curtis Bogasch
Vice-President.....Fred Klemp, Jr.
Sec't. Treas.....M. J. Dahlin

Radio-TV Accounts: Edward Aaron Corp. (Poultry), K. C.; Seidlitz Paint & Varnish Co., K. C.; Metropolitan Savings Asso., Douglas Chemical Co.

CAYTON, INC., ADV.

9 East 40th St., New York 16, N. Y.
Phone: LExington 2-1711
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Secretary.....D. R. Roberts
Art Director.....Bob Lee
Media Dir.....Hy Crandall
Time Buyer.....Sally Luchs
TV Director.....Fred Ladd

Radio Accounts: Wall-Tex Co. (Wall fabric) Brooklyn, N. Y.; Charles Antell, Inc. (Men's hair products) Baltimore, Md.

TV Accounts: Charles Antell, Inc. Hanovia Chem. & Mfg. Co., (health lamps), Miracle Adhesive Corp.

NELSON CHESMAN COMPANY

240 East 11th Street, Chattanooga 1, Tenn.
Phone: 6-4942
ABP—SNPA

Pres., Space & Time Buyer.Richard H. Leiper
Secy.-Treas. & Art Dir.....John Goss

Radio & TV Accounts: Fleetwood Coffee Co., Chattanooga, Tenn.

JAMES THOMAS CHIRURG CO.

411 Park Square Bldg., Boston 16, Mass.
Phone: HAncock 6-7310
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NOAB—PPA—SNPA

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Treasurer.....Leo J. Hardiman
Research Dir.....Prescott Winkley
Mgr. Plans Service Dept.....R. Gaeta
V.P., Mktg. Dir.....Howard G. Sawyer
Media Dir.....Jackson L. Parker

Branch Offices
1612 Chanin Bldg., New York 17, N. Y.
Phone: MU 7-5040

V.-P., Gen Mgr.....D. W. Jackson

Radio Accounts: Sundial Shoe Co., Manchester, N. H.; Better Home Heat Council (Oil Heat), Boston, Mass.; Bassick Co. (Casters)

C. P. CLARK, INC.

James Robertson Hotel, Nashville 3, Tenn.
Phone: ALpine 6-4179

Pres. & Treas.....D. G. Goodwin
Copy Chief & Secy.....Sara Nolan

Radio-TV Accounts: First American National Bank (Institutional), Nashville Coal, Nashville Transit Co.

ROBT. E. CLARKE & ASSOC., INC.

4017 San Amaros Dr., Coral Gables, Fla.
Phone: FRanklin 3-5486
ANPA

Pres. & Treas., Radio-TV Dir. Robt. E. Clark
Secretary.....C. B. Clark
Radio Time Buyer, Media Director..Genevieve Geiss
Comptroller .....Gertrude Clements
Account Executives.....R. E. Clarke, C. B. Clarke

Accounts: Belcher Oil Co., Florida National Bank & Trust Co., Jewish Floridian, Maule Industries, Inc., Radio Station WIOD, Ponce Products (Cement), Chemical Research Corp., Miami Diaper Service, El Comodoro Hotel, Urmey Hotel, U-Steer It, Inc., All Miami, Fla.; Milwaukee Beverages, Inc., Milwaukee. Wis.

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Horn Bldg., Philadelphia 3, Pa.
Phone: RIttenhouse 6-0236
ANPA

President.....Alice V. Clements
V.P. & Copy Chief.....Elizabeth M. Zindel
V.P. & Acct. Exec.....Robert H. Smith
V.P., Art Dir.....Stanley F. Squire
Treas., Dir. of TV.....David S. Roberts
Sec'y. & Media Dir.....Katherine E. King

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41 East 42nd St., N. Y. 17, N. Y.
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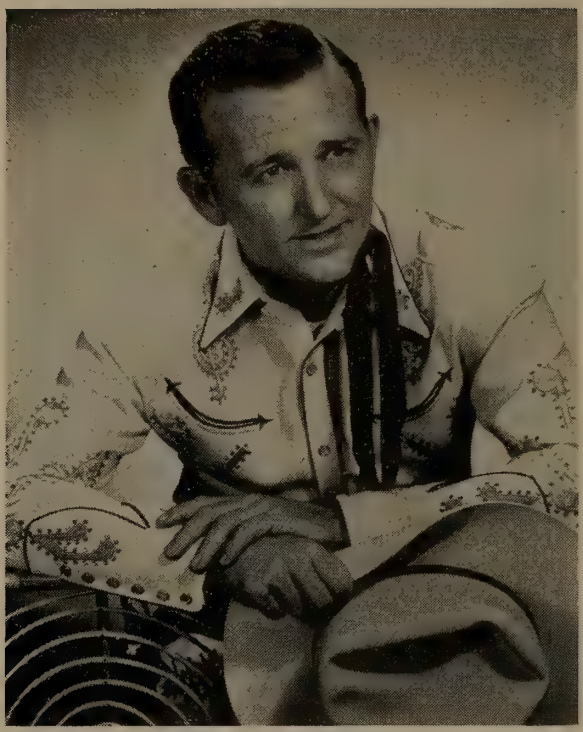
Media Director.....Herbert Stott
Head Time Buyer.....Beth Black
Time Buyer.....Robert Kelly
Production Mgr.....Robert Wahl
Business Mgr.....Dave Davidow

Radio & TV Accounts: The Beaumont Co. (4-Way Cold Tablets) St. Louis, Mo.; Grove Laboratories, Inc. (Pazo Ointment, Fitch



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Western Ranch Party — Screen Gems

PRESS RELATIONS
HAL SPECTOR

PERSONAL APPEARANCES
MCA

Shampoos) St. Louis, Mo.; Pharma-Craft Co. (Fresh Deodorant, Ting, Surgeons Lotion) Batavia, Ill.; Lydia E. Pinkham Med Co. (Tablets & Veg. Compound) Lynn, Mass.; West End Brewing Co. (Utica Club Beer), Utica, N. Y.; B. T. Babbitt, Inc. (Glim), New York; Chattanooga Medicine Co. (Black Draught & Syrup of Black Draught) Chattanooga, Tenn.; Doeskin Products (Tissues) New York; Frenchette Co. (Salad Dressing) New York, N. Y.

COHON, HERBERT W., CO.

565 Fifth Ave., New York 17, N. Y.
Phone: PLaza 5-5624
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V.P., Art Dir.....Irving M. Cohon
Acct. Execs.....H. W. Cohon, I. M. Cohon

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625 Madison Ave., New York 22, N. Y.
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V.-P. & Dir. Radio-TV
Programming.....Lewis H. Titterton
V.-P. Chg. Radio-TV Dept.....Storrs Haynes
V.-P. & Dir. of Media.....Frank B. Kemp
Publicity Dir.....Elle Kofler

Branch Offices

141 West Jackson Blvd., Chicago 4, Ill.
Phone: HArrison 7-6935
V.-P., Manager.....L. O. Holmberg

744 N. Fourth St., Milwaukee 3, Wisc.
Phone: BRoadway 1-9475
Manager.....Richard M. Davis

8733 Sunset Blvd., Los Angeles 46, Calif.
Phone: CRestview 4-7548
V.P. .....Waldo H. Hunt
V.P., Radio & TV.....Alvin Kabaker

703 Market St., San Francisco, Calif.
Phone: GArfield 1-4854
V.P., Mgr.....Norman E. Mork

Equitable Bldg., Hollywood 28, Calif.
Phone: HOllywood 9-8107
Manager .....James Pollak

Radio & TV Accounts: The Allis-Chalmers Mfg. Co.; American Can Co.; M. K. Goetz Brewing Co., (Country Club Beer); The Goodyear Tire & Rubber Tire Co.; New York Life Insurance Co.; Personal Products Corp. (Yes Tissues); Phelps-Dodge, Copper Prods. Corp.; The Procter & Gamble Co.; Kelly-Springfield Tire Co.; The Socony Mobil Oil Co.; Standard Brands, Inc. (Chase & Sanborn Coffee, Instant Chase & Sanborn Coffee).

COMSTOCK & COMPANY

651 Delaware Avenue, Buffalo 2, N. Y.
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Art Dir.....William B. Cormier
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Prod. Mgrs.....A. H. Briggs, Grant F. Hess, Otello A. Manna, Harvey F. Jeacock
Account Executives....Henry W. Comstock, H. Earl Close, John B. Morton, L. Wells Simonds, T. Sloane Palmer, Grant F. Hess, George B. Conner, William L. Conner, Jr., Fred C. Egloff, James G. J. Wells, E. Alfred Osborne, Jr., Walter R. Stelley, Eugene F. Novak, Stewart V. Taylor, Ralph L. Gates, George M. Lasez Kay
Radio & TV Dir.....Daune J. Miller, Eugene F. Novak

Radio Accounts: Frontier Oil Refining Co., Div. Ashland Oil & Refining Co.; Hospital Service Corp. of Western New York, (Hospital & Surgical Plans); Manufacturers and Traders Trust Co. (Banking Services); WGR Corporation, (Station WGR-Radio & TV); Keebler Biscuit Co. (Cookies, Crackers), Buffalo, N. Y.; Westfield Maid Cooperative Assn. (Grape, Tomato Juice), Westfield, N. Y.; Metropolitan Chevrolet Dealers Assn., Buffalo, N. Y.; O'Keefe Brewing Co., Ltd., Toronto, Ont.

TV Accounts: Art Metal Construction Co. (Steel Office Furniture, Visible Index Systems, Filing & Indexing Supplies); Frontier Oil Refining Co., Div. Ashland Oil & Refining Co., Inc.; Hospital Service Corp. of Western N. Y. (Hospital & Surgical Plans); Manufacturers & Traders Trust Co., Morrison Steel Products, Inc. (Mor-Sun Furnaces, Roly-Door Steel Garage Doors, Carry-All Truck Bodies); WGR Corp. (Station WGR-Radio & TV); Keebler Biscuit Co. (Cookies, Crackers), Buffalo, N. Y.; Westfield Maid Cooperative Assn. (Grape, Tomato Juice), Westfield, N. Y.; Metropolitan Chevrolet Dealers Assn., Buffalo, N. Y.; O'Keefe Brewing Co., Toronto. Ont.

ROBERT CONAHAY, INC.

261 Madison Ave., N. Y. 16, N. Y.
Phone: MUrray Hill 2-5645
ABP—ANPA

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Secretary.....Robert Conahay III
V.-P. & Copy Chief.....Frank Denman
V.-P. Market Research.Benjamin B. Mitchell
Art Dir.....Claude Hurd
Production Mgr.....John S. Wassmer
Media Dir., Space &
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Comptroller.....Irene C. Sala

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THE CONDON COMPANY

Rust Bldg., Tacoma 2, Washington
Phone: MArket 8155
ABP—ANPA—APA—NBP—AAAA—NOAB
PPA

Partners.....Roscoe A. Smith
Victor Kaufman
Art Dir.....Daniel J. Snope
Production Mgr.....Mildred Nelson
Acct. Executives.....Roscoe A. Smith
Victor Kaufman, Kay Shinn, Harold C. Dixon, Gordon Bennett, James Shulz

Accounts: Buckley-King Funeral Ser.; Douglas Fir Plywood Assn.; Fuel Oil Service Co.; Harmon, F. S. Mfg. Co.; Kirk, G. R. Co.; KTNT-TV, Tacoma, Wash.; Laucks Laboratories Inc.; Northwest Syndicate; Pacific First Federal Savings & Loan Assn.; Puget Sound National Bank; St. Paul & Tacoma Lbr. Co.; Silver Springs Brewing Co.; Tacoma Savings & Loan Assn.; Tribune Publishing Co.; United Pacific Ins. Co.; Ward Smith Inc.

THOMAS F. CONROY, INC.

1101 Majestic Bldg., San Antonio, Texas
Phone: CA 7-3456
AAAA—ABP—ANPA

President.....Thomas F. Conroy
Gen. Mgr.....Charles Huey
Copy Chief, Radio-TV Dir..Wm. H. Holchak
Media Dir., Time Buyer....Bernice Cullen
Art., Prod. Mgr.....E. E. Ogilvie
Public Relations Dir.....Ernie Brant

Radio Accounts:Express-Publishing Co.; Perry Shankle Co. (Wholesale Distr.); Hoffman-Hayman Coffee Co.; Lone Star Brewing Co.; Interstate Theatres; Studer Photo Co.; H. E. Butt Grocery Co.; Sommers Drug Stores; Mode O'Day (Ladies Ready to Wear); Security Finance Co.; Quaker Oats Co.; Pioneer Flour Mills.

TV Accounts: H. E. Butt Grocery Co.; Hoffman-Hayman Coffee Co.; Express-Publishing Co.; Interstate Theatres; Pioneer Flour Mills; Security Finance Co.; Sommers Drug Stores; Studer Photo Co.; Lone Star Brewing Co.

CO-ORDINATED ADV. CORP.

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Phone: JUdson 2-2100
ABP

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Exec. V.P., Treas., Time Byr..Irving Herz
V. P., Art Dir.....Louis DeNunzio
Copy Chief.....Marybelle Lantsberry
Media Dir.,.....Virginia Ruggiero
Radio & TV Dir.....Charlotte Armstrong
Publicity Dir.....Gerald Zipper
Pub. Relations Dir.....Walter Reed
Vice Pres.....Arthur A. Peltz

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333 S. 21st St., Philadelphia 3, Pa.
Phone: RIttenhouse 6-7502
ABP—ANPA

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Office Manager.....Mrs. John Bilyi
TV Director.....J. Kirkconnell
Radio Bcstg. Dir.....Paul Stern
Art Director.....R. Rivers
Radio Bcstng. Dir.....Mrs. Mario Flamini

Radio Accounts: ABC Chicks, Lancaster, Pa.; Jim Brady Shoes, Philadelphia; Brooks Clothing, Philadelphia; Badder & Snoke (Shoes) Philadelphia; Colonial Floor Covering, Philadelphia; Fox Petroleum Co. (Fuel Oil) Philadelphia; M & M Auto Seat Cover Co., Philadelphia; Minit Man Car Wash Co., Philadelphia; Manchester Laundry, Philadelphia; Mort Co. (Hardware), Almonesson, N. J.; Sunset Beach (Amusement Park) Almonesson, N. J.; Tappins (Jewelry) Newark, N. J.; Day Stores (Clothing) New York, N. Y.; Viking Theatre, Philadelphia; Van Sciver Co. (Furniture) Philadelphia; Xcel Products Co. (Metal Storm Sash, Metal Awnings) Philadelphia.

TV Accounts: Jim Brady Shoes, Philadelphia, Pa.; Export Import Clothing, Chester, Pa.; M & M Auto Seat Cover Co., Philadelphia; Minit Man Car Wash Co., Philadelphia; Tappins Jewelry Stores, Newark, N. J.; Thornton-Fuller Co. (Automobiles) Philadelphia, Pa.; Viking Theatre, Philadelphia; Xcel Products Co., Philadelphia.

Estimated Radio & TV Billings: $350.000.

JOHN GILBERT CRAIG ADV., INC.

913 Washington St., Wilmington 99, Del.
Phone: OLympia 5-6185
ABP—ANPA—AAAA—AFA

President.....J. Gorman Walsh
Sec.-Treas. .....Kathleen A. Walsh
Vice Pres.....Ruth Craig
Account Executives.....J. Gorman Walsh, Kathleen A. Walsh, William H. Gordy, George H. Straley
Radio, TV Time Buyers..J. Gorman Walsh, Ralph R. Swann

Radio Accounts: Joseph Bancroft & Sons Co. (Textile Finishing) Delaware Coach Co., Delaware Power & Light Co., Wilmington, Del.; Diamond Ice & Coal Co. (Fuels, Home Products), Equitable Security Trust Co., Wilmington, Del.; Group Hospital Service, Inc. (Blue Cross) Wilmington, Del.

Estimated Radio Billings.....$40,000.

CRAMER-KRASSELT CO.

733 North Van Buren St., Milwaukee 2, Wis.
Phone: BRoadway 6-3500
AAAA—ABC—ABP—ANPA—AFA

President.....A. W. Seiler
Exec. Vice-President.....H. N. Pasteur
Exec. Vice-Pres.-Treas.....C. W. Faude
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• STAN THE SPINNER

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Radio-TV Acct. Execs.....K. Hegard, J. Pritchard
Dir. of Marketing.....H. V. Swenson
Radio Accounts: Blue Cross (Hospital Plan), Milwaukee; Milwaukee Gas Light Co., First Federal Savings & Loan Association of Wisconsin (Savings & Loan Assoc.), Milwaukee, Wis.; The Milwaukee Co. (Investments), Milwaukee; Wisconsin Telephone Co.; First Wisconsin Nat'l Bank; Frank's Pure Food Co., Racine, Wis.; William Heinemann Creameries, Kewaskum, Wis.;
TV Accounts: Milwaukee Gas Company (Gas Utility), Milwaukee, Wis.; Wisconsin Telephone Co., Milwaukee; Aluminum Goods Mfg. Co. (Mirro Cooking Utensils), Manitowoc, Wis.; Associated Hospital Service; First Federal Savings & Loan Ass'n; First Wisconsin Nat'l Bank; Evinrude (Outboard Motors), Milwaukee, Wis.; Frank's Pure Food Co., Racine, Wis.; Heinemann Dairy

CROLLY ADV. AGENCY

42 E. Market St., Wilkes-Barre, Pa.
Phone: VAlley 2-7191
ANPA

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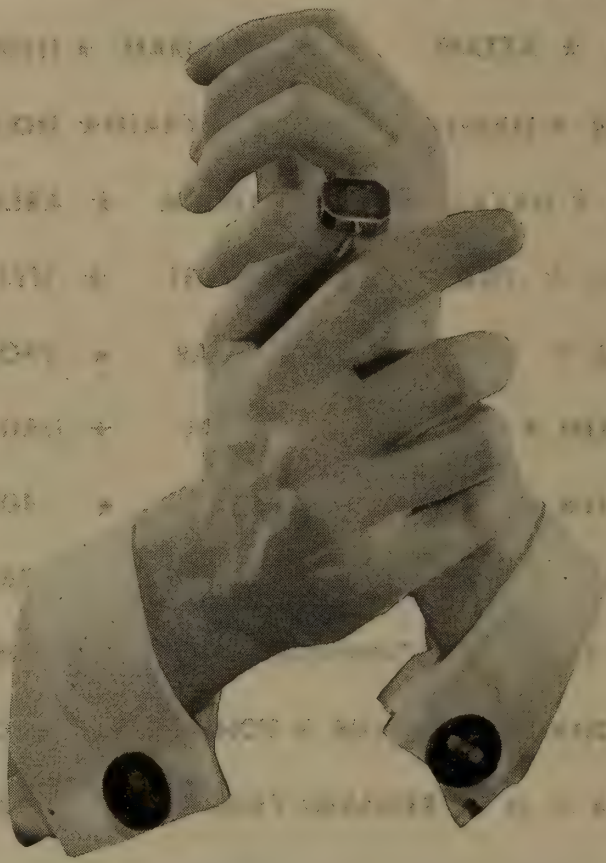

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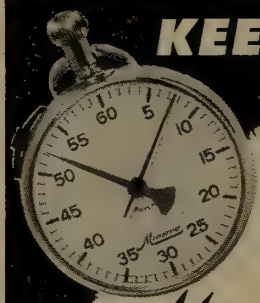

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Radio-TV Prod.....Bob Gips

Radio Accounts: Boston & Maine R. R., Boston, Mass; Chemstrand Corp. (Acrilan & Nylon), New York, N. Y.; Fairmont Foods Co. (Frozen Foods), Omaha, Nebr.; Forest Lawn Memorial Park (Cemetery), Glendale, Calif.; E. & J. Gallo Winery, Modesto, Calif.; A. Goodman & Sons (Noodles, soups, etc.), Long Island City, N. Y.; Henry S. Levy & Sons (Bread), Brooklyn, N. Y.; Max Factor & Co. (Cosmetics), Hollywood, Calif.; Mission Appliance, Hawthorne, Calif.; Revel, Inc. (Hobby Kits), Venice, Calif.; Regal Shoe Co. (Shoes), Whitman, Mass.; Sav-On Drugs, Los Angeles, Calif.

TV Accounts: American Lead Pencil Co., Hoboken, N. J.; Chemstrand Corp. (Acrilan & Nylon), New York, N. Y.; Fairmont Foods Co. (Frozen Foods), Omaha, Nebr.; E. & J. Gallo Winery, Modesto, Calif.; A. Goodman & Son (Noodles, soups, etc.), Long Island City, N. Y.; Hess Brothers Dept. Store, Allentown, Pa.; Hunter Douglas Aluminum Corp. (Venetian Blinds), New York, N. Y.; Max Factor & Co. (Cosmetics), Hollywood, Calif.; Mission Appliance, Hawthorne, Calif.; New Haven Railroad, Boston, Mass.; Polaroid Corp. (Cameras), Cambridge, Mass.; Revell, Inc. (Hobby Kits), Venice, Calif.; Regal Shoe Co. (Shoes), Whitman, Mass.; Sav-On-Drugs, Los Angeles, Calif.

Estimated Radio & TV Billings: $585,000.

ROY S. DURSTINE, INC.

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Phone: TE 8-4600
AAAA—ABC—ANPA

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Media Dir.....Thomas Jennings
Account Executives.....E. Bresett, J. Riordan, J. Roth, F. Dyson, R. Durstine, Robert Neuser

Branch Offices
3440 Wilshire Blvd., Los Angeles, Calif.
Phone: DUnkirk 8-3411

Vice Pres.....William D. Sloan
Time Buyer.....Virginia Weigle

1736 Stockton St., San Francisco, Calif.
Phone: EXbrook 7-0456

Vice Pres.....Robert Whitehead
Time Buyer.....Edith Curtiss

Radio Accounts: Alemite Co. of Northern Calif. (Motor Oil), San Francisco, Calif.; Ambassador Hotel, Los Angeles, Calif.; White Rock Co. (Dietonic Beverages) Los Angeles, Calif.; Lady's Choice Foods (Canned Foods), San Francisco, Calif.; Roman Meal Co. (Cereal & Muffin Mix), San Francisco, Calif.; Sir Francis Drake Hotel, San Francisco, Calif.; Flako Products Div., Ouaker Oats Co. (Flako Pie Crust Mix, Flakorn Muffin Mix), New York City; Doyle Packing Co. (Strongheart Dog Food), New York; Mason, Au & Magenheimer (Mason Mints & Dots), New York.

TV Accounts: Wine Advisory Board of California, San Francisco; Alemite Co. of

Northern California, San Francisco; White Rock Co. (Dietonic Beverages), Los Angeles, Calif.; Lady's Choice Foods, Inc., San Francisco; Roman Meal Co., San Francisco; Mason, Au & Magenheimer, New York; Doyle Packing Co. (Strongheart Dog Food), New York; John Wilkins Coffee Co. (Instant Coffee), New York.

EDELSTEIN-NELSON ADV. AGENCY, INC.

203 N. Wabash Ave., Chicago 1, Ill.
Phone: ANover 3-3867, DEarborn 2-5976
ABP

President .....Edward Edelstein
..*Radio Accounts*: Glostex Products (Seat Covers); Conway Camera Co.
Estimated Radio Billings: $20,000.

ELLINGTON & CO., INC.

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Radio Accounts: Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.; McKesson & Robbins (Drugs); Cunard Steamship Lines; Cities Service Oil Co.; Spring Mills (Sheets); Vick Chemical Corp. (Sofskin); Houbigant (Perfumes & cosmetics); Alexander Smith (carpets), all New York.
TV Accounts: Celanese Corp. of America (Yarns, fabrics, plastics); Cunard Steamship Lines; Cities Service Oil Co.; Springs Mills; Vick Chemical Corp.; Houbigant; Alexander Smith, all New York.

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Phone: ELgin 4-4015

Exec.....George McLean

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Manager.....Hav Nash, Jr.

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Publicity Dir.....Sylvia Edlen
Production Manager.....Stanley S. Base

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Business Mgr. Media Dept...Keith B. Shaffer
Dir. Radio-TV Prod.....Rollo Hunter

Radio, TV Dir. (L. A.).....Robert L. Redd
Time Buyer (L. A.).....Charles Helfrich
Media Dir. (Chicago).....John Gwynn

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1st National Bank Bldg., Okla. City, Okla.
Phone: REgent 6-5429

Mgr.....Warren Humphrey
610 Church St., Toronto, Ont., Can.
Phone: WAlnut 1-5187

Mgr.....Ralph L. Lawson

Radio Accounts: Barbasol Co. (Shaving Cream, Skin Freshener, Lotion, Deodorant) Indianapolis, Ind.; Campana Sales Co. (Ayds, Italian Balm), Batavia, Ill.; Consolidated Cigar Sales Co. (Harvester & Dutch Masters Cigars), New York, N .Y.; John H. Dulany & Son (Frozen Foods), Fruitland, Md.; Carling Brewing Co. (Stag Beer), St. Louis, Mo.; Sioux Honey Assn. (Sioux Bee Honey), Sioux City, Iowa; Chilean Nitrate Educational Bureau (Nitrate Fertilizers), New York, N. Y.; Michigan Peat, Inc. (Soil Conditioner), New York, N. Y.; Helbros Watch Co. (Helbros Watches), New York, N. Y.; Albers Milling Co. (Cereals, Dog Foods, Cat Food, Feeds), Los Angeles, Calif.; Arizona Brewing Co. (A-1 Pilsner Beer), Phoenix, Ariz.; Carnation Co. (Evaporated Milk, Malted Milk, Crunch, Fresh Milk Products, Ice Cream, Gold Cross), Los Angeles, Calif.; Instant Milk Co. (Carnation Instant Milk, Carnation Instant Chocolate Drink), Los Angeles, Calif.; Los Angeles Soap Co. (White King Soap, "D" Granulated Detergent, Liquid Detergent, Cleanser, Water Softener, Cold Cream, Complexion Soap, Sierra Pine Soap, Lemon Soap), Los Angeles, Calif.

TV Accounts: Carling Brewing Co. (Stag Beer), St. Louis, Mo.; Helbros Watch Co. (Helbros Watches), New York, N. Y.; Toastmaster Products, Div. McGraw Electric Co. (Toastmaster, Automatic Toasters, Waffle Bakers, Hot Food Servers), Elgin, Ill.; Barbasol Co. (Shaving Cream, Skin Freshener, Lotion, Deodorant), Indianapolis, Ind.; Campana Sales Co. (Ayds, Italian Balm), Batavia, Ill.; Consolidated Cigar Sales Co. (Harvester and Dutch Masters Cigars), New York, N. Y.; John H. Dulany & Son (Frozen Foods), Fruitland, Md.; Albers Milling Co. (Cereals, Dog Foods, Cat Food, Feeds), Los Angeles, Calif.; Arizona Brewing Co. (A-1 Pilsner Beer), Phoenix, Ariz.; Carnation Co. (Evaporated Milk, Malted Milk, Crunch, Fresh Milk Products, Ice Cream, Gold Cross), Los Angeles, Calif.; Instant Milk Co. (Carnation Instant Milk, Carnation Instant Chocolate Drink), Los Angeles, Calif.; Los Angeles Soap Co. (White King Soap, "D" Granulated Detergent, Liquid Detergent, Cleanser, Water Softener, Cold Cream, Complexion Soap, Sierra Pine Soap, Lemon Soap), Los Angeles, Calif.; Van Camp Sea Foods, Inc. (Chicken of the Sea Tuna, White Star Tuna, Chicken of the Sea Oyster Stew, Chicken of the Sea Oysters, Genova "Tonno"), Terminal Island, Calif.; General Time Corp. (Seth Thomas Clocks), LaSalle, Ill.; Hamilton Beach Co. (Household Appliances), Racine, Wis.

WILLIAM ESTY COMPANY, INC.

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Secretary-Treasurer.....E. H. Cummings
V.P., TV Dir.....Samuel Northcross
Radio Director.....Wendell Adams
V.P. Chg. TV Commercial..Stanley A. Lomas
V.P. & Media Dir.....John Peace
Radio Time Buyer.....Richard Grahl

Branch Office
6331 Hollywood Blvd., Hollywood 28, Cal.
Phone: HOllywood 2-6305

TV Comm. Prod.-Dir.....Arnold J. Wester

Radio Accounts: National Carbon Co. ("Eveready" Batteries, "Prestone" anti-freeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes, Prince Albert Smoking Tobacco), Winston-Salem; General Mills; Pacquin, Inc., (Silk 'N Satin), N. Y., N. Y.; P. Ballantine & Sons (Beer & Ale), Newark, N. J.; R. J. Reynolds Tobacco Co., (Winston Cigarettes), Winston-Salem, N. C.

TV Accounts: National Carbon Co. ("Eveready" Batteries, "Prestone" anti-freeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes), Winston-Salem, N. C.; General Mills; Pacquin, Inc.; R. J. Reynolds Tobacco Co. (Winston Cigarettes, Prince Albert Smoking Tobacco), Winston-Salem, N. C.; P. Ballantine & Sons (Beer & Ale), Newark, N. J.

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ABP

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Art Dir.....Martin Stein
Copy Chief.....Bill Stearns
Media, Space Buyer.....Seth Diamond
Television Dir.....Michael Lippert
Research Dir.....Cy C. Chaiken

Accounts: Brook's Men's Shops; Carolina Paper Mills; Exeter Hosiery Mills; Freund, Freund & Co.; Gant Shirt Co.; Gracette Lingerie; Lederman Brothers; Nebel Knitting Co.; Preen Uniforms Inc.; Stuart, Paul, Inc.; Worklon Inc.

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Secy.-Treas. .....John Robert Work
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Continuity Director.....Mary Jane Kerns

Radio Accounts: Allan's Travel Bureau, Ass'n of Commerce & Industry, B & F Toggery (Men's Clothing); Bootery (Shoes); Bressmer's Dept. Store, The Bowl (Bowling); Bridge Jewelry Sotre, Capitol Radio, Chapman-Propane (Fuel); Dellerts (Wallpaper & Paint); Downtain's TV & Appliances; Drake-Scruggs (Trucking); Drone Ford Sales; Dunbar & Co. (Trucking); Eckholdt Kennels (Dog Kennels) Eisner's Food Stores; First National Bank, H & W Motor Sales (Cars); Jack Harmon Serv. Sta.; John Harms & Sons (Farm Machinery); Harvey Bros. (Wearing Apparel); In 'n Out Car Wash; Kennedy Laundry & Dry Clnrs.; LaBonte's Luggage Shop; Modern Business Machines; North American Van Line; Photo-Craft Shop (Photo Supplies); Ray's Brand Products (Meats, Chili); Rolands Dept. Store; Sally Ward (Launderers & Dry Clnrs.); Security-Federal Savings & Loan; Senate Theatre (Movie Theatre); Seven-Up (Soft Drink); Simmons Office Supply, Skelly Oil, all Springfield, Ill.

TV Accounts: First National Bank, Springfield, Ill.

FARQUHAR AND COMPANY, INC.

First National Bank Building, Utica 2, N. Y.
Phone: 2-6109
ABP—APA

President, Radio-TV Dir...John T. Farquhar
Vice-President.....Ted R. Darvoe
Secretary.....Roger H. Williams
Treasurer.....Jay C. Anderson
Media Dir.....Eleanor Crimmins

Radio Accounts: Jean's Beans (Food Products), Utica, N. Y.; Harry Heiman Inc. (Chrysler-Plymouth Distributor), Utica, N. Y.; Bonide Chemical Co. (Insecticides, Fungicides), Utica; Rome Savings Bank, Rome; Ribyat's Furniture, Utica; C. A. Durr Packing Co. Inc. (Meat Products), Uitca, N. Y.; Mohawk Airlines Inc. (Airline Service), Ithaca, N. Y.; Collinite Chemical Co. Inc. (Auto Wax & Cleaner), Utica, N. Y.; Utica Brewing Co., Utica, N. Y.; Radio Station WIBX, Utica, N. Y.

TV Accounts: Harry Heiman Inc. (Chrysler-Plymouth Dist.), Utica; Ribyat's Furniture, Utica; C. Al Durr Packing Co. Inc. (Meat Products), Utica, N. Y.; Jean's Beans (Food Products), Utica, N. Y.; Mohawk Airlines Inc. (Airline Service), Ithaca, N. Y.; Collinite Chemical Co., Inc. (Auto Wax and Cleaner), Utica, N. Y.; Utica Brewing Co., Utica, N. Y.

FEIGENBAUM & WERMEN ADVERTISING AGENCY

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Director Graphic Arts.....Allen Greenfield
Art Director.....Edward Schorr
Production Manager.....Marvin Wermen
Research Director.....Paul Feigenbaum
Dir. Media, Plans, Mdsng.....Jay Beneman
Acct. Execs.....Harry Feigenbaum, David Wermen, Leonard Schorr, Jay Beneman

Radio Accounts: Yankee Maid Meat Products; Kings Wine; Pioneer Belts; Professional Laundry Foundation; Midwest Laundry Foundation; Lou Block Motors; Sears-Roebuck; Federal Savings & Loan Assn.; Royalist Cigars.

TV Accounts: Blumenthal Brothers Chocolate Co.; Pennsylvania Range Boiler Co.; Kings Wine; Sears-Roebuck; Professional Laundry Foundation; Midwest Laundry Foundation.

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Washington, D. C.
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APA—PPA

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Secty.-Treas.....Lucille Pierce Ferguson
Art Director.....Gilbert Meekins
Acct. Exec.....G. Kenneth Adams
Time Buyer.....Nan Hannum

Radio Accounts: Schindler Peanut Products (Peanut Butter & Peanuts), Wash. & Balt.; Mann's Potato Chips, Wash. & Richmond; Smith's Transfer & Storage Co., Washington; Lincoln Warehouse Corp., New York; Little Tavern Shops (Restaurants), Washington & Baltimore.

TV Accounts: Smith's Transfer & Storage Co., Washington, D. C.; Mrs. Keane's Beefsteaks (Frozen), Washington, D. C., Virginia and New England; Solarine (Floorwax), Washington, D. C., Baltimore & Philadelphia.

LAWRENCE FERTIG & CO., INC.

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Sec'y, Vice-President.....Philip Lukin
Media Director.....Miss Selma Grosswirth
Art Directors...Tony Palazzo, Stanley Dusek
Production Manager.....Joseph Cesare

Accounts: DeKuyper, John, & Son Inc., Jersey City, N. J.; Medal Distilled Products Inc.; Beverly Hills, Calif.; National Distillers Products Corp., N. Y., N. Y.

ROBERT G. FIELDS & CO.

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Phone: AL 6-1977
ABP

President, Treas.....Robert G. Fields
Secretary .....A. Harrell
Account Executive.....R. L. Fields

Radio Accounts: Jacobs Packing Co. (Meats); Palmer-Hooper Motors (Lincoln-

Mercury cars); Blood Bank Foundation (Plasma); Spring Hill Cemetery (Burial Plots); St. Bernard Coal Co. (Coal and Building Supplies), all Nashville, Tenn.

TV Accounts: Nashville Bank & Trust Co.; Jacobs Packing Co. (Meats); J. C. Bradford & Co. (Securities); St. Bernard Coal Co., all Nashville, Tenn.

FIORE & FIORE CORP.

128 Mallory Ave., Jersey City 4, N. J.
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V.P., Radio Dir.....Albert A. Fiore
Secy.-Treas.....B. V. Fiore
Media Research Dir.....Ursula Pisto
Merch. Dir.....John Critelli
Acct. Executives.....B. E. Geise, William Prusan, William Bloomer, A. Bryant

Radio & TV Accounts: Leslie Toy Co., Brooklyn, N. Y.; Watchung Lake (Resort), Watchung, N. J.; Custom Paint & Chemical Co. (Floor Products), Pennsauken, N. J.; Anbesol Co. (Antiseptic), Newark, N. J.; Sardeau, Inc. (Bath Oil), N. Y. C.

Estimated Radio & TV Billings: $755,000.

M. M. FISHER ASSOCIATES

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Phone: CEntral 6-6226

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Co-Owner,
Acct. Exec.....Jack L. (Bud) Fisher, Jr.
Jr. Acct. Exec. .....Joe Benge, Jr
TV Time Buyer.....Helene Heinz
Copy Chief.....Alan Fishburn
Art Director.....Harry Miller
Publicity Director.....Herb Carlin
Radio Time Buyer.....Phyllis Cummings

Radio Accounts: Allied Artists Pictures (Motion Pictures); Sittler Bros. (Horseradish); Bell Savings & Loan Assn. (Institutional); Morae Pharmacal (Insombutal); Clark Theater (Motion Pictures); Davis Oldsmobile; Jensen Movers; Charles Keeshin, Inc. (Poultry); Oncrete Products, Inc. (Paint); Nat'l. Foundation for Infantile Paralysis (Charity); North American Mushroom, all Chicago, Ill.

TV Accounts: Bell Savings & Loan Assn., Chicago; Tam O' Shanter Country Club, (Golf Touranments), Chicago; Chas. Keeshin Poultry Co. (Frozen Poultry), Chicago; Oncrete Products (Paint); North American Mushroom.

FITZGERALD ADVERTISING AGENCY

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Radio-TV Dir.....William Thomas
Assistant Director.....Daniel J. Norton
Radio-TV Time Buyer..Mrs. Marie O'Meara

Radio Accounts: Alabama-Georgia Syrup Company (Alaga Syrup), Montgomery, Ala.; Blue Plate Foods, Inc. (Mayonnaise-Peanut Butter-Preserves & Jellies, CDM Coffee), New Orleans, La.; H. G. Hills Stores (Chain Grocery Stores), New Orleans, La.; Jackson Brewing Company (Jax Beer), New Orleans, La.; Pan-Am Southern Corporation (Oil & Gasoline), New Orleans, La.; Wesson Oil & Snowdrift Sales Co. (Wesson Oil, Snowdrift, Scoco and Crustene Shortening), New Orleans, La.; La. Coca Cola Bottling Co., New Orleans, La.; La. Power & Light Co., Algiers, La.; McIlhenney Co. (Tabasco Sauce), Avery Island, La.

TV Accounts: Blue Plate Foods, Inc. (Mayonnaise-Peanut Butter-Preserves & Jellies), New Orleans, La.; Godchaux Sugars, Inc. (Sugar), New Orleans, La.; H. G. Hill Stores (Chain Grocery Stores), New Orleans, La.; Jackson Brewing Company (Jax Beer), New Orleans, La.; La. Coca Cola Bottling Co., New Orleans, La., La. Power & Light Co., Algiers, La. Alabama-Georgia Syrup Co. (Alaga Syrup), Mont., Ala.; Wesson Oil & Snowdrift Sales Co., New Orleans, La.; Maison Blanche Dept. store, New Orleans.

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Vice Pres.....Lee A. Holland
Art Dir.....Donald A. Nelson

Accounts: Bismarck Tribune; C. & M. Inc.; Erskine Mfg. Corp.; Fargo Forum; Fargo Foundry; Melroe Mfg. Co.; Merchant's National Bank & Trust; North Dakota Hospital Service Assn.; North Dakota Motor Carriers Assn.; Olson, W. R. Co.; Otter Tail Power Co.; Radio Station KFYR; US Brewers Foundation.

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Radio Accounts: I. J. Fox, Inc. (Retail Furrier), Nokes-Findlay Wallpaper & Paint Co., Cleveland; Stanley Furniture Co. (Furniture & Appliances), Cleveland.

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V.P., Copy Dir.....Frank J. Corkery
Vice Presidents.....Frank M. Knight, Jr., Earle Steiert, Russell Gray, Jr.
Time Buyer.....Alice Mooney

Radio Accounts: Abbotts Dairies, Inc. (Milk, Cheese & Ice Cream), Beneficial Savings Fund (Banking), Delaware Steeple-

chase & Race Assn. (Horse Racing), Wilmington, Del.; Louis Burk Co. (pork products), Phila.; B & O Railroad (Transportation), Baltimore.

TV Accounts: Abbotts Dairies (ice cream, milk), Philadelphia; Baltimore & Ohio Railroad (passenger travel), Baltimore; Louis Burk Company (pork products), Philadelphia; R. T. French Company (bird seed), Rochester; Delaware Steeplechase & Race Assn. (Horse Racing), Wilmington, Del.; Mrs. Smith's Pies (Pies), Philadelphia.

FOOTE, CONE & BELDING

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V.P., Radio & TV.....Roger Pryor
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Radio-TV Business Mgr.....Frieda Redder
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V.P. & Dir. Radio-TV Production .....John B. Simpson
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Radio & TV Time Buyer.Genevieve Lemper
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Mgr. Prod. Dept.....Charles Dennis
Asst. Mgr. Prod. Dept.....Bob Marlatt
Radio Time Buyer.....Lydia Reeve

235 Montgomery St., San Francisco 4, Calif.
Phone: SUtter 1-2355

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V.P. & Art Dir.....G. Frederick Cole
V.P. & Mgr. Prod.....Albert A. Sperisen
Media Dir.....Llew Jones
Broadcasting Dir.....Helen Stenson

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Phone: HOllywood 9-6265

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806 Main St., Houston 2, Texas

V.P., Mgr.....Edwin H. Badger

Pacific Building, Portland 4, Oregon
Phone: Broadway 3272

Mgr.....Leith F. Abbott

1060 National Bank Bldg., Detroit 26, Mich.
Phone: WOodward 3-9770

V.P., Office Mgr.....Charles S. Winston, Jr.
V.P., Associate Mgr.....Clyde Rapp

Radio Accounts: Armour Auxiliaries (Dial Soap & Shampoo, Liquid Chiffon), Chicago; Beatrice Foods (Meadow Gold Products), Chicago; Breast-O'-Chicken Tuna, Inc., San Diego, Calif.; Bullock's Downtown, Los Angeles, Calif.; Calavo Growers of California, Los Angeles; Clairol, Inc. (Hair preparations), New York, N. Y.; First National Bank, Chicago; Gulf Brewing Co., Houston, Tex.; Hawaiian Pineapple Co., Ltd. (Fruit juice concentrate), San Jose, Calif.; Hughes Aircraft Co., Culver City, Calif.; S. C. Johnson & Son (Auto Waxes, Insecticides), Racine, Wis.; Kimberly-Clark Corp. (Kleenex Tissues, Table Napkins, Towels), Neenah, Wis.; LaChoy Food Products, Archbold, Ohio; Lever Brothers Co. (Pepsodent toothpaste, Pepsodent antiseptic, Pepsodent toothbrushes), New York; Lockheed Aircraft Corp., Burbank, Calif.; Minneapolis-Honeywell Regulator Co. (Temperature Controls), Minneapolis, Minn.; Pacific Mutual Life Insurance Co., Los Angeles; Paper Mate Co. (Pens & Desk Sets), Chicago; Perkins Products Co. (Kool-Aid, Kool-Shake, Good Seasons), Chicago; Purex Corp., Ltd., Southgate, Calif.; Rheingold Brewing Co., Brooklyn, N. Y.; Rolley, Inc., San Francisco; Roma Wine Co. San Francisco; Security-First National Bank, Los Angeles; Southern-Pacific Co., San Francisco; Southern-Pacific Lines (Texas and New Orleans Div.) Houston, Tex.; Stauffer System, Los Angeles; Sunkist Growers, Inc., Los Angeles; Thomas Organ Co., Sepulveda, Calif.; Trans-World Airlines, New York.

TV Accounts: Armour Auxiliaries (Dial Soap & Shampoo, Liquid Chiffon), Chicago; Beatrice Foods Meadow Gold Products), Chicago Breat-O'-Chicken Tuna, Inc., San Diego, Calif.; Bullock's Downtown, Los Angeles; Calavo Growers of California, Los Angeles; Chicago Tribune (Sunday newspaper), Chicago; Clairol, Inc. (Hair preparations), New York; First National Bank, Chicago; Gulf Brewing Co., Houston, Tex.; Hallmark Cards, Inc. (Greeting Cards), Kansas City, Mo.; Hawaiian Pineapple Co., Ltd. (Fruit juice concentrate), San Jose, Calif.; S. C. Johnson & Son (Auto Waxes, Insecticides), Racine, Wis.; Kimberly-Clark Corp. (Kleenex Tissues, Table Napkins, Towels), Neenah, Wis.;

Kraft Foods Co. (Confections), Chicago; LaChoy Food Products, Archbold, Ohio; Lever Brothers Co. (Pepsodent toothpaste), New York; Minneapolis-Honeywell Regulator Co. (Temperature Controls), Minneapolis, Minn.; Paper Mate Co. (Pens & Desk Sets), Chicago; Perkins Products Co. (Kool-Aid, Kool-Shake, Good Seasons), Chicago; Purex Corp., Ltd., Southgate, Calif.; Rheingold Brewing Co., Brooklyn, N. Y.; Rolley, Inc., San Francisco, Roma Wine Co., San Francisco; Security-First National Bank, Los Angeles; Stauffer System, Los Angeles; Sunkist Growers, Inc., Los Angeles; Thomas Organ Co., Sepulveda, Calif.

ALBERT FRANK-GUENTHER LAW INC.

131 Cedar St., New York 6, N. Y.
Phone: COrtlandt 7-5060
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ABC—AAAA

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Exec. Vice-Pres.....Richard A. Cullinan
Vice-Pres. & Treas.....S. A. Speake
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Vice-Presidents.....Frank D. Cruikshank, Howard C. Allen
Dir. of Radio & TV.....Robert W. Day
Time Buyer.....Lawrence Butner

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Merchandise Mart, 24th Floor, Chicago 54, Ill.
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NOAB—PPA

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V.P., Radio-TV Dir.....Buckingham Gunn
Vice Presidents.....Hill Blackett, Jr., M. W. Grinstead, Philip E. Bash
Secretary.....Wayne R. West
Media Director.....Jack L. Matthews
Time Buyer.....Helen Davis

1680 N. Vine St., Hollywood 28, Calif.
Managers.....Robert G. Nye, Richard Davis

285 Madison Ave., New York 16, N. Y.
Managers.....Jack Miller, Lee Davis

FRANKEL, JONES, CO.

180 N. Wabash Ave., Chicago 1, Ill.
Phone: DEarborn 2-5745
NOAB—ABP—ANPA—APA—PPA—NBP

President.....Jones B. Frankel
Account Executives.....Jones B. Frankel, A. G. Gaines, Howard S. Stone, C. E. Rose
Space Buyer.....Dorothy Cain
Radio-TV Director.....Henry Sherry

Radio Accounts: Lion Chemical Co., Rolin Sal-

TV Account: Rosin-Starr.

FREDERICK-CLINTON CO., INC.

545 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-7433
ABP—ANPA—APA—PPA

Chm. of Board.....F. C. Burger
Pres., Treas., Radio-TV Dir,
Time Buyer.....H. S. Rieff
Exec. V.P., Secretary.....R. S. Buckbinder
V.P., Art Director.....Edward Gambole
Prod. Mgr.....M. Goldstein

Radio Accounts: Adler Shoes, New York; Vim Electric Co. (RCA, Thor, Hallicrafters), New York, WMGM, Radio, New York.

TV Accounts: Adler Shoes for Men, N. Y. C.; Empire Plastic; Vim Radio & Television (Appliances), N. Y. C.

CURT FREIBERGER & CO.

1439 Court Place, Denver 2, Colo.
Phone: ALpine 5-2048
AAAA—ANPA—ABP—PPA—NBP—APA

President.....C. J. Freiberger
Vice President.....Anne Freiberger Robertson, Robert Lochrie
Sec'y & Treas.....Doris R. Fleischer
Prod. Mgr.....Virginia Murry

Radio Accounts: American Beauty Macaroni Co. (macaroni products), Denver; Central Bank & Trust Co. (banking), Denver; Associated Grocers of Colo. (groceries), Denver; Colorado Potato Flake Co. (potato chips), Denver; Guardian Savings & Loan Ass'n. (savings & loan), Denver; Toner's, Inc. (peanut butter), Denver; Vincent Syrup Co. (syrups) Denver; Central Bank & Trust Co. (banking), Denver; Gus' Butter Maid Bake Shop (bakery goods), Denver.

TV Accounts: Beatrice Foods (dairy products), Denver; Central Bank & Trust Co. (banking), Denver; Zefer Products (salad dressings), Denver; American Beauty Macaroni Co. (macaroni products), Denver; Gus' Butter Maid Bake Shop (bakery goods), Denver; B. K. Sweeney Mfg. Co. (Distributors), Denver.

FRIEND-REISS ADVERTISING

221 W. 57 St., New York, N. Y.
Phone: PLaza 7-8030

Partner, Administration.....B. M. Reiss
Partner, Creative Divisions.....Harold Reiss
Partner, Development.....Lee Friend
Art Director.....Martin Graber
Media Director.....A. Louis Goldfarb
Production Manager.....Julius Brown
Radio-TV Director.....Edward Ratner

Branch Offices

Kemper Bldg., Syracuse, N. Y.
Phone: SYracuse 3-3181

Manager .....George Ball
Assistant Manager.....Claude Parton

22 Elizabeth St., Utica, N. Y.
Phone: UTtica 4-2155

Manager .....George Ball

Radio Accounts: Cameo Curtains, Inc., New York, N. Y.; Levolor Lorentzen, Inc. (Venetian Blinds), New York, N. Y.; Krug Baking Co., Jamaica, N. Y.; Greenwood Foods, Inc. (Packaged beets & relish, Harvard beets, Sweet'n Sauerkraut), Waterloo, N. Y.; DeJur Amsco Corp. (Photographic Equipment) Long Island City, N. Y.; Shirtcraft Inc. (Shirts and Airman jackets) New York, N. Y.; Lafayette Radio, New York.

TV Accounts: Cameo Curtains, Inc. (Curtains — Draperies); Levolor Lorentzen, Inc.; DeJUR Amsco Corp.; Shirtcraft Co.; Toy Guidance Council, Inc. (Educator Toys), New York.

FRITZ, JIMMY & ASSOCIATES

1680 N. Vine St., Hollywood 28, Calif.
Phone: HO 3-3251

Managing Partner.....Jimmy Fritz
Secretary .....Marion Vaughn
Account Execs. ....H. A. Helm, David Camm
Production .....Don Cordray

Radio Accounts: Advance Muffler Service, Compton, Calif.; Citizens Filing Service (Land), Hollywood; McDaniel's Markets, Los Angeles; Wilshire Federal Savings, Los Angeles; Valley Ford (Autos), Burbank, Calif.; Pasadena Firemen's Fund (Entertainment), Pasadena; Century Oldsmobile, Van Nuys, Calif.; Stansbury Buick, Burbank; Paine & Co. (Potato Chips), Los Angeles.

TV Accounts: Citizens Filing Service, McDaniel's Markets, Valley Ford, Pasadena Firemen's Fund, Holt Motors (Dodge-Plymouth), Los Angeles; Stansbury Buick, Phil Hall Buick, Hollywood; Maunch-Davis Buick, Los Angeles.

Estimated Radio-TV Billings: $216,000.

HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.
Phone: LIberty 2-6140
ANPA—APA—PPA

President, Treasurer.....Karl M. Frost
Vice Presidents.....Florence A. Dondero, Raymond E. McLaughlin
V.P., Radio & TV Dir...Harvey P. Newcomb
V.P., Production Manager.Harold E. Bessom
Radio & TV
Time Buyer.....Virginia M. Fairweather
Space Buyer.....Anna V. Turner

Radio Accounts: Durkee-Mower, Inc. (Marshmallow Fluff), Lynn, Mass.; LePage's Inc. (Glue Products), Gloucester, Mass.; General Electric Supply Corp. (Electrical Products), Boston, Mass.; Gentles Baking Co. (Gentles Bread), Boston, Mass.; Eastern Racing Assoc. (Suffolk Downs), East Boston, Mass.; Boston Nash Co. (Automobile Service), Boston, Mass.; Mass. Wharf Co. (Fuel Prods.), Cambridge, Mass.

TV Accounts: Durkee-Mower, Inc. (Marshmallow Fluff), Lynn, Mass.; Gentles Baking Company (Gentles Bread), Boston, Mass.; General Electric Supply Corp. (Electrical Appliances), American Crabmeat Co. (3 Little Kittens Cat Food), Boston Nash Dealers (Automobile Service), Boston Mass.; LePages, Inc. (Glue Products), Gloucester, Mass.

FULLER & SMITH & ROSS, INC.

1501 Euclid Ave., Cleveland 15, O.
Phone: CHerry 1-6700
AAAA—ABP—ANPA—APA—NOAB—PPA

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President (N. Y.).....R. E. Allen
Secretary-Treasurer.....C. C. Reidenbaugh
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Media Dept. Mgr. (Clvld.)..W. G. Chalkley
Asst. Treas., Media Dept. Mgr. (Chicago).....C. W. Billingsley
Film Visual Dept. (Cleveland Office).....David Adam
Dir., Radio-TV.....Tom Slater

Branch Offices
230 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 6-5600
Vice-Pres. & Mgr.....R. Nicholson
105 W. Adams St., Chicago 3, Ill.
Phone: ANdover 3-5041
Chm. Exec. Comm. & Mgr.....E. J. Lauesen

Radio Accounts: Westinghouse Elec. Corp. (Various), Plymouth Cordage Co. (Rope), Hercules Powder Co., Aluminum Cooking Utensil Co. (Wear-Ever), Bryant Heater Div., Carrier Corp. (Gas Heaters), Pennzoil (Gasoline & Oil), Keystone Steel & Wire Co. (Fencing), Linen Thread Co., Mellon National Bank & Trust Co., Nickel Plate Road (Railroad), Sherwin-Williams Co. (Paint), Sterling-Lindner-Davis Co. (Dept. Store), American Greetings Corp. (Publishers), American Society for Metals, Central National Bank, Chicago & Eastern Illinois R. R., Jack & Heintz (Precision Equipment).

TV Accounts: Central Nat'l Bank of Cleveland, American Greeting Card Publishers, Westinghouse Elec. Corp., Pennzoil Company, Sherwin-Williams Co., Sterling-Lindner-Davis Co., Commercial Solvents, Ferro Corporation, Mellon National Bank & Trust Co.

FURMAN, FEINER & CO., INC.

117 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-7393

Pres., Radio Time Buyer....Norman Furman
Vice-President.....Irving J. Gottlieb
Art Director.....Edwin R. Swaback
Acct. Execs.....Nat Roth, Lon Shaw, Rose Rodriguez
Space Buyer.....Alice Simon

Radio Accounts: American Federation of Labor, Washington, D. C.; International Ladies Gar. Workers Union, Liberal Party, Colomby Watch (Jewelry), New York, N. Y.

GARDNER ADVERTISING CO.

915 Olive St., St. Louis 1, Mo.
Phone: Central 1-3200

President.....Charles E. Claggett
Sec. & Treas.....H. S. Gardner, Jr.
V.P. Chg. Radio-TV.....William Fisher

Branch Office
9 Rockefeller Plaza, New York 20, N. Y.
Phone: COlumbus 5-2000
Vice-President .....Roland Martini

Radio Accounts: Pet Milk Co. (Evaporated milk, instant Pet Nonfat Dry Milk, Justo); Anheuser-Busch, Inc. (Busch Bavarian Beer); Ralston Purina Co. (Feeds and Dog Chow); Southwestern Bell Telephone Co.; Union Electric Co. of Missouri; First National Bank; St. Louis Independent Packing Co. (Ham, Table-Ready Meats, Bacon); Barton Manufacturing Co. (Shoe Polish); Wabash Railroad; Procter & Gamble (Dun-

can Hines Cake Mixes), all St. Louis, Mo.

TV Accounts: Pet Milk Co. (Pet Evaporated Milk, Instant Pet Nonfat Dry Milk, Pet-Ritz Frozen Pies); Monsanto Chemical Co.; First National Bank; Procter & Gamble; Barton Manufacturing Co.; Eli Lilly Co.; Union Electric Co.; Anheuser-Busch, Inc. (Busch Bavarian Beer); St. Louis Independent Packing Co.; Ralston Purina Co.; Wabash Railroad; Southwestern Bell Telephone Co., all St. Louis, Mo.

GAYNOR COLMAN PRENTIS & VARLEY, INC.

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 5-5750

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Vice Pres.....Leslie B. Cort
Treas. & Media Dir.....Edwin J. Marra
Creative Director.....Alan Slatter
Art Director.....Charles Carl
Publicity Director.....F. D. Walker
Production Manager.....George J. Cisneros
Traffic Manager.....Harry Shearman
Account Executives.....Richard D. Falcon, Paul V. Higgins, John Halloran, Thomas Darge, Richard Logan, Arthur Larsen

Accounts: All American Engineering Co., Wilmington, Del.; American Moninger Greenhouse Co., Brooklyn, N. Y.; J. & E. Atkinson, Ltd., New York; Austenal, Inc., New York; Automatic Switch Co., Orange, N. J.; B. G. Corp., Ridgefield, N. J.; British European Airways, New York; Brush Aboe, New York; California Eastern Aviation, Washington, D. C.; H. W. Carter & Co., Coleford, England; Crowley's Milk Co., Binghamton, N. Y.; Thomas A. Edison, West Orange, N. J.; Fairchild Engine & Airplane Corp., Hagerstown, Md.; General Electric Co., Cincinnati, Ohio; Gibralter Tourist Bureau, Gibralter; J. Goddard & Sons, New York; Institute of the Aeronautical Sciences, New York, Jaeger Co., New York; Lines Brothers, London; Liquidometer Corp., Long Island City, N. Y.; Link Aviation, Binghamton, N. Y.; Lundy Manufacturing Corp., Long Island City, N. Y.; J. A. Maurer, Long Island City, N. Y.; William MacDonald & Sons, Glasgow, Scotland; McGraw-Hill Publishing Co. (Aviation Week), New York; Precision Film Laboratories, New York; Pyrene-C-O-Two Corp. (Div. of Fyr-Fyter Co.), Newark, N. J.; Rotol Ltd., Gloucester, England; Saint's Satin Wax, London; Social Research, Chicago: Stonco Electric Products Co., Kenilworth, N. J.; Vertol Aircraft Corp., Morton, Pa.; Universal Leaseways System, Cleveland, Ohio; Thomas O. Woolf & Son Co., New York; Witco Chemical Co., New York.

GEARE-MARSTON, INC.

(Subsidiary of Ruthrauff & Ryan)
22nd & Locust St., Philadelphia 3, Pa.
Phone: LOcust 4-3551
AAAA—ABC—ABP—ANPA

President.....Norman W. Geare
V.P., Creative Dir.....James B. Briggs
Vice President.....Horace D. Nalle
V.P., Dir. of Service.....Karl L. Gauck
V.P.-Media Director.....Frank C. Murphy
Secretary.....William G. Huckel
Treasurer.....Elizabeth A. Heath
Art Director.....Richard G. Cummins
Production Manager.....Jesse A. Plumley
Research Director.....George E. O'Connor
Radio & TV Dir....Frederick C. McCormack
Radio & TV Time Buyer....Joan O. McCrea

Branch Office
420 Lexington Ave., New York 17, N. Y.
Phone: LExington 2-0880

Vice-President.....Charles S. O'Donnell

Radio Accounts: Strawbridge & Clothier (Dept. Store), Western Saving Fund Society, Philadelphia, Pa.; Pennsylvania Salt Mfg. Co. (Chemicals), Philadelphia, Pa.; American Cyanamid Co. (Food Industry Div. "Acronize") New York; Bachmann Brothers, Inc. (Solarex Sun Glasses), Philadelphia; Caloric Appliance Corp. (Gas Ranges), Philadelphia; Personal Products Corp. (Jonny Mop Div., Disposable Toilet Cleaners) Milltown, N. J.; Lawn-Boy (Rotary Powered Mowers) Lamar, Mo.; Firetabs Corp. (Charcoal Briquettes) Bala-Cynwyd, Pa.; E. K. Tryon Co. (Hardware Wholesale Distributor), Philadelphia.

TV Accounts: American Cyanamid Co.; Caloric Appliance Corp.; Personal Products Corp.; Lawn-Boy; Pennsylvania Salt Mfg. Co.; Strawbridge and Clothier; E. K. Tryon Co.; Western Saving Fund Society; Valspar Corp. (Paint and Varnish) Philadelphia.

GETSCHAL CO., INC.

49 E. 51st St., New York 22, N. Y.
Phone: PLaza 8-1100

President .....Budd Getschal
Exec. Vice Pres.....Thomas D. Murray
Media Director.....Gerald Gilbert

Radio & TV Accounts: E. & J. Gallo Winery, Modesto, Calif.; Ludwig, Baumann & Spear's (Dept. Store); New York City, Sealy Mattress Co., New York City; Darling Toys, Inc., New York City.

GEYER ADVERTISING INC.

595 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-3300
AAAA—ABP—ANPA—ABC

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President.....Sam M. Ballard
V.P., Sec'y.....John R. Geyer
Treasurer.....John R. Kunz
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V.P., Mktg. Dir.....R. C. Robertson
Vice Pres., Acct. Supervisor..Frank Kearney
Vice Pres.....Winslow H. Case
Vice Pres.....Donald Gill
V.P. Copy Directors.....Edward Zern, A. Vernon Bowen, Whiting Hall
Vice-Presidents .....A. LaSala, R. P. Wilson
V.P. & Art Director.....A. A. Surin
V.P., Radio-TV Creative Dir....Ray J. Mauer
Time Buyers.....Elizabeth Powell, E. S. Richardson
Prod. Mgr.....LeRoy Emmerich
Business Manager.....D. W. McGuinn

Film Supervisor.....James Harkey
Media Dir.....Lewis H. Happ

Branch Offices
14250 Plymouth Rd., Detroit 32, Mich.
Phone: Webster 3-5520
Vice Presidents.....N. Nyland, John Henry
931 Third National Bldg., Dayton 2, Ohio
Phone: Fulton 4-145
Vice President & Mgr.....E. G. Frost

Radio Accounts: American Home Foods (Burnett's Vanilla Extracts), N. Y. C.; American Motors Corp. (Nash cars & Kelvinator Appliances), Detroit, Mich.; Boyle-Midway, Div. Am. Home Prod. (Aerowax, Black Flag Aerosol, Easy-Off, Aero Shave, Old English Wax, Griffin Shoe Polish); Olivetti Corp. of Am. (Typewriters & Business Machines), N. Y. C.; Paul Masson Vineyards (Wines, Champagnes, Brandy), San Francisco.

TV Accounts: American Home Foods; American Motors Corp.; Boyle-Midway Div., Am. Home Prod.; Paul Masson Vineyards.

GIBBONS ADVERTISING AGENCY, INC.

802 Daniel Bldg., Tulsa 3, Okla.
Phone: 4-2444
ABC—ABP—ANPA—AFA—SNPA—APA
NOAB—AAAN

President.....J. Burr Gibbons
Vice President.....John B. Gibbons
Secretary .....Viola Neese
Radio-TV Dir.....Mercedes (Dee) Freiday

Radio Accounts: National Bank of Tulsa (banking and trust services), Tulsa; Stanley's Funeral Service (funeral service), Tulsa; State Federal Savings & Loan Association (savings & loans), Tulsa; Wortz Biscuit Co. (crackers and cookies), Fort Smith, Ark.; Tom P. McDermott, Inc. (tire sales, service & recapping, antifreeze & motor oil & batteries), Tulsa, Oklahoma City; Mitchell Mfgr. Co. (Auto Seats), Ft. Smith, Ark.; Sand Springs Farms (turkeys and eggs), Sand Springs, Okla.; V-Chek, Inc., Tulsa; Pedrick Laboratories, Inc. (Vigo Dog & Cat Food), Sand Springs, Okla.; Comet Moving & Storage Co. (moving and storage), Tulsa; Community Fiance Corporation (loans), Ardmore & Duncan, Okla.

TV Accounts: Tom P. McDermott, Inc. (tires & appliances, anti freeze, motor oil), Tulsa; State Federal Savings & Loan Assn. (savings & loans), Tulsa; Wortz Biscuit Co. (crackers and cookies), Fort Smith, Ark.; Comet Moving & Storage Co. (moving), Tulsa; Pedrick Laboratories, Inc. (Dog & Cat Food), Sand Springs; Stanley Funeral Service, Tulsa; Sand Springs Farms (Turkeys), Sand Springs, Okla.; Mitchell Mfgr. Co. (Auto Seats), Ft. Smith, Ark.; Community Finance Corp., Ardmore & Duncan, Public Service Co. of Okla., V.-Chek, Inc., Tulsa.

GIBRALTAR ADV. AGENCY, INC.

17 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 7-7896

President.....Charles J. Basch, III
Vice-President .....Leo Berman
Treasurer .....Clarence Schmidt
Sec'y., Radio-TV Dir., Time Buyer.....Frances Scott
Radio & TV Time Buyer.....Gloria Lubin
Publicity Director.....Buddy Basch

Rad.-TV Accounts: Bonafide Mills, (Bonny Maid Linoleums, Tilemasters, & Versa Tile), New York, N. Y.; Davis Handkerchief Corp.; Parke-Edwards, Ltd.; Central Paint & Varnish Co. (Paint Mfg.); Breakers Beach Club (Cabana Club); Seagram Laboratories (No-Lax), New York.

GILLHAM ADVERTISING AGENCY

500 Continental Bank Bldg., Salt Lake City 1, Utah
Phone: 4-5516
ABP—ANPA—APA—PPA

President-Treasurer.....M. C. Nelson
Senior Vice-President.....Lon Richardson
Vice-President.....Robert F. Rohlfing
Vice-President .....Wendell J. Ashton
Vice President.....J. Y. Tipton
Vice-President .....Herber G. Wolsey
TV-Radio.....Arthur Atack, George Barrus
Secretary .....Marjorie Farrell
Space Buyer.....Esther Gook

Radio Accounts: Cloverleaf Dairy (Milk, Cream, Milk Products), Colville Ice Cream Co., Fisher Brewing Company, General Electric Co., Mountain Fuel Supply Co., Ogden First Federal Savings, Petty Motor, Porter-Scarpelli Macaroni Co., Purity Biscuit Company, Royal Baking Company, Sego Milk Products Co., Streator Chevrolet Co., Union Pacific Railroad, Utah Oil Refining Co., Utah Power & Light Co., First Security Banks.

TV Accounts: Cloverleaf Dairy, Colville Ice Cream Co., First Federal Savings, Fisher Brewing Company, General Electric Co., Mountain Fuel Supply Co., Petty Motor, Purity Biscuit Company, Royal Baking Company, Sego Milk Products Co., Union Pacific Railroad, First Security Banks.

BERT S. GITTINS ADVERTISING

739 N. Broadway, Milwaukee 2, Wis.
Phone: BR 6-5934
ABP—ANPA—NOAB—PPA—APA

President.....Bert S. Gittins
Prod. Dir.....Stewart Carlson
Media Dir.....Esther Block
Copy Dir.....Harold Nelson
Ind. Copy Dir.....Franklin J. Beezley
Office Mgr.....Erwin R. Holtz
Radio & TV Dir.....Gerald L. Seaman

Radio Accounts: Allis-Chalmers Tractor Group. (Farm Tractors & Equipment), Milwaukee, Wis.; The Page Milk Company (Evaporated Milk), Merrill, Wis.; Wm. F. Renk & Sons (Hybrid Corn), Sun Prairie, Wis.

TV Accounts: Allis-Chalmers Tractor Group (Farm Tractors & Equipment), Milwaukee. Wis.

GLENN ADVERTISING INC.

304 First Life Bldg., 301 E. 5th St.
Fort Worth 2, Texas
Phone: ED 2-4476

ANPA—ABP—AAAA
President.....Ray K. Glenn
Exec. Vice Pres.....John H. Stewart
Vice Presidents.....Merle W. Bell, Ward M. Wilcox, Robert O. Holleron, Jr., Duke Burgess
Secretary .....Grace Gallison

Branch Offices

1725 Republic National Bank Bldg., Dallas, Tex.
Phone: RI 6686
V.P., Mgr.....Ward M. Wilcox

1505 Transit Tower, San Antonio, Tex.
Phone: CA 7-2369
Vice President.....Robert O. Halleron, Jr.

803 Lovett Blvd., Houston, Texas
Phone: CA 4-2729
Manager .....Rex Potter

6399 Wilshire Blvd., Los Angeles, Calif.
Phone: WE 3-9369
Manager .....Raymond Prochnow

Radio Accounts: Circle D. Foods Co. (Corn Chips Prods.), Dallas; Delaware Punch Co. of America (Beverage), San Antonio; Fort Worth National Bank, Fort Worth; Fort Worth Sand & Gravel Co. (Building Materials), Fort Worth; Gebhardt Chili Powder Co. (Chili Products), San Antonio; Globe Laboratories (Veterinarian Pharmaceutics), Fort Worth; Lone Star Brewing Co., San Antonio; Republic National Bank, Dallas; Radio Station KITE, San Antonio, Tex.; WBAP-AM-FM-TV, Fort Worth; Texas & Pacific Railway (Transportation), Dallas; Texas Industries (Building Products), Dallas.

TV Accounts: Circle D Foods Co. (Corn Chip Products), Dallas; Delaware Punch Co. of America, San Antonio; Fort Worth National Bank, Fort Worth; Fort Worth Sand & Gravel Co. (Building Products), Fort Worth; Lone Star Brewing Co., San Antonio; Republic National Bank; Dallas; Texas & Pacific Railway, Dallas; Texas Industries, Inc. (Building Materials), Dallas.

GOODKIND, JOICE & MORGAN, INC.

919 North Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-6746
AAAA—ANPA—ABP—APA—PPA—NBP
Chr. of Bd.....Clyde M. Joice
President.....Donald H. Kemper
Copy Chief.....Garrick M. Taylor
Secy. & Media Dir...Florence A. Neighbors
Treas., Prod. Mgr.....J. Alden Joice
Vice President.....Henry Nathan

Radio Accounts: Planters Nut & Chocolate Co., Goldenrod Ice Cream Co., Planters Nut & Chocolate Co., The Illinois Canning Co., C. H. Runciman Co., Lowell, Mich.

TV Accounts: Goldenrod Ice Cream Co. (Ice Cream), Chicago, Ill.; The Illinois Canning Co.; C. H. Runciman Co., Lowell, Mich.; Planters Nut & Chocolate Co., Wilkes-Barre, Pa.

GOTHAM-VLADIMIR ADVERTISING, INC.

342 Madison Ave., New York 36, N. Y.
Phone: OXford 7-4300
ABP—AFA—ANPA—AAAA
Chairman of Bd.....G. Ellsworth Harris
Chmn. Exec. Comm...Duncan D. Sutphen, Jr.
President .....Irwin A. Vladimir
Exec. V.P. & Treas.....Arthur A. Kron
Vice-Presidents.....Robert F. Kendall, Arthur F. Connolly, Daniel C. Kaufherr, Richard H. Hobbs, C. G. Rourke, Joseph T. Sloane, M. Craig Spitz, Evelyn Ringrose
Secretary.....Chester A. Priest
Dir. Radio & Television...Arthur A. Kron
Dir. Pub. Relations.....Kay Long

Radio Accounts: Lutheran Laymen's League (Lutheran Church-Missouri Synod), St. Louis, Mo.; L. A. V. (Venezuelan Airlines), New York, N. Y.; Japan Canned Crabmeat Sales Co., Tokyo.

GOURFAIN-COBB AND ASSOCIATES

400 N. Michigan Ave., Chicago 11, Ill.
Phone: WH 4-5230
President.....A. S. Gourfain, Jr.
Vice President.....Dade Ellison
Production Manager.....Myron Stewart
Media Director.....Louise Adams

GRAND & WADSWORTH, INC.

120 E. 56th St., New York 22, N. Y.
Phone: PLaza 5-4082
ANPA—APA—PPA—ABP—NBP
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Vice Presidents.....Wm. Eichhorn, Wm. Walker, Russell Kolburne
Sec'y. Media Dir.....Blanche Jampol
Art Director.....Joseph De Gaetano
Production Manager.....Sheldon Kolburne

GRANT ADVERTISING, INC.

919 North Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-6500
ANPA—APA—ABP—PPA—SNPA—NOAB
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Exec. V.P. Chg. Cen. Creative Staff.....Howard A. Jones
Vice-Presidents.....Valeria T. Feely, Carl M. Post, John G. Copeland, W. R. Watson, Andrew J. Shepard
Secretary.....Mary Waller Grant
V.P. & Art Dir.....Loren G. Moore
V.P., Research Dir.....Kay Sheldon
Media Director.....Reginald L. Dellow
Asst. Dir. Radio-TV Media....Fred Norman
Time Supervisor.....Dene Voigt
Radio & TV Dir. (Chicago)..Jeanne Ruzek
Production Mgr.....Harry White
Chicago Art Dir.....Fleetwood Burt
Asst. Art Dir.....Albert Fischer
V.P. Personnel.....Donald C. Turner
V.P. Operations, Int'l Div.....Fred Spence
Copy Group Head.....Wallace Capel
Acct. Executives.....Will C. Grant, Howard A. Jones, W. R. Watson, Andrew Shepard, Glen Shears, Carl Post, Fred Spence, Donald Matthews, Jack MacDonald

Branch Offices
711 Third Ave., New York 17, N. Y.
Phone: OXford 7-5800
V.P. Chg. N. Y. Office....Lawrence Stapleton
29th Floor, Guardian Bldg., Detroit 26, Mich.
Phone: WOodwood 3-9400
Exec. V.P.....Lawrence McIntosh
2003 Davis Bldg., Dallas 2, Tex.
Phone: Prospect 8121
V.P. Chg. Dallas Office.....Donald Wagnitz
Hulman Bldg., Dayton 2, Ohio
Phone: Michigan 9562
V.P. Chg. Dayton Office
& A-E.....V. P. Black
American Bank Bldg., Portland, Ore.
Phone: CA 2-9609
Mgr. & Acct. Exec.....John A. Giesy
One Nob Hill Circle, San Francisco 5, Calif.
Phone: SUtter 1-8424
V.P. Chg. San Fran. Off.....Jack Edwards
13th St. at Second Ave., S.W., Miami 36, Fla.
Phone: FRanklin 3-6611
V.P. Chg. Caribbean Oper.....John A. Dey
Taft Bldg., Hollywood 28, Calif.
Phone: HO 1-9231
V.P. Chg. Hollywood Off....Paul L. Bradley

Accounts: Airtemp Div. of Chrysler Corp.; Brown & Williamson Export; Coca Cola (Foreign), N. Y.; Colgate-Palmolive Ltd.; Dodge Brothers Corp., Div. of Chrysler Corp.; Drake Hotel; Florida Power & Light Co.; Iodent Chemical Co.; LACSA—Costa Rican Airlines.

GRAY & ROGERS

12 South 12th St., Philadelphia 7, Pa.
Phone: WAlnut 2-4808
ANPA—ABP—ABC—AAAA—APA
Partner.....Jerome B. Gray
Partner-TV Dir.....Edmund H. Rogers
Partner.....Robert W. Graham
Partners.....Sherman G. Landers, Russell K. Carter, William B. Edwards, Atherton Seeley, David B. Arnold, Thelma Beresin, Franklin P. Jones, Granville Worrell, Albert R. Bochroch
Radio-TV Dept.....Walter M. Erickson
Production Mgr.....Alex Irvine
Media Director.....David B. Arnold

Radio Accounts: The M. A. Hanna Company (Coal), Philadelphia, Pa.; Philadelphia Saving Fund Society (Banking Services), Philadelphia, Pa.; American Chemical Paint Co. (Plant Foods), Ambler, Pa.; Telephone Co. of Pa. (Services), Philadelphia; Diamond State Telephone Company (Services); Delaware; Lee Tire & Rubber Co. (Tires), Conshohocken; Charles Marchand Co. (Hair Rinses), N. Y., N. Y.; Vogel-Ritt (Termite & Pest Control), Philadelphia.

TV Accounts: Fidelity-Philadelphia Trust Co. (Banking Services), Philadelphia, Pa.; Philadelphia Saving Fund Society (Banking Services), Philadelphia, Pa.; American Chemical Paint Co. (Plant Foods), Ambler, Pa.; The Bell Telephone Co. of Penna. (Services), Philadelphia; Diamond State Telephone Co. (Services), Delaware; Charles Marchand Company (Hair Rinses), N. Y. C.; Philadelphia; Lee Tire & Rubber Co. (Tires).

MONROE GREENTHAL CO., INC.

595 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-8640
ANPA—APA—PPA—ABP
Pres., Treas.....Monroe W. Greenthal
V.P., Creative Dir.....David E. Diener
Production Mgr.....Joseph Boggiano
Radio & TV Dir.....Harvey Schulman
V.P., Media Dir.....Herb Hauser
Art Directors.....Oscar Krauss, Otto Luther

Accounts: Fabian Theatres Corp., N. Y., N. Y.; Fine Arts Theatre, N. Y.; Palladium Radio Productions, Inc.; Paris Theatre; Rank, J. Arthur, N. Y.; Reade, Walter, Theatres, N. Y.; Stanley Warner Cinerama Corp., N. Y.; United Artists Corp.; Associated Artists; DCA; Little Carnegie Theatre, Sutton Theatre.

GREY ADVERTISING AGENCY, INC.

430 Park Ave., New York 22, N. Y.
Phone: PLaza 1-3500
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Asst. to the Chairman, Secretary.....Norman J. J. Berger
President.....Arthur C. Fatt
Exec. V.P., Acct. Sup.....Herbert D. Strauss
V.P. & Radio-TV Dir...Alfred L. Hollender
V.P., Radio-TV.....Hal Davis
V.P., Mgr. Prod.....Ralph Froelich
V.P. Media Dir.....E. L. Deckinger
V.P., Acct. Supvs.: Ralph Axthelm, Leroy Block, B. I. Brownold, Samuel Dalsimer, Theo. Kaufman, Ben Laitin, Joseph Lorin, Edward Meyer, David Rand, Edmund R. Richer, Jules Singer, Jerome Stolzoff, John A. Kuneau.

Radio Accounts: Phillips-Jones, Inc. (Van Heusen Shirts & Men's Wear), New York, N. Y.; Esquire, Inc. (Coronet Magazine); Union Pharmaceutical Corp. (Inhiston); Anson, Inc. (Anson Men's Jewelry); Associated Products, Inc. (Deodorant Pads); Mennen Co., (Mennen Baby Products, Quinsana); Radio Corp. of America (RCA Victor Records); Gruen Watch Co.; Block Drug's Poligrip & Polident; National Broadcasting Co.

TV Accounts: Anson, Inc. (Jewelry); Associated Products, Inc. (Deodorant Pads & Pipes); Esquire, Inc. (Coronet Magazine); Krueger Brewing Company, Inc. (Beer & Ale); The Mennen Company (Quinsana Foot Powder & Mennen Baby Products); Prince Gardner (Wallets); Campbell Soup Co. (Campbell Kids); Jean R. Graef, Inc. (Girard Perregaux Watches); Phillips-Jones Corp.; Radio Corp. of America; Gruen Watch Co.; Block Drug's Poligrip & Polident; National Broadcasting Co.; RCA Victor Records.

GRISWOLD-ESHLEMAN CO.

1400 Terminal Tower, Cleveland 13, O.
Phone: TOwer 1-3232

NOAB—SNPA
NOAB—SNPA

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Vice President.....Charles Farran
Vice President.....L. R. Canfield
Secretary-Treas.....John F. Davis
V.P., Media Dir.....William A. Weaver
Dir. of Radio & TV.....Richard Woodruff

Radio Accounts: Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; The Erie Railroad Co. (Passenger Service), Cleveland, O.; Fleet-Wing Corp. (Gasoline & Oil), Cleveland, O.; Youngstown Sheet & Tube (Steel), Youngstown, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; Society for Savings (Banking Service), Cleveland; B. F. Goodrich Co. (Tire Division), Akron, Ohio; Cockshutt Farm Equipment Co., Bellevue, Ohio.

TV Accounts: Fisher Bros. Co. (Retail Food Chain), Cleveland; Society for Savings (Banking Service), Cleveland; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; The B. F. Goodrich Co. (Tires, Drugs, etc.). Akron, Ohio; Nickles Bakery.

JULIAN GROSS & ASSOCIATES, INC.

770 Asylum Ave., Hartford 5, Conn.
Phone: CHapel 9-8491

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Vice Pres. .....Declan J. Powers
Prod. Mgr. .....Larry Selwyn

ART GRUBER ASSOCIATES

4401 East Lake St., Minneapolis 6, Minn.
Phone: PA 1-1661

President.....Art Gruber
Secretary.....E. M. Gruber
Account Exec. .....Norman Vinitsky
Production ....Karin Johnson, Lois Huseby

Radio & TV Accounts: Authorized TV (Television Service), Minneapolis; Authorized Agency (Picture Tube Insurance), Minneapolis; Downtown Chevrolet (Automobiles), Minneapolis; Thompson Construction Co. (Homes), Minneapolis; Old Home Creameries (Cottage Cheese, Butter), Minneapolis & Moose Lake; Sesame Lift-A-Dor (Garage Door Operators), Minneapolis, Duluth, Rochester, LaCrosse; Pepsi Cola (Bottling) Twin Cities; Minnesota Bowling Proprietors, Minneapolis.

GUILD, BASCOM & BONFIGLI, INC.

130 Kearny St., San Francisco 8, Calif.
Phone: YUkon 2-6040

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Bd. Chrmn., Crea. Dir. .....David Bascom
Exec. V. P., Art Dept. ..... Dante Bonfigli
V.P., Media Dir. ..... Rod Macdonald
V.P., Dir. Copy-TV Depts. ..Courtenay Moon
Media Dir. ..... Richard Tyler
Time Buyers ..... Jan Brown, Janice Carrel, Marcelee Sanders.

Branch Offices
515 Madison Ave., New York, N. Y.
1750 N. Vine Capitol Tower, Hollywood 28, Calif.

Program Director .....Dave Fulmer

TV Accounts: Ralston Purina Co.; Skippy Peanut Butter, Div. of The Best Foods; Regal Pale Brewing Co.

LAWRENCE C. GUMBINNER ADV. AGENCY, INC.

655 Madison Ave.,New York 21, N. Y.
Phone: TEmpleton 8-1717

ABP—ANPA—APA—PPA—ABC—NOAB

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President .....Milton Goodman
V.P., Radio Dir.....Paul G. Gumbinner
Exec. V.P.....Morton Freund
Associate Counsel.....L. S. Goldsmith
VP in Chg Prod.....Herman Kornblum
Art Directors.....Stuart Campbell, Hershel Bramson
Acct. Executives.....Graeme Macleod, Estelle Farman, Muriel C. Hahn, Robert Lurie, Sy Ethan, Stanley Evans

Accounts: American Tobacco Co., Stanley Evans, Roi-Tan Cigars; Dunhill, Alfred of London, Inc., New York, N. Y.; Heublein, G. F. & Bro., Inc., Hartford, N. Y.; Heublein, G. F. & Bro., Inc., Hartford, Conn. (Smirnoff Vodka, Bell's Scotch); London Character Shoes, New York, N. Y.; S. A. Schonbrunn Company, Inc., New York, N. Y. (Savarin Coffee).

GUNN-MEARS ADVERTISING AGENCY CORP.

Times Tower, N. Y. 36, N. Y.
Phone: BRyant 9-2900

ANPA—APA

President.....William P. Gunn
V.P.'s....George J. Walsh, John J. Crimmins
Sec'y & Treas.....Virginia Mears
Art Dir.....Sidney Nemirov
Production Mgr.....Louis Fillipo
Acct. Executives.....William P. Gunn, George J. Walsh, John J. Crimmins, John A. Finneran, Dennis Sullivan, Sadye Curtis, George P. Butterly

Accounts: Dobbs Truss Co.; Garrett F. C. Co., Inc.; Inter-County Title Guaranty and Mortgage Co.; Jenkins-Gibson & Co.; N. Y. University Press; Pinnacle Products Corp.; Popular Priced Resorts Assn.; Romweber Furniture Co.; Shawnee Press; Waring, Fred, Enterprises; Wolfe, William P., Organization; Stephen Wise Free Synagogue; Zophar Mills, Inc.

JOHN L. HALPIN, ADVERTIING

207 State St., Schenectady 5, N. Y.
Phone: FRanklin 2-0492

Partners..John L. Halpin, Marion G. Halpin
Copy Chief.....S. P. Levine

Radio Accounts: Mohawk National Bank,

Schenectady, N. Y.; Cobleskill Agricultural Society, Cobleskill, N. Y.; Alvord Glove Co., Mayfield, N. Y.

TV Accounts: Cobleskill Agricultural Soc., Cobleskill, N. Y.; Schenectady Savings & Loan Assn.

HANSON, CLEM T., CO.

1409 - 15th St., Moline, Ill.
Phone: 2-3022
ABP—NBP—APA

Owner, Acct. Exec. .....Clem T. Hanson
Prod. Mgr., Acct. Exec. ..... W. R. Lievens

Accounts: Allen-Klapp Co. (Newspaper Representatives) Chicago; American Magnetics Co. (Magnetic Separators) Moline, Ill.; Anthes Force Oiler Co. (Truck Safety Equipment) Ft. Madison, Ia.; Baker's Dairy, Moline, Ill.; Blackhawk Films (Home Movie Films) Davenport, Ia.; Eastin Pictures, (Educational Films) Davenport, Ia.; H-O-N Co., The (Office Equipment), Muscatine, Ia.; Holst-Kakert Co. (Carpet Cleaning) Moline, Ill.; Lofgren Distributing Co. (Radio and TV) Moline, Ill.; Moline Accessories Corp. (Elevator Parts) Moline, Ill.; Moline Iron Works (Castings) Moline, Ill.; Prime-Mover Co. (Materials Handling Equipment) Muscatine, Ia.; Rock Island Argus (Newspaper) Rock Island, Ill.; Stampings, Inc. (Bottled Gas Housings) Davenport, Ia.; Uptown National Bank, Moline, Ill.; Van Vooren Products (Welding Equipment) East Moline, Ill.; Veterans Information Service, Moline, Ill.; Station WHBF AM-FM-TV, Rock Island, Ill.; Warsaw Brewing Corp., Warsaw, Ill.; Z-F Co. (Grease-seal and Underground Pumping Stations) Moline, Ill.

HART-CONWAY CO., INC.

Triangle Bldg., Rochester 14, N. Y.
Phone: LOcust 3520
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Sr. Vice-President.....Harold E. Kennedy
Exec. Vice-President .....Joseph Brown
Vice President.....John P. Street
Asst. Vice-Pres.....E. Ward Phillips
Secretary.....John M. Nixon
Account Execs.....H. L. Hart, H. E. Kennedy, J. P. Brown, J. P. Street, J. M. Nixon, E. W. Phillips, John M. Sullivan, Charles R. Milne
Production Manager...James V. Mannhardt
Comptroller.....A. L. Kearns

Radio Accounts: Blue Boy Dairy (Dairy Products), Rochester, N. Y.; Blue Bus Lines (Intercity Bus Lines), Batavia, N. Y.; Columbia Bkg. Svg. & Loan (Savings Bank), Rochester, N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee-Monroe Racing Assoc. (Harness Racing Track), Batavia, N. Y.; Haxton Foods, Inc. (Blue Boy Canned Foods), Oakfield, N. Y.; Levis Music Stores, Rochester, N. Y.; Qualtop Beverage Co., Inc. (Makers of Soft Drinks), Rochester, N. Y.; Security Trust Co. (Bank), Rochester, N. Y.; Standard Brewing Co. (Brewery), Rochester, N. Y.; Sheraton Hotel, Rochester, N. Y.; Boller-Clark Inc.; (Insurance), Rochester, N. Y.; Unit Parts Rochester Corp., Rochester, N. Y.; Rochester Hospital Service (Hospitalization); Rochester & Pittsburgh Coal Co. (Blue Coal Dist.), Rochester, N. Y.; Webaco Oil Co. (Cities Service Dist.), Webster, N. Y.; Rochester Gas & Electric Co.; Rochester Telephone Co.; Monroe County Savings Bank, Rochester, N. Y.

TV Accounts: Blue Boy Dairy (Dairy Products), Rochester, N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee-Monroe Racing Assoc. (Harness Racing Track), Batavia, N. Y.; Haxton Foods, Inc. (Blue Boy Canned Foods), Oakfield, N. Y.; Levis Music Stores, Rochester, N. Y.; Qualtop Beverage Co., Inc. (Makers of Soft Drinks), Rochester, N. Y.; Rochester Gas & Elec. Corp., Rochester, N. Y.; Security Trust Co. (Bank), Rochester, N. Y.; Standard Brewing Co. (Brewery), Rochester, N. Y.; Columbia Savings & Loan (Savings Bank), Rochester, New York; Webaco Oil Co., Webster, N. Y. Rochester Hospital Service (Hospitalization), Rochester, N. Y.; Monroe County Savings Bank, Rochester, N. Y.

GEORGE H. HARTMAN CO.

307 N. Michigan Ave., Chicago 1, Ill.
Phone: ANdover 3-0130

President.....George H. Hartman
Exec. V. P. .....Rowland Laughlin
V. P., Gen. Mgr. .....John T. Holloway
Vice Pres.....Thomas-Kivlan, David R. Coey
V. P., Art Dir. .....Alfred Fester
Secretary .....George H. Hartman, Jr.
Treasurer ..... Frank R. Hartman
Copy Chief ..... Thomas Whitehead
Media Dir., Radio-TV Time Buyer ..... Virginia Caldwell
Production Mgr. ..... Philip Navigato
Radio & TV Director ..... John D. Berg
Radio & TV Talent Buyer .....Jack Leonard
Research Dir. ..... Burton Wasserman

Branch Office
420 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 9-8637

Radio-TV Dir. .....John Berg

F. H. HAYHURST COMPANY LIMITED

7 King St. E., Toronto, Ontario, Canada
Phone: EMpire 6-0731

President.....W. P. Hayhurst
Vice-President.....Geo. F. Hayhurst
V.P.....H. W. E. Pepler
V.P.....N. L. Drynan
Director.....D. J. Leonard
Radio-TV Director.....R. D. Amos
Asst. Dir.....C. M. Harrison
Timebuyer .....M. Martin
Radio Prod.....S. Hannah

Branch Office
1510 Drummond St., Montreal, Que.
Phone: HArbour 0131

Fr. Radio Sup.....Marcel Dubuc
Manager.....J. B. Leupold

Radio Accounts: Bromo-Seltzer Ltd. (Bromo-Seltzer), Toronto, Ont.; Purity Flour Mills Ltd. (Purity Flour, Purity Oats & Cake Mix), Toronto, Ont.; Canadian Canners Limited (Soups, Baby Food), Hamilton, Ont.; Acousticon (Hearing Aids), Toronto; Procter & Gamble Ltd. (Camay Soap); Pierce's Proprietaries Inc. (Golden Medicine Discovery); MacFeeters Creamery (Golden Bar Cheese & Honey-butter); Dack's Shoes; Elizabeth Arden; G. T. Fulford, Ltd.; The Gazette; Walter M. Lowney Co.; Scotch Anthracite Coal; Smith-Corona Canada Ltd.; The Thomas (Mobile) Ltd.; Wonder Pak, Inc.

TV Accounts: Canadian Canners Ltd. (Aylmer Soups); Procter & Gamble Ltd.; R. D. Fleck Co. Ltd. (Minibrix); Brading Breweries Ltd.; Loblaws Ltd.; St. Lawrence Starch Co. Ltd.; Visking, Ltd.; Canada Permanent Trust.

HERALD ADVERTISING AGENCY, INC.

441 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 7-2280

Pres., Radio Dir.....M. J. Middleman
V.P. & Art Dir.....Jack Warren
V.P. & Sec'y.....H. M. Weiss
Acct. Executives.....M. J. Middleman, S. T. Hunter

Accounts: Bar-Ray Products Inc.; Barrie Weiss Inc.; Brown, Victor Undies, Inc.; Capital Cubicle Co.; Cromwell Inc.; Lantre Ltd.; Lightfoot Schultz Co.; Lynn Handbags, Inc.; O'Toole, Edward Co. Inc.; Radio Station WQAN, Scranton, Pa.; Scranton Times.

AL HERR ADVERTISING AGENCY

225 E. Michigan St., Milwaukee 2, Wis.
Phone: Broadway 1-2710
AAAA—ABP—ANPA—APA

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Vice-President .....John Rock
Radio and TV Dir.....Pat Kocian

Radio Accounts: Pate Oil Company (Gasoline, Lubricants, etc.), Milwaukee, Wis.; Kellers, Inc. (Beverage Distributor), Milwaukee, Wis.; Milwaukee Florists Assn. (Flowers), Milwaukee, Wis.; Luick Dairy Company (Dairy Products), Milwaukee, Wis.; Luick Ice Cream Company (Ice Cream), Milwaukee, Wis.; Ace Foods, Inc. (Restaurant & Caterers), Milwaukee, Wis.

TV Accounts: Pate Oil Company (Gasoline, Lubricants, etc.), Milwaukee, Wis.

HICKS & GREIST, INC.

555 Fifth Ave., New York 20, N. Y.
Phone: MUrray Hill 7-5600
ABP—ANPA—AFA—ABC

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Vice Pres. .....C. V. Skoog
Treasurer .....H. Hicks
Secretary .....H. Breitner
V.P., Dir., Radio-TV.Theodore J. Grunewald
Time Buyer.....Vincent J. Daraio,
TV-Radio Copy .....L. Lokes

Branch Office
3450 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 5-1721

V.P., Gen. Mgr.....Robert Black

Radio Accounts: Brill Foods (Canned Specialties) Newark, N. J.; Better Heat with Oil Council, New York; Dixie Cup Co. (Paper Cups, plates) Easton, Pa.; Lewyt Corp., (Vacuum Cleaners) Long Island City, N. Y.; Sandura Corp. (Floor, Wall & Counter Cover.) Philadelphia; Servel, Inc. Taylor-Reed Corp. (Q-T Frosting, Cocoa Marsh, Spandy E-Z Pop) Glen Brook, Conn.

TV Accounts: Dixie Cup, Lewyt Corp., Walter Johnson (Powerhouse candy and other candy products) Chicago; Taylor-Reed Corp. Sandura Corp.

HILL & KNOWLTON, INC.

150 E. 42nd St., New York 17, N. Y.
Phone: OXford 7-5600
ANPA

Chairman.....John W. Hill
President.....Bert C. Goss
Sec., Treas. .....Harry S. Cooper
Art Director .....M. Richard Kaufmann

Branch Office
1000 Vermont Ave., N. W.
Washington 5, D. C.
Phone: STerling 3-0270

Vice President.....Avery McBee

HILTON & RIGGIO, INC.

4 West 58th St., New York 19, N. Y.
Phone: PLaza 1-3900
ABP—ANPA—PPA—NOAB

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V.P. & Treas.....Louis J. Riggio
Vice Presidents .....James Williamson, Robert Fine, Joseph Quin, Jr., William Tirrell
Secretary.....L. S. Hendrickson
Art Director.....Daniel Loizeaux
Time Buyer.....Maria Carayas
Space Buyer ..... Estelle Kahn
Production Manager .....Daniel Casey
Acct. Executives.....Louis J. Riggio, James Williamson, Frank Fox, Wm. Tirrell, Joseph P. Quin, Jr., Robert Fine

Accounts: Bjelland, Chr., Co., Inc., New York City; Chess, Mary, Inc. (Cosmetics), New York City; Emerol Mfg. Co., Inc. (Marvel Mystery Oil), New York City; National Yeast Corp., Belleville, N. J.; Parfums Evyan, New York City; Savoy-Plaza Hotel, New York City; Shirriff's Limited, Toronto, Canada; Vermouth Industries of America, Inc., New York City.

HOAG & PROVANDIE, INC.

136 Federal St., Boston 10, Mass.
Phone: Hancock 6-8580
ABP—ANPA—APA—PPA—AAAA

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Treasurer .....Myron Eastwood, Jr.

Vice-President .....Wm. Van N. Washburn
Exec. Vice-President.....Langley C. Keyes
Production Mgr.....Bertha L. Aldrich

Accounts: Carter's Ink Co.; Diamond Spring Brewery, Inc.; General Electric Appliances Inc.; General Ice Cream Corp.; New England Trust Co.; Radio Station WHDH, Boston; Swift & Co.

HOUCK & COMPANY, INC.—ADVERTISING

2013 S. Jefferson St., Roanoke 16, Va.
Phone: 2-3411
ABP—ANPA—APA—PPA—SNPA

President.....C. B. Houck
V.P., Radio-TV Dir.....William B. Houck
Secretary.....Kathryn H. Ferguson
Art Director.....Edwin R. Deady
Production Mgr.....W. Leon Mitchell

Radio Accounts: Crowgey Sausage Company (Meat Products), Kellysville, W. Va.; State-Planters Bank & Trust Co. (Financial Institution), Richmond, Va.; Radio Station WSLS, Roanoke, Va.

BRYAN HOUSTON, INC.

730 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-6400
ABP—ANPA—APA—AAAA

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President.....Wm. R. Hillenbrand
Exec. Vice-Pres.....Harry W. Bennett, Jr.
V.P. Dir. Mchdse.....Patrick Gorman
V.P. Dir., Art.....Stanley Freeman
V.P. & Copy Dir.....Roger Purdon
V.P., Prod. Mgr. .....Samuel H. Weber
V.P. Dir. Research.....Frederick L. Ryner
V.P. Dir. Radio-TV.....Wm. B. Templeton
V.P. Dir. Media.....H. Dobberteen

Radio Accounts: Colgate-Palmolive Co. (Ajax, Cashmere Bouquet Soap); Nestle Company (Nescafe Instant Coffee).

TV Accounts: Colgate - Palmolive Co. (Ajax, Cashmere Bouquet Soap, Cashmere Bouquet Hand Lotion, Cashmere Bouquet Lipstick, Veto Cream, Veto Spray); Nestle Co. (Nescafe Instant Coffee).

HORTON-NOYES COMPANY

Industrial Bank Bldg.
Providence 3, R. I.
Phone: GAspee 1-2087
AAAA—ABP—ANPA

Partner.....Frederick C. Noyes
Partner.....C. Darrell Prutzman
Partner.....Carroll H. Rickard
Associates.....Herbert W. Gerlach, William P. Meigs, A. E. VanWagner
Dir. Radio-TV.....Henry C. Hart, Jr.

Radio Accounts: Industrial Natl. Bank (Banking), Providence, R. I.; The Narragansett Electric Co. (Public Utility), Providence, R. I.; Peoples Savings Bank (Savings), Providence, R. I.; The Collins Co. (Axes, Hammers), Collinsville. Conn.; Nashua Corp., (Paper Packaging), Nashua, N. H.; Cryovac Co. (Food Packaging) Cambridge, Mass.; Rumford Chemical Works (Cleaner) East Providence, R. I.; Westfield Mfg. Co. (Columbia Bicycles), Westfield, Mass.

TV Accounts: Industrial Natl. Bank (Banking), Providence, R. I.; Westfield Mfg. Co. (Bicycles), Westfield, Mass. The Collins Co.

Estimated Radio-TV Billings: $125,000.

CHARLES W. HOYT CO., INC.

380 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 2-2000
AAAA

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Chairman of Bd.....Winthrop Hoyt
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Treasurer.....F. J. Becker
V.P., Dir. Radio-TV.....W. P. Smith
Assistants to Mr. Smith...Thomas A. Lee, Jr., Clifford Simpson

Branch Office
15 Lewis St., Hartford 3, Conn.
Phone: JA 5-6066

Vice-Pres. & Mgr., Hartford Office
Frank A. Whipple

Radio Accounts: American Home Foods, Inc. (Geo. Washington's Instant Coffee), New York, N. Y.; Arnold Bakers, Port Chester, N. Y.; Stahl-Meyer Inc. (Meat Products), New York, N. Y.; American Molasses Co. (Grandma's Molasses), New York, N. Y.; South African Rock Lobster Assn.; Blueberry Cooperative Assn. (Tru-Blu Blueberries), New Lisbon, N. J.; KLM Royal Dutch Airlines; Brock-Hall Dairy Co., Hamden, Conn.; New York & New England Apple Inst., Kingston, N. Y.; Colgate Palmolive Co. (Kirkman Detergent), Jersey City, N. J.; Charles Gulden, Inc. (Gulden's Mustard), New York, N. Y.; Monticello Drug Co., (666 Products), Jacksonville, Fla.; Keyes Fibre Co. (Royal Chi-net Paper Plates), Waterville, Maine; Michigan Blueberry Growers Assn. (Great Lakes Blueberries), South Haven, Mich.; Chas. B. Knox Gelatine Co., Inc. (Knox Gelatine), Johnstown, N. Y.; Merck & Co., Inc., Rahway, N. J.

TV Accounts: American Home Foods, (Geo. Washington's Instant Coffee), New York, N. Y.; American Molasses Co. (Grandma's Molasses), New York, N. Y.; Arnold Bakers, Port Chester, N. Y.; South African Rock Lobster Assn., New York, N. Y.; Blueberry Cooperative Assn., (Tru-Blu Blueberries), New Lisbon, N. J.; Merck & Co., Inc., Rahway, N. J.; Milton Bradley Co. (Toys & Games), Springfield, Mass.; Mail Pouch Tobacco Co. (Kentucky Club Pipe Tobacco), Wheeling, W. Va.; Brazil Nut Advertising Fund, New York, N. Y.; Brock-Hall Dairy, Hamden, Conn.; Keyes Fibre Co. (Royal Chi-net Paper Plates), New York, N. Y.; Charles Gulden, Inc. (Gulden's Mustard), New York, N. Y.

H. B. HUMPHREY, ALLEY & RICHARDS, INC.

370 Lexington Ave., New York 17, N. Y.
Phone: LExington 2-3020
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Treasurer.....Carroll L. Cheverie
Radio-TV Dir. .....Ransom P. Dunnell

Branch Office
1235 Statler Bldg., Boston 16, Mass.
Phone: LIberty 2-6100

Vice President.....Joseph T. Coenen

HUTCHINS ADVERTISING CO., INC.

42 East Ave., Rochester 4, N. Y.
Phone: HAmilton 6-1160
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Director.....F. Irving Hutchins
President.....Frank M. Hutchins
Vice-Presidents.....John P. McCarthy, William F. Lacey, Homer C. Scheck

Branch Offices
3701 N. Broad St., Philadelphia 40, Pa.
Phone: BAldwin 3-6200
33-35 Hayden St., Toronto, Ont., Canada
Phone: Kingsdale 6661

Manager .....William Bounsall

Radio Accounts: E. E. Bausch & Son Co., Beaucaire, Inc., Empire State Pickling, Howe & Bassett Co., Hub Oil Co., Langie Fuel Service Inc., Lincoln Rochester Trust Co., McCurdy & Co., Music Lovers Shoppe, Rittenhouse Co., Inc., E. J. Scheer, Inc., Schuler Potato Chip Co., Scrantom's Book and Stationery Co., Waldert Optical Co., Inc.

TV Accounts: Lincoln Rochester Trust Co., Schuler Potato Chips.

JESSOP ADVERTISING CO., INC.

85 W. State St., Akron 8, Ohio
Phone: FRanklin 6-2169

President.....C. A. Jessop
Treasurer.....L. R. Jessop
Radio & TV Director.....R. Gilbert
Secretary.....R. D. Moss
Radio-TV Time Buyer.....G. J. Cobak
Media Dir.....A. R. Conte

JOHNSTON, FRANK B. ADV., INC.

117 Liberty St., New York 6, N. Y.
Phone: BArclay 7-3337
APA—ANPA—PPA

President .....F. B. Johnston
Art Dir., Prod. Mgr. ..... John Inglehart
Acct. Execs. ..... Morton S. Krieger, John Caruso, Harry Carter

RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, O.
Phone: GArfield 2300
AAAA—NOAB—APA—PPA—NBP
ABP—ANPA

Pres. & Treas.....C. M. Robertson, Jr.
Exec. Vice-Pres.....Stanley A. Willer
Vice-President.....James M. Nelson
Secretary.....Elmer A. Vehr
Space Buyer.....Maurice Oshry
Radio-TV Director.....Ann Smith
Radio Time Buyer.....Eula Reggin
Radio, TV Time Buyers.....Betty Derie, Evelyn Ranch
Film Buyer ..... Jan Lattier
Mgr., Client Services .....H. S. Lenz

Branch Office
580 Fifth Ave., New York 36, N. Y.
Phone: PLaza 7-4600

V.P. .....W. A. Powers

KAL, EHRLICH & MERRICK, INC.

315 Star Bldg., Washington 4, D. C.
Phone: EXecutive 3-3700
ANPA

President.....Norman C. Kal
Exec. Vice-Pres.....Harry L. Merrick
Secretary.....Bernard R. Linkins
V.P. in Chge. of Radio-TV..Alvin Q. Ehrlich
Radio-TV Dir.....David P. Thomas
Radio-TV Time Buyer.....Nella Manes
Account Executives.....Joseph Weinstein, Aexander Charles, Wm. B. Mullett, Philip Berne, Wm. Roberts, Frederick M. Harris, R. Edward Hotze, Charles Smith.

KAMIN ADVERTISING AGCY.

4610 Main St., Houston 2, Texas
Phone: JAckson 6-1181
ANPA—APA

President ..... Lester Kamin
Exec. V.P., Media Dir., Time Buyer.....B. L. Blumberg
V.P., Art Dir., Prod. Mgr...W. R. Stevenson
V.P., Radio, TV Dir.....Murray Getz
Comptroller.....Irving L. Samuels
Acct. Executives.....Lester Kamin, Sig Smith, Rita Sullivan, Murray Getz, B. L. Blumberg

KANE, LAWRENCE, INC.

171 Madison Ave., New York 16, N. Y.
Phone: MUrray Hill 5-7216
ABP—PPA

President .....Lawrence Kane
V.P., Prod. Mgr. .....Thomas Neefus
Sec'y..... Rowena Pearl
Treas., Art Dir. ..... Norman Brenner
Acct. Execs. .....Lawrence Kane, Thomas Neefus, Alvin Gardner, Marvin Richwald

H. W. KASTOR & SONS ADV. CO.

75 E. Wacker Dr., Chicago 1, Ill.
Phone: CEntral 6-5331
ABC—ANPA—APA—NOAB

President.....A. G. Kastor
V.P. & Gen. Mgr.....Marvin Harms
Vice-President .....Herman Kastor
Vice Pres.....John T. Urice
V.P. & Copy Chief.....Ashley Belbin
Media Dir.....Harvey Mann
Radio-TV Director.....James H. West

Radio & TV Accounts: Procter & Gamble Co. (American Family Flakes), International Milling Co. (Robin Hood Flour), Union Starch & Refining Co. (Reddi Starch), Orange Crush Co.

KASTOR, FARRELL, CHESLEY & CLIFFORD, INC.

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 1-1400
ANPA—NOAB—PPA—ABC—APA

Chairman.....H. Kastor Kahn
Pres. & Treas.....Willoughby S. Chesley
V.P., Sec'y, Copy Chief.....C. E. J. Clifford
V.P., Media Dir., Radio Time and TV Buyer.....Jack B. Peters
Radio, TV Dir., Time Buyer....H. B. Walsh

Radio Accounts: Hickok Mfg. Co., Rochester, N. Y.; Pierce's Proprietaries, New York.

TV Account: Hickok Mfg. Co., Rochester, N. Y.

JOSEPH KATZ CO.

10 West Chase St., Baltimore 1, Md.
Phone: LE 9-1500
AAAA—ANPA—ABP—APA

Bd. Chairman .....Joseph Katz
V.P. & Treas.....C. M. Harrison
V.P., Mgr. .....Morton Salan
V.P. & Art Dir.....George C. Adams
Media Buyer.....Jean Mitchell
Vice President .....Stanley Blumberg
Radio-TV Dir.....Frederick Elrick

Branch Office

Amoco Bldg., 555 Fifth Ave., New York, N. Y.
Phone: MUrray Hill 7-0250

Pres.....John T. McHugh
Sr. Vice Pres.....Harry Kullen
V.P. & Radio-TV Dir.....Robert G. Swan
Assoc. Radio-TV Dirs.....Richard Katz, Alice Polver

Radio Accounts: American Oil Co. (Amoco-Gas), New York, N. Y.; Charles Antell, Inc. (Charles Antell Formula 9, Shampoo, Hair Spray), Baltimore, Md.; Gibbs & Co., Inc. (Gibbs Pork & Beans, Catsup, Canned Vegetables), Baltimore; Madera Bonded Wine & Liquor Co. (Madera & Mt. Zion Wines) Baltimore.

TV Accounts: American Oil Co. (Amoco-Gas), New York, N. Y.; Charles Antell, Inc. (Charles Antell Formula 9, Shampoo, Hair Spray), Baltimore; Eastern Venetian Blind Co., Baltimore; Eastern Venetian Blind Co., Baltimore; Gibbs & Co., Inc. (Pork & Beans, Catsup, Canned Vegetables), Baltimore; Madera Bonded Wine & Liquor Co. (Madera & Mt. Zion Wines), Baltimore; Radio Station WITH, Baltimore, Md.; WLEE, Richmond, Va.; WWDC, Washington, D. C.; WXEX-TV, Richmond-Petersburg, Va.

HENRY J. KAUFMAN & ASSOCIATES

1419 H St., N.W., Washington 5, D. C.
Phone: District 7-7400
ABP—ANPA—APA

General Manager.....Henry J. Kaufman
Creative Director.....Wm. F. Sigmund
Radio Director.....Jeffrey A. Abel
TV Director.....Robert S. Maurer
Client Service Dir.....Alfred H. Edelson
Art Director.....Eugene T. Hoover
Copy Chief.....Theodore D. Mandelstam

KEELOR & STITES CO.

3001 Carew Tower, Cincinnati 2, Ohio
Phone: Parkway 1310

Chairman of Board .....P. R. Hume
President .....J. T. Nolan, Jr.
Secretary.....H. J. Darby
V.P., Radio-TV Director.....A.A. Radkey

KEILSON CO.

117 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-1797

President .....Meyer Keilson
Sec'y.-Treas..... P. Keilson
Scripts & Commercials.....Janet Sternberg
Media Dir.....Phyllis Pion

HELEN A. KENNEDY ADVERTISING

360 - 17th St., Oakland 12, Calif.
Phone: TEmplebar 6-2582

Owner.....Helen A. Kennedy

Radio Accounts: First Savings & Loan Association; Prudential Realty & Finance Co.; Golden West Savings & Loan Assn.; Wallpapers, Inc.

TV Accounts: First Savings & Loan Assn.

KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.
Phone: MU 8-5700
AAAA—ABP—ANPA—PPA—ABC
NOAB—APA

Chairman of the Bd. Thomas D'Arcy Brophy
Chmn. Exec. Comm.....Dwight Mills
President.....William B. Lewis
V. Chrmn. of Bd. .....Edwin Cox
Sr. V.P., Corporate Service, Treas. .....David C. Stewart
Vice Presidents..... Garth Montgomery, E. W. Newsom, William Green, Donald Maggini, G. Lathrop, G. T. C. Fry, Douglas Coyle, George Oswald, Norman Bertels, Richard Allewelt, Robert Barker, William King, Budd Hemmick, William Rienecke, William Berech, Frederic Flanagan, Sidney Silleck, Donald M. Smith, Jr., Joseph Lieb, Robert Cole, John Soughan, Douglas Keys, Peter Stewart, William Weber, Robert Shirey, Stephens Dietz, Clinton Wheeler, Jr., Kevin Kennedy, L. Dickson Griffith, Samuel Alter, Edward Mante, Lester Swenson, Robert Young, Jr.
Art Manager.....Edward Mante
V.P., Media Dir.....Joseph P. Braun
V.P., Prom. Dir.....Hal Davis
V.P., Dir. of Radio-TV.....J. S. Bealle
Sr. V.P., Mktg. Services .....G. Maxwell Ule

Branch Offices

645 Griswold St., Detroit 26, Mich.
Phone: WOodward 5-0300

Vice Pres., Mgr.....David Gillespie

620 Market St., San Francisco

Mgr., Vice Pres.....Sydney G. Walton

321 Bloor St., E., Toronto, Ont.

Mgr., Vice Pres.....Donald E. Smith

Nat'l. Bank Bldg., Phila. 7, Pa.
Phone: RIttenhouse 6-8020

Equitable Bldg., Hollywood 28, Calif.
Phone: HO: 3-2101

V.P., Mgr.....Jack Runyon
795 Peachtree St. N. E., Atlanta 3, Ga.
Phone: TRinity 5-7761
V.P., Mgr.....John Shannon
221 N. LaSalle St., Chicago, Ill.
FInancial 6-4020
V.P., Mgr.....Walter Lawrence
Radio Accounts: Beech-Nut Packing Co. (Chewing Gum, Coffee, Baby Foods), Canajoharie, N. Y.; Ford Motor Co. (Institutional), Dearborn, Mich.; Shell Oil Co. (Institutional); Chase Manhattan Bank; Equitable Life Assurance Society; Radio Corp. of America (RCA Institutional Advertising); Pepsi Cola.
TV Accounts: Same as above with the exception of Beech-Nut (no television).

J. M. KESSLINGER & ASSOCIATES

37 Saybrook Place, Newark 2, N. J.
Phone: MArket 3-0007
Owner, Pres.....J. M. Kesslinger
Media Director.....H. C. R. Kesslinger
Research Director .....Mitchell Krauss
Account Executives .....Joseph M. Dietz, Morton Howard Roth, Paul Weisman
Radio Accounts: Guardian Life Insurance Co., New York City; O. E. Linck Co. (Agricultural Prods.) Clifton, N. J.; Quickee Products, Inc. (Hand Cleaner) Yonkers, N.Y.

KETCHUM, MacLEOD & GROVE, INC.

411 Seventh Ave., Pittsburgh 19, Pa.
Phone: COurt 1-5100
AAAA—ABP—ANPA
President .....George Ketchum
Exec. V.P., Administration...W. S. Redpath
Exec. V.P., Service.....E. T. Parrack
Radio & TV Dir.....Edgar J. Donaldson
Feature Film Buyer.....Donald L. Fox
Radio-TV Producers.....William B. Kroske, Norton T. Gretzler, Warren C. Rossell
Radio-TV Time Buyer....James L. Shannon
Branch Offices
155 E. 44th St., New York, N. Y.
Phone: MUrray Hill 7-5640
Assoc. Dir. Radio-TV...Edmund Anderson
8 E. Long St., Columbus 5, Ohio
Phone: CApital 4-9632
Radio-TV Producer.....Melvyn F. Johnston
Radio Accounts: Braun Baking Co., Pittsburgh; Chevrolet Dealers, Maryland, Virginia Zones; Dairymens Cooperative Sales Assn., Pittsburgh; East Ohio Gas Co., Cleveland; Hospital Service Assn., Manufacturers Light & Heat Co., Natural Gas Companies, Peoples Gas Co., Rieck Dairy Co., Vimco Macaroni Co., Westinghouse Electric Corp., Aluminum Co. of America, Pittsburgh Brewing Co., Thorofare Markets, Inc., Reymer & Bros., Westinghouse Broadcasting Co., all Pittsburgh, Pa.
Television Accounts: Aluminum Co. of America, Braun Baking Co., Calgon, Inc., Dairymens Cooperative Sales Assn., Fidelity Trust Co., Manufacturers Light & Heat Co., Natural Gas Companies, Peoples First Nat'l. Bank & Trust Co., Thorofare Markets, Inc., Westinghouse Electric Corp., all of Pittsburgh; East Ohio Gas Co., Cleveland; Ohio Fuel Gas Co., Columbus, Ohio; Pittsburgh Brewing Co.

ABBOTT KIMBALL CO., INC.

250 Park Ave., New York 17, N. Y.
Phone: PLaza 3-9600
AAAA—ABP—ANPA—APA—NOAB
President .....Abbott Kimball
V.P.....Lawrence D. Reedy
Chrm. Plans Board, V.P.....H. B. LeQuatte
Vice Pres.....H. V. Coughlin
V.P., Media .....Wm. Engelmann
Radio-TV Time Buyer .....B. Reid
Prod. Mgr. .....Joseph Kiebrick
Branch Offices
520 N. Michigan Ave., Chicago 11, Ill.
Phone: MIchigan 2-0300
638 S. Van Ness St., Los Angeles 5, Cal.
Phone: DUnkirk 7-7305
405 Montgomery St., San Francisco 4, Cal.
Phone: EXbrook 2-6275
President .....Alfred Ducato
Radio Accounts: Brondow Inc. (Breath O' Pine), Mt. Vernon, N. Y.; Firth Carpet Co.,
TV Accounts: Firth Carpet Co., N.Y.C.

LEW KING, VEHON & WOLF, INC.

218 W. Adams, Phoenix, Ariz.
Phone: ALpine 4-5548
President..... Lew King
Vice Pres., Sec'y.....S. E. Vehon
Treasurer .....George J. Wolf
Radio-TV Dir. .....Jack Beveridge
Copy Chief.....James Silvius
Production Mgr.....Leonard Flake
Radio Accounts: Associated Dairy Products (Webster's Dairy) Glendale, Ariz.; Mecham Pontiac, Glendale, Ariz.; Mission Beverage Co., Phoenix, Ariz.; Economy Finance (Finance & Loan) Phoenix, Ariz.; Desert Enterprises (Hotels & Motels) Phoenix, Ariz.
TV Accounts: Associated Dairy Products (Webster's Dairy) Glendale, Ariz.; Lloyds Trailer Sales, J. J. Newberry (Variety Store), Mission Beverage Co., Mort Braver's Radio & TV, Arizona Furniture Store, Karl's Shoe Store, Economy Finance Co. (Loans), all Phoenix, Ariz.

KIRCHER, HELTON & COLLETT, INC.

2600 Far Hills Ave., Dayton 9, Ohio
Phone: WAlnut 3191
AAAA—ABP
Pres.....Ralf C. Kircher
Vice-Presidents.....James M. Hadley, Norman VanZant, Watson B. Metcalfe
Treas. & Dir. Prod.....Carter B. Helton
Art Director.....L. E. Brinkman
Production Manager.....T. Gerald Moon
Secretary.....R. L. Mills
Asst. Treas.....George E. Nunn
Media Dir.....John J. Manning
Radio & TV Dir.....Donald R. Lyons
Radio Accounts: Gem City Savings Assn., The Rike-Kumler Co. (Department Store),

The Univis Lens Co. (Glasses, Frames & Lens), Lowe Brothers Paint Store, Good Housekeeping Shop, all Dayton, Ohio.

TV Accounts: Gem City Savings Assn., The Rike-Kumler Co., Jack M. Werst (Jewelers), The Univis Lens Co., Lowe Brothers Co., Good Housekeeping Shop, Gem City Ice Cream Co., all Dayton, Ohio.

Estimated Radio & TV Billings: $100,000.

KIRKLAND-WHITE & SCHELL ADV.

101 Marietta St., Atlanta 3, Ga.
Phone: LAmar 3682
APA—SNPA—ANPA—NBP

Partners.....J. A. Kirkland, Frank W. White, James B. Schell
Production Manager.....T. J. Majors

Accounts: Radio Station WSB, Atlanta, Ga.

PHILIP KLEIN ADV., INC.

Penn Square Bldg., Philadelphia 2, Pa.
Phone: RI 6-7070
ANPA—APA—PPA—AAAN

Chairman .....Philip Klein
President.....Morton A. Koshland
Sec'y, Treas.....Herbert Ringold
Art Dir.....Bert Greenspan
Copy Chief.....Milton Feldman
Radio Time Buyer, TV Dir.....Edward Felbin
Media Dir.....Kay Swart
Pub. Dir.....Henry Klein
Acct. Executives.....Philip Klein, Morton Koshland, Herbert Ringold

Accounts: Al-Hy Lingerie Co.; Admiral Travel Service; Alexander Young Distilling Co., American Friends Service Committee; Art Alliance; Atlas Import & Export Co.; Bamberger, A. J.; Buten, M., & Sons; Co.; Chaim Solomon Cemetery; Cooper Supply; Da-Zee Hosiery Co.; Distillers Warehousing Co.; Equitable Credit Co.; Fairchild & French Laboratories; Frankford Grocers; Goldban Pharmacal Co.; Gorson, George; Herbach & Rademan; Industrial Trust Co.; Jacquin, Charles, et Cie; Junto (Adult Education School); King David Cemetery; Levering Coffee Co.; Levine, Joseph; Lionel Friedman Inc.; Luria Brothers & Co. Inc.; Mifflin Chemical Co.; National Mental Health Foundation, Inc.; Oleen Shampoo Co.; Olive Products Co.; Paper-Mate Pen Co.; Penn State Cigar Co.; Pancoast; Price, Charles Morris, School of Advertising; Professional Products Inc.; Puritan Stationery Co.; Read Drug Co.; Reed, William A. Co.; Shaffer Food Sores; Sixty-Ninth St. Businessmen's Assn.; Snellenburg, N.; Society of Industrial Realtors; Stonhard Co.; Sun Ray Drug Stores; Wirkman Emanuel; Young, Alexander.

WALTER J. KLEIN CO.

1214 Elizabeth Ave., Charlotte 4, N. C.
Phone: FR 7-1646
ABC—ABP—ANPA—AFA

Owner .....Walter J. Klein
Radio-TV Dir.....Alan Burke
Photography Dir.....Glen B. Moody
Acct. Execs.....Charles L. Moss, Robert N. Buckler, Guy Zwahlen

Branch Offices

17 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 7-8351
Chief Exec.....Charles J. Basch III

1110 E. Franklin Extension, Chapel Hill, N. C.
Phone: 8-5675
Chief Exec.....Guy Zwahlen

Radio Accounts: Jesse Jones Sausage Co. (Meat Products) Raleigh, N. C. & Danville, Va.; Maola Milk & Ice Co. (Dairy Products) New Bern, N. C.; M & J Finance Corp. (Auto Finance) Offices in N. C. & S. C.; Roberson's BIG Beverages (Soft Drinks) Washington, N. C.; Southern Appliances, Inc. (Major Appliances) Charlotte, N. C.; Station WRAL-TV, Raleigh, N. C.; Tall Fashions (Ladies Ready-to-Wear Chain) Washington, D. C.; Pilot Life Insurance Co. (Multiple-Line Insurance) Greensboro, N. C.; Textile Workers Union of America (Trades Union) New York, N. Y.

TV Accounts: Jesse Jones Sausage Co. (Meat Products) Raleigh, N. C. & Danville, Va.; Jewel Box Associates (Jewelry Store Chain), Greensboro, N. C.; Maola Milk & Ice Cream Co. (Dairy Products) New Bern, N. C.; American Hardware & Equip. Co. (Hardware & Housewares) Charlotte, N. C.; Carolina Power & Light Co. (Public Utilities) Raleigh & Asheville, N. C.; Belk's Department Stores (Department Store Ass'n.) Charlotte, N. C.; Thomas & Howard (Food Products) Charleston, S. C.; Blue Magic, Inc. (Easy Monday Starch) Bryn Mawr, Pa.; United Dairies (Dairy Products) Gastonia, Shelby, Statesville, Concord, N. C.; Chimney Rock Park (Attraction) Chimney Rock, N. C.; Southern Appliances, Inc. (Major Appliances) Charlotte, N. C.; Eckerd's Drugs, Inc. (Drug Store Chain) Charlotte, N. C.; Walker-Martin (Major Appliances) Raleigh, N. C.; J. I. Case Co. (Farm Machinery) Charlotte, N. C.; York Drug Co. (Kennedy's Mixture) York, S. C.; Suburban Rulane Gas Co. (Public Utilities) Charlotte, N. C.; North Carolina Dairy Products Ass'n. (Trade Ass'n.) Raleigh, N. C.; Marnat Packing Co. (Big Time Dog Food) Bennettsville, S. C.; Virginia Plastics & Chemical Co. (Handiflex mops) Roanoke, Va.; Old World Formulas, Inc. (Grecian Formula No. 16) Chicago; North Carolina Food Dealers Ass'n. (Trade Ass'n.) Charlotte, N. C.; Pilot Insurance Co., Greensboro, N. C.; Tussy Cosmetics, Regional, (Tussy Cosmetics) New York, N. Y.; Tall Fashions (Ladies Wear) Washington, D. C.; Roberson's BIG Beverages (Soft Drinks) Washington, N. C.; Geer Drug Co. (Drug Products) Spartanburg, S. C.

EDWARD KLETTER ASSOCIATES, INC.

515 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-1990

President .....Edward Kletter
Exec. Vice Pres.....Daniel Potter

Director.....William C. Keenan
Dir. Marketing & Research....Philip Agisim
Print Media Dir.....Thomas A. Doyle
Art, Production Dir.....Sydney Reich
Art Manager.....Erno Slovak
Production Mgr.....Jay Stuart
Accounting Mgr.....Florence Shapin
Publicity .....Pearl Sheridan
Creative Prod., Dir., Live TV Commercials
Charles M. Boland
Radio-TV Director.....Don Blauhut
Radio-TV Manager...Alvin L. Hollander, Jr.
TV Film Director.....Lloyd Durant
Radio-TV Media Dir.....Herbert Gruber
Time Buyer.....Ruth M. Bayer
Talent Buyer.....Helen O. Lawin

Accounts: Federated Supply Corp., New York, N. Y.; Harrison Co., Long Island City, N. Y.; Hook Drugs, Inc., Indianapolis, Ind.; Journal of Lifetime Living Publ. Corp., New York, N. Y.; Liggett Drug Co., New York, N. Y.; Pharmaceuticals, Inc., Newark, N. J.; Serutan Co., Newark, N. J.; Sun Drug Co., Inc., Pittsburgh, Pa.

KOEHL, LANDIS & LANDAN, INC.

17 East 45th St., New York 17, N. Y.
MUrray Hill 2-6600
ABP—ANPA—APA—NOAB—PPA

Pres. & Treas.....Albert E. Koehl
Vice-Pres. & Sec.....A. A. Landis
Vice-Presidents.....John R. Landan,
Russell C. Rowan
Space Buyer.....A. Lasity

ABNER E. KOHN ADVERTISING

15 Bond St., Great Neck, N. Y.
Phone: GReat Neck 2-8408

President .....Abner E. Kohn
Vice Pres.....Florence Ziegler

KRUPNICK & ASSOCIATES, INC.

520 North Grand Blvd., St. Louis 3, Mo.
Phone: JEfferson 3-1723
ABP—ANPA—APA

President .....Sam Krupnick
Exec. V.P.....Tom Connelly
V. P., Creative Dir....Raymond Armbruster
Secretary-Treasurer .....Edgar Kluge
Media Mgr.....Fred Wuellner

KUDNER AGENCY, INC.

575 Madison Ave., New York 22, N. Y.
Phone: MU 8-6700
ABP—ANPA—APA—PPA—AAAA
ABC—NOAB

Pres., Treas.....J. H. S. Ellis
Exec. Vice Pres.....Charles R. Hook, Jr.
Exec. V.P., Copy Chief.William J. Griffin, Jr.
Sr. V.P., Exec. Dir., Radio,
TV.....Myron P. Kirk
V.P. & Copy Chief.....Amedee J. Cole
Exec. V.P.....Vincent Aiello
Vice President.....S. R. Kudner
V.P., Sec'y.....C. M. Rohrabaugh
Asst. Sec'y, Controller.....H. R. Titman
Vice Pres., Acct. Execs.....E. J. Owens,
Martin Rice, J. J. Cochran, J. W. Millard,
Fred Zeder
Asst. Dir. Media (Time).....John Marsich
Mgr. Radio, TV Dept.....A. W. Reibling

Branch Offices

New Center Bldg., Detroit, Mich.
Phone: Trinity 5-5315

Exec. Rep.....John H. Sheldon

681 Market St., San Francisco 5, Calif.
Phone: GArfield 1-5433

Representative.....J. H. Hornell

40 E. First St., Dayton 1, Ohio

Exec.-in-Charge.....Thomas J. Pritchard

Guaranty Bldg., 6331 Hollywood Blvd.
Hollywood 28, Calif.
Phone: HOllywood 4-2147

Exec.-in-Charge.....Edgar C. Kahn

3325 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 2-1127

Exec.-in-Charge.....Stephen H. Richards

Sheraton Bldg., 711 14th St.
N. W. Washingon 5, D. C.
Phone: NAtional 8-5506

Exec.-in-Charge.....Mrs. Ida Getty

Radio Accounts: General Motors Corp., Detroit, Mich.; The Goodyear Tire & Rubber Co., Inc., Akron, Ohio; United States Tobacco Co., N. Y. C.; The Texas Co., N. Y.; Buick Motors Div., Flint, Mich.

TV Accounts: The Texas Co.; General Motors Corp.; Buick, Flint, Mich.; The Goodyear Tire & Rubber Co., Inc.; United States Tobacco Co., N. Y. C.; Frigidaire Div., Dayton, Ohio.

KUFF & FELDSTEIN

233 E. 25th St., Baltimore 18, Md.
Phone: TUxedo 9-1485

President.....I. Harold Kuff
Vice-President.....Harry Feldstein
Art Director.....Stan Mossman
Media Director.....Dorothy Schwarz

Accounts: Auto Clinic; Foster Bros. Mfg. Co.; Gaxton Co.; Greber Distributors, Inc.; Greenebaum, M. & Sons; Gwynn Bldg.; Hearst Radio Inc., WBAL Baltimore, Md. Radio & TV; Heller, R. C. Co.; Hoffman Electric Co.; Lenderking Metal Products; Levenson & Klein; Nelson & Co.; Paul Brothers Cleaner & Dyers; Penn Upholstering Co.; Schenuit Tire Co.; Southern Galvanizing Co.; Tru-Fit Clothes; Washington Lumber Co.

KUTTNER & KUTTNER, INC.

646 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-7940
AAAA

President.....Harold E. Kuttner
Vice Presidents.....Florence E. Kuttner,
Chester D. Kuttner, Stanley Kuttner, Mary
Brown
Copy Chief.....Martin Maller
Art Directors.....Forest Lightle, Jane Smith
Radio TV Director.....Norbert Leeb

Branch Office

130 W. 57th St., New York, N. Y.
Phone: JUdson 6-2358

Office Mgr.....Dina Cohen

Radio Accounts: American Community Bldrs. (Home Builders) Park Forest, Ill.;

Kimball Hill (Home Builders) Rolling Meadows, Ill.; Gottfried Motors (Chrysler-Plymouth Dealer) Chicago; Shoppers World (Discount Dept. Store) Chicago; Fidelity Builders (Home Builders) Arlington Heights, Ill.; Ironite (Distributor) Chicago.

TV Accounts: Community Builders (Home Builders & Remodelers) Skokie, Ill.; Capitol Dairy, Chicago; Gottfried Motors (Chrysler-Plymouth Dealer) Chicago; Ironite (Automatic Ironer Distributor).

Estimated Radio-TV Billings: $425,000.

LAKE-SPIRO-SHURMAN, INC.

Radio Center Bldg., Memphis 3, Tenn.
Phone: 5-1571
ANPA—ABP

President .....Avron Spiro
Secy-Treas.....M. M. Shurman
Radio Time Buyer.....Mrs. L. Simmons
Production Manager.....Mrs. M. Ross
Publicity Director.....Al R. Capley
Art Director.....Leonard Crook
Acct. Executives.....David Davidson, Mrs. L. Cunningham, Jane Zussman, Courtney Shurman, Avron Spiro, Jr.

Radio Accounts: Plough Inc.; Kelley-Clarke Co. (Canned Salmon), Seattle; Union Planters National Bank, Memphis; Pantaze Drug Stores, Memphis.

TV Accounts: Plough Inc., Memphis; Hadacol, Inc., Lafayette, La.; Union Planters Nat'l. Bank, Memphis, Tenn.

LAMBERT & FEASLEY, INC.

430 Park Ave., New York 22, N. Y.
Phone: MUrray Hill 8-6464
ANPA—APA—PPA—NOAB

Pres. .....Frank W. Mace
V.P., Gen. Mgr.....J. L. Johnston, Jr.
V.P., TV-Radio Dir.....John Bates

Radio Accounts: Phillips Petroleum Co. (Gasoline, Motor Oil), Bartlesville, Okla.; DeVilbiss Co., Drilling Specialties Co.; Lambert-Hudnut Div. of Warner-Lambert Pharmaceutical Co.; Phillips Chemical Co., Pro-Phy-Lac-Tic Brush Co.

LANDI, ERBERTO, ADV. CO.

853 Seventh Ave., New York 19, N. Y.
Phone: JUdson 6-0588

Owner .....Erberto Landi
Media Dir.....Rose Peters Gatto
Publicity Dir.....Rose George

Radio Accounts: Aiello Dairy Farms Co. (Italian Dairy Products) Brooklyn, N. Y.; Alba Drug Products (Vitamin Capsules) New York City; Geo. A. Hormel & Co. (Meat Products-Italian Field) Austin, Minn.; Ferrara Conf. Co. (Italian Candy & Pastries) New York City; Etna Importing Co. (Ciclopi Wine) Bronx, N. Y.; Corona Products (Coffee) South Ozone Park, N. Y.; Tolibia Cheese Corp., Fond-du-lac, Wis.; Acqualina Mfg. Co. (Washing Liquids, Bleach, Starch, Blue) Brooklyn, N. Y.; Fontana Hollywood Corp. (Wines) New York, N. Y.; Italian Drug Imp. Co., New York, N. Y.

TV Accounts: Geo. A. Hormel & Co., Alba Drug Products, Aiello Dairy Farms Co., E. Fucini & Co. (Italian Bitters) New York City; Fontana Hollywood Corp., Tolibia Cheese Corp., Italian Drug Importing Co., New York City.

Estimated Radio-TV Billings: $110,000.

PHILIP J. LANE ADVERTISING

55 E. End Ave., New York 17, N. Y.
Phone: RE 7-5577

Owner, Acct. Exec.....Philip J. Lane

LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, O.
Phone: PRospect 1-0300
AAAA

President.....H. Jack Lang
V.-P.-Treasurer.....Fred P. Stashower
Vice-Pres. & Sec.....Alvin B. Fisher
Vice President.....Martin J. Cohn
Manager.....John D. Cremer
Asst. Mgr.....David J. Stashower
Chief Time Buyer & Field Service Mgr.....Garry C. McKelvey
Asst. Time Buyer.....Helen T. Dwyer

Radio Accounts: Burrows Bros. (Office Supply Store); Carling Brewing Co., Inc. (Black Label Beer) Cleveland Transit System, General Electric Supply Co. (Appliances); Ohio Mattress Co. (Sealy Mattresses); Pick-N-Pay Supermarkets, Inc. (Groceries); Richman Brothers Co. (Men's Clothing); Union Savings & Loan Co., Yellow Cab Co., all Cleveland, Ohio; Stouffer's Frozen Foods, Cleveland, Ohio; Sugardale Provision Co., Canton, Ohio.

TV Accounts: Carling Brewing Co. (Black Label Beer); Cleveland Transit System, General Electric Supply Co. (Appliances); Ohio Mattress Co. (Sealy Mattresses); Pick-N-Pay Supermarkets, Inc. (Groceries); Richman Brothers Co. (Men's Clothing), all Cleveland, Ohio; Sugardale Provision Co. (Meats) Canton, Ohio.

TATHAM-LAIRD, INC.

64 East Jackson Blvd., Chicago 4, Ill.
Phone: HArrison 7-3700
AAAA—ABP—ANPA—APA—NOAB—PPA

Chairman of the Bd.....Arthur E. Tatham
President.....J. Kenneth Laird, Jr.
Treasurer.....Harold C. Jensen
Asst. Treas.....Fred Winter
Secretary .....Mary Kyak
Copy Chief.....John H. Jameson
Media Director.....George A. Bolas
Asst. Media Director.....George F. Stanton
Media Supervisors .....Jack Ragel, Roy A. Boyer, John Singleton
Print Media Managers.....Sheila Sullivan, Philip Gore, Annette Malpede
Broadcast Media Mgrs.....Harold Bennett, Donald Grasse, Mary Rodger, Leone Lemberg, John Deacon
Radio, TV Dir., Comm. Prod.....Dan Ryan
Merchandising Director.....M. J. O'Connor
Publicity Director.....Fred Tamke
Production Manager.....Eldon Rohrsen
Creative Research Director..Dr. Don Kanter

T. Casey, A. Cruttenden, Howard Gorman, W. Leary.

Branch Offices

595 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-7057

Execs.-in-Charge.....H. Lawrence Holcomb, William C. Vance

1680 Vine, Hollywood 38, Calif.
Phone: HOllywood 1-9228

Manager.....William N. Burch

Accounts: Abbott Laboratories (Sucaryl), Chicago; Armour & Co. (Ham, Bacon, Sausage Products, Canned Meats), Chicago; General Mills, Inc., Kix, Trix, Surechamp), Minneapolis; Parker Pen Co. (Parker "51," "21," Jotter Ball Point Pens, Liquid Lead Pencils, Desk Sets, Supercrome Inks and Quink), Janesville, Wis.; C. A. Swanson & Sons (canned chicken & turkey, frozen chicken, chicken, beef and turkey pies, TV dinners, frozen fruit pies), Camden, N. J.; The Toni Co. (White Rain Lotion Shampoo, Bobbi Pin Curl Permanent, Viv-Soft Touch Lipstick), Chicago; The Wander Co. (Ovaltine), Chicago; Wiedemann, Geo., Brewing Co. (Wiedemann's Beer), Newport, Ky.

AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Phila. 3, Pa.
Phone: RIttenhouse 6-1500
ANPA—APA—NOAB—PPA

President.....Al Paul Lefton
Vice-Pres. & Treas.....H. S. Louchheim
Space Buyer.....E. V. Righter

Branch Offices

71 Vanderbilt Ave., New York 17, N. Y.
Phone: MU 9-7470

President.....Al Paul Lefton
Vice-Pres. & Mgr.....R. J. Herts

435 N. Michigan Ave., Chicago, Ill.
Phone: SUperior 7-9511

Acct. Execs .....Herschel M. Brown, James C. McDonough

Radio Accounts: Phila. Electric Co. (Light & Power), Crawford Clothes, Inc., Schmidt's Beer & Ale, RCA Home Appliances & Electronics.

TV Accounts: Sylvan Seal Milk Co. (Milk), Schmidt's Beer & Ale, Philadelphia, Pa., RCA Home Appliances & Electronics.

LENNEN & NEWELL, INC.

380 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 2-5400
ANPA—APA—PPA—AAAA—NOAB
ABC—ABP

President.....Adolph J. Toigo
Exec. Vice-Pres.....Thomas C. Butcher
Sr. Vice-Pres., Management Acct. Supvr. ..... Walter M. Swertfager
Sr. V.P., Exec. Art Dir.....Richard Mancini
Sr. V.P., Radio-TV Dir...Nicholas E. Keesely
Sr. V.P., Acct. Supvs.....Gordon D. Cates, Thomas H. Lane, Henry W. Lowe, L. E. Miller, C. L. Smith, Jackson Taylor
V.P., Secy.-Treas.....John D. Speirs
V.P., Media Dir.....Anthony DePierro
Sr. V.P., Marketing .....Daniel E. Shea
Sr. V.P., Mgr. Prod. Dept...Michael J. Madar
V.P., Mgr. Service Dept.....Myles E. Baker
V.P., Dir. of Research..Christopher A. Sante
V.P., Radio-TV Business Mgr.....Francis C. Barton, Jr.
V.P., Comm. Prod.....Anthony J. Pan

Branch Offices

308 N. Rodeo Drive, Beverly Hills, Calif.

Radio & TV Accounts: American Airlines, Chicopee Mills, AD, Colgate Instant Barber, Shave, Deodorant Beauty Bar Soap

AUSTIN C. LESCARBOURA & STAFF

The Adshop, Croton-on-Hudson, N. Y.
Phone: CRoton 1-3444

Pres.....Austin C. Lescarboura
V.P., Treas.....Stanley A. Lescarboura
Secretary.....Fred P. Donati
Publicity Dir.....Frances Howe
Secretary .....Miriam Lescarboura

Radio Accounts: Aerovox Corporation New Bedford, Mass.; Clarostat Mfg. Co., Inc. (Resistors), Allen B Du Mont Labs. (Cathode-ray Tubes), Allen B. Du Mont Labs. (Television Transmitters), Allen B. Du Mont Labs. (Cathode-ray Instruments), Clifton, N. J.; Henry L. Crowley & Co. (Powdered Iron Cores and Steatite Parts), West Orange, N.J.; Industrial Instruments (Electrical Test Instruments), Jersey City, N. J.; Hudson Wire Company, Ossining, N. Y.; Technical Appliance Corp. (TV Antennas), Sherburne, N. Y.; Sealectro Corp. (Teflow Insulators and Terminals), New Rochelle, N. Y.

LEWIN, WILLIAMS & SAYLOR INCORPORATED

130 E. 59th St., New York 22, N. Y.
AAAA—ABP—ANPA
Phone: MUrray Hill 8-6200

Board Chairman.....A. W. Lewin
President.....Sidney Matthew Weiss
Exec. V.P.....W. T. Pollock
Sr. Vice Presidents.....J. P. Brodie, A. Green, A. Kaplan

Branch Office

11 Commerce St., Newark 2, N. J.
Phone: MI 3-3200

V.P. .....Leonard Newsteder

Radio Accounts: Costa Ice Cream Co., Newark, N. J.; Newark Packing Co. (Aster Peanut Candy) Newark, N. J.; Forstner, Inc. (Jewelry) Irvington, N. J.; Norman M. Morris Corp. (Omega Watches) New York, N. Y.; Linguaphone Institute (Linguaphone) New York, N. Y.

TV Accounts: Newark Packing Co., School of Speedwriting, New York, N. Y.; General Slicing Machine Co., Walden, N. Y.

SAVAGE-LEWIS, INC.

1807 Lyndale Ave. So., Minneapolis 5, Minn.
Phone: FEderal 9-7286
ABP—ANPA—ABC—AFA

Ch. of Board.....Addison Lewis
President.....Erle B. Savage, Jr.
Treasurer.....Harvey R. Kruse
Secretary.....Wm. A. Dobson

Radio and TV Dir.....Charles J. Leighton
Research and Media Dir...Robert L. Sturgis
Prod. Manager..... Roger Jolicoeur
Copy Director.....Judd L. Meester
Vice President.....Robert L. Sturgis
Art Director.....John K. Henry

Radio Accounts: G. W. Sugar (Sugar), Minneapolis, Minn.; Red Owl Stores (Groceries), Hopkins, Minn.; The Farmhand Co. (Farm Machinery), Hopkins, Minn.; Twin City Chevrolet Dealers (Automobiles), Minneapolis, Minn.

TV Accounts: Red Owl Stores (Groceries), Hopkins, Minn.; William A. Barnes (Food Products), Minneapolis, Minn.; The Dayton Co. (General Mdse., Minneapolis, Minn.; The Lavoris Co. (Mouthwash), Minneapolis, Minn.

LILLER, NEAL & BATTLE

810 Walton Bldg., Atlanta 3, Ga.
Phone: JA 4-8032
AAAA—ABC—ANPA—APA—ABP—AFA

Partners & Acct. Execs.....C. K. Liller, W. W. Neal, G. L. Watts, Howard Axelberg
Partner, Media Dir.....Sarah Williams
Public Relations.....Richard Hodges
Account Executives .....John K. Ottley, Clay Scofield, Chuck Shields
Time Buyers .....Pam Tabberer, Sherry Phillips, Barbara Acree

Branch Offices
595 Madison Ave., New York 17, N. Y.
Phone: PLaza 9-6120
Manager .....Helen Gordon
701 Security Federal Bldg., Columbia, S. C.
Phone: 44458
Mgr. .....Caldwell Withers

Radio Accounts: National NuGrape Company (NuGrape and SunCrest), Atlanta; Colonial Stores, Inc. (groceries), Atlanta; Carling Brewing Co. (Black Label Beer), Southeast Div.; Georgia Peanut (Ravo), Moultrie, Ga.; Piedmont Airlines, Winston-Salem.

TV Accounts: H. W. Lay & Company (potato chips), Atlanta; Colonial Stores, Inc. (groceries), Atlanta; Carling Brewing Co. (Black Label Beer), Southeast Div.; Georgia Peanut Co. (Ravo), Moultrie, Ga.; Bank of Georgia, Atlanta; Trust Company of Georgia, Atlanta; W. D. Alexander (GE Products), Atlanta; Piedmont Airlines; H. G. Hastings (Feeds, Plants & Gardening), Brock Candy Co., Atlanta.

Estimated Radio & TV Billings: $985,000.

LIVINGSTON & ASSOCIATES

218 E. Ontario St., Chicago 11, Ill.
Phone: WHitehall 3-1755

President .....Fred Livingston
Vice President.....Paul Faltysek
Treasurer ..... Sherry Thorne
Account Executives .....William J. O'Brien, Annette Shapiro, Louis Livingston

Branch Office
501 Madison Ave., New York, N. Y.
Phone: PLaza 8-1703
Executive-in-charge .....Richard Bernstein

Estimated Radio & TV Billings: $146,000.

LIONEL & SIMONS, INC.

6425 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 2-7429

President .....Lionel Fink
Vice President.....J. L. Simons
Art Director ..... David Blower
Art Supervisor .....Paul Lee
Copy Chief ..... Rita Burton
Sr. Acct. Exec..... Robert Reese
Office Mgr.....Jacqueline Rose

Radio Accounts: Empire Furniture Co., Los Angeles, Calif.; Allied Furniture Co., Los Angeles, Calif.; Barry's Jewelers, Cal-Bilt Upholstery Co., Los Angeles; Hudson's Jewelers, Los Angeles.

TV Accounts: CalBilt Upholstering Prods., Los Angeles; Hudson's Jewelers, Los Angeles; Ed-Len Rug Cleaners, South Gate, Calif.; Orne (Sun Tan Lotion) Hollywood, Calif.

W. E. LONG CO.

(Independent Bakers' Cooperative)
188 W. Randolph St., Chicago 1, Ill.
Phone: RAndolph 6-4606

President .....C. Frank Summy, Jr.
Gen. Mgr.....E. E. Hanson
Advtg. Dir.....Wm. Goodman
Dir. of Radio & TV.....David R. Hayes
Asst. Dir.....John Pesich

Radio Accounts: Amrhein's Bakery, Inc., Springfield, Ill.; Mrs. Boehme's Bakery, San Angelo, Tex.; Butter Krust Baking Co., Sunbury, Pa.; Carpenter Baking Co., Milwaukee, Wisc.; Cotton Bros. Baking Co., Montpelier, Vt.; Dietzen's Bakeries, Anderson, Ind.; Fluhrer Bakeries, Inc., Medford, Ore.; Fuchs Baking Co., So. Miami, Fla.; Gardner Baking Co., Madison, Wisc.; Gase Baking Co., Saginaw, Mich.; Gunzenhauser Bakery, Lancaster, Pa.; Haller's Eagle Bakery, Inc., Altoona, Pa.; Holsum Baking Co., Roswell, N. M.; Holsum Bakery, Ft. Wayne, Ind.; Holsum Bakers, Tampa, Fla.; Holsum Baking Co., Harlingen, Tex.; Jamestown Baking Co., Jamestown, N. Y.; Lee Baking Co., Victoria, Tex.; Master Baking Co., Mt. Vernon, Ill.; McGough Bakeries Corp., Birmingham, Ala.; Nickles Bakery, Navarre, Ohio; Silver Loaf Baking Co., Spokane, Wash.; Franco-Superior Baking Co., San Diego, Calif.; Old Homestead Baking Co., Denver, Colo.; Star Baking Co., Colorado Springs, Colo.

TV Accounts: McGough Bakeries Corp., Birmingham: Carpenter Baking Co., Milwaukee; Fuchs Baking Co., So. Miami, Fla.; Old Homestead Bread Co., Denver, Colo.; Phoenix Holsum Bakery, Phoenix, Ariz.

Estimated Radio & TV Billings: $450,000.

LOWE & STEVENS

685 W. Peachtree St., N.E., Atlanta 8, Ga.
Phone: TRinity 2-9694
AAAA—ABP—ANPA

Partners.....Robert C. Lowe, Jr., John H. Stevens
Vice President.....Jules Clyde Gerding
Art Director.....J. D. Hawkins
Production Mgr.....O. L. Shelley
Media Director.....Audrey Jones

Radio Accounts: White Provision Co. (Cold Cuts, Wieners, Sausage); Roman Cleanser Co. (Bleach), both Atlanta, Ga.

TV Accounts: Atlanta Transit System (Service), Atlanta, Ga.; Roman Cleanser Co. (Bleach) Detroit, Mich.; Electric Sales & Service (Necchi-Elna Sewing Machines), White Provision Co.; Carrier Atlanta Corp. (Air Conditioners) all Atlanta, Ga.

Estimated Radio-TV Billings: $65,562.93.

LUCKOFF & WAYBURN PRODUCTIONS

320 W. Lafayette Blvd., Detroit 26, Mich.
Phone: WOodward 2-0707
ABP—ANPA

President, Treas.....Louis H. Luckoff
Vice President.....Leon S. Wayburn
Secretary .....Robert Goldfarb
Dir. Radio-TV & TV Time Buyer
Alan E. Luckoff
Media Dir., Radio Time Buyer...Edith Rose
TV Time Buyer.....Donald DeCook
Radio-TV Time Buyer.....Georgia Harrison

Radio Accounts: State Sample Dept. Store, Cole & Erwin Jewelry Co., Twin Pines Dairy, Detroit & Northern Savings & Loan Assn., Simmons & Clark Jewelers, Detroit Times, United Shirt Distributors, all Detroit, Mich.; Triangle Furniture, Royal Oak, Mich.

TV Accounts: State Sample Dept. Store, Detroit Times, Meyer Jewelry Co., Gordon-Chapman (Grenadier Mattress); Twin Pines Dairy, Detroit & Northern Savings & Loan Assn., Koolvent Awnings, Gage Oldsmobile, all Detroit.

Estimated Radio & TV Billings: $1,050,000.

EARLE LUDGIN & CO.

121 W. Wacker Drive, Chicago 1, Ill.
Phone: ANdover 3-1888
AAAA—ABP—ANPA—APA—ABC
NOAB—PPA

Chairman, Treas.....Earle Ludgin
President .....Vincent R. Bliss
Exec. V.P., Art Dir.....John H. Willmarth
V.P.'s, Acct. Execs.....Fred Klein, Kenneth Mason, Clifford Schaible, J. E. Chapman, George Rink, Ralph Whiting.
V.P., Time Media Dir.....Jane Daly
Time Buyer.....Ruth Babick

Radio Accounts: Rit Products Corp., The Best Foods, Inc., W. F. McLaughlin & Co.

TV Accounts: The Best Foods, Inc., W. F. McLaughlin & Co., Rit Products Corp., (All Purpose Rit), New York, N. Y.

LYNN ORGANIZATION

15 S. Franklin St., Wilkes-Barre, Pa.
Phone: VAlley 2-7182-3
ABP—ANPA

Owner, Acct. Exec.....S. C. B. Lynn
Radio-TV &
Media Dir.....W. P. McLauchlin

Branch Office
51 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-4048

Radio Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading; Purvin Dairy Co. (Milk), Wilkes-Barre, Pa.; Kingston Cake Co. (Blue Ribbon Cake), Kingston, Pa.

TV Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading, Pa.; Kingston Cake Co. (Blue Ribbon Cake), Kingston, Pa.

W. D. LYON COMPANY

303 Second Ave., Cedar Rapids, Iowa
Phone: EMpire 4-2451
AAAA—ABP—ANPA—APA

President.....W. D. Lyon
Vice President.....R. B. Creswell
Acct. Execs.....R. P. Zirbel, R. H. Schubert
Media Dir.....R. P. Ames
Radio-TV Dir.....Robert D. Colburn
Radio & Time Buyer.....Eileen Burns

Branch Office
373 Orpheum Electric Bldg., Sioux City, Ia.
Phone: 8-5545

Manager.....H. Don Carlos

Radio Accounts: Ames Incross (Hybrid Chicks), Des Moines, Iowa; Better Homes & Gardens (Magazine) Des Moines, Iowa; Crescent Electric Supply Co. (Electrical Appliances & Supplies) Dubuque, Iowa; First National Bank, Sioux City, Iowa; Guaranty Bank & Trust Co., Cedar Rapids, Iowa; Home Town Dairies, Iowa City, Iowa; Hotel Roosevelt, Cedar Rapids, Iowa; Iowa Dairy Industry Commission, Des Moines, Iowa; Rockford Brick & Tile Co., Rockton, Iowa; Kay Dee Feed Co. (Farm Feeds) Le Mars, Iowa; Wells Blue Bunny Co. (Dairy) Le-Mars; Kent Feed Co. (Farm Feeds) Muscatine, Iowa; Peterson Furniture Co., Cedar Rapids, Iowa; United Hagie Hybrids (Hybrid Seed Corn) Des Moines, Iowa.

TV Accounts: Cownie-Williges (Furriers), Sioux City, Iowa; First National Bank, Sioux City, Iowa; Home Town Dairies, Iowa City, Iowa; Kent Feed Co. (Farm Feeds) Muscatine, Iowa; Peterson Furniture Co., Cedar Rapids, Iowa; Tolerton-Warfield (Food Brokerage) Sioux City, Iowa; John B. Turner Co. (Morticians) Cedar Rapids, Iowa; Wells Blue Bunny (Dairy) LeMars, Iowa; The Gerkin Co. (Hardware) Sioux City, Iowa; Whink Products (Household Aids) Eldora, Iowa.

MacFARLAND, AVEYARD & CO.

333 N. Michigan Ave., Chicago 1, Ill.
Phone: RAndolph 6-9360
ANPA—ABP—AAAA—ABC

Chairman .....Hays McFarland
President.....A. E. Aveyard
Exec. V.P., Gen. Mgr.....Allen B. Dicus
V.P., Creative Dir.....G. F. Drake
Vice-Pres.....W. C. Power, David W. Stotter,

Robert Bullen, Robert Byars, George Stokes
V.P., Art Dir.....Rom. Z. Rigotti
Research Director.....William Bradley
Media Director.....A. S. Trude, Jr.
V.P., Radio-TV Dir.....J. C. Shelby
Asst. Radio-TV Dir.....W. B. Goodrich
Prod. Mgr.....W. E. Christopher

Radio Accounts: Stewart-Warner Corp., Alemite Corp., Chicago, Ill.; Drewrys Ltd., U. S. A., Inc. (Beer); Heidelberg Brewing Co., Tacoma, Wash.; Zenith Radio Corp. (Hearing Aids) Chicago.

TV Accounts: Drewrys Ltd., U. S. A., Inc. (Beer & Ale), South Bend, Ind.; Stewart-Warner Corp., Alemite Division, Chicago, Ill.; Heidelberg Brewing Co. (Beer & Ale), Tacoma; Standard Knitting Mills (Healthknit), Knoxville; Martin-Senour Paints, Chicago.

MacLAREN ADVERTISING CO. LTD.

111 Richmond St., West, Toronto, Ontario
Phone: EMpire 4-0321
President.....E. V. Rechnitzer
Sr. V.P., Mng. Dir.....James Ferres
Vice Presidents.....C. E. Brown, F. P. Gill, W. F. Harrison, Scott Stockwell
Treas. & Dir.....M. D. MacMahon
Mgr. Media.....D. C. Linton
Mgr. Creative.....G. G. Sinclair
Mgr. Radio-TV.....F. Hugh Horler
Asst. Mgrs.....G. M. Elliott, H. E. Hough
Time Buyer.....Mary Moran
Traffic Mgr.....Kay Dale
TV Film.....W. O. Crampton

Branch Offices

410 Dominion Sq. Bldg., Montreal, Quebec
Phone: UNiversity 6-9751
Vice Pres.....F. P. Gill

911 Electric Railway Chambers
Winnipeg, Manitoba
PHone: 92-6321
Manager.....E. P. Thomson

1240 West Pender St., Vancouver, B. C.
Phone: Marine 6268
Manager.....W. D. M. Patterson

Journal Bldg., 237 Queen St., Ottawa, Ont.
Phone: CEntral 5-3144
Vice Pres.....W. F. Harrison

Radio & TV Accounts: Aluminum Goods Ltd., British & American Motors (Canada) Ltd., Broadhurst Lee Co., Ltd., Canada Dry Limited, Canada Paint Co., Ltd., Canadian Bank of Commerce, Canadian General Electric Co., Capilano Brewery, Ltd., Dept. of National Defence, Dominion Rubber Co. Ltd., General Motors of Canada, H. J. Heinz Co. of Canada, Ltd., Home Oil Distributors, Imperial Oil Ltd., Javex Co., Ltd., Lake of the Woods Milling Co., Lever Brothers Ltd., W. H. Malkin & Co., Ltd., Martin-Senour Co., Ltd., Mutual Life Assurance Co. of Canada, Nalley's Ltd., O'Cedar Co. of Canada, Sherwin Williams Co. of Canada Ltd., Standard Brands Ltd., Tuckett Ltd., Henry K. Wampole & Co., Ltd., Zero Manufacturing Co., Ltd., Dominion Stores Ltd.

MacMANUS, JOHN & ADAMS, INC.

Bloomfield Hills, Mich.
Phone: MIdwest 6-1000
ANPA—AAAA—ABC—NOAB—PPA
APA
President.....Ernest A. Jones
Exec. Vice Pres.....John R. Mac Manus
V.P., Asst. to Chmn.....Frank T. Skinner
V.P., Sec'y., Asst. Treas...Leo A. Hillebrand
V.P., Gen. Mgr.....Fred J. Hatch
V.P., Media Dir.....Elmer W. Froehlick
Radio-TV Time Buyer.....C. N. Campbell
V.P., Dir. of Radio-TV.Henry G. Fownes, Jr.
V.P., Dir. of Art.....Glenn J. Frost

Branch Office

444 Madison Ave., New York, N. Y.
Phone: PL 9-3221
Vice Pres., Mgr.....Henry G. Fownes, Jr.
Media Director.....Roger C. Bumstead
Time Buyer.....Dorothy Hanley

1632 Russ Bldg., San Francisco, Calif.
Phone: GArfield 1-4746
Manager .....Jack Holmes

6399 Wilshire Blvd., Los Angeles 48, Calif.
Manager .....Robert Guggenheim
Phone: WE 3-9569

MacManus, John & Adams, of Canada, Ltd.
600 University Ave., Toronto 2, Ont.
Phone: EMpire 2-1366
V.P., Manager.....Leslie S. McMahon

Radio Accounts: Pontiac Motor Division, Pontiac, Mich.; Cadillac Motor Division, Dearborn, Mich.; Dow Chemical Co., Midland, Mich.; Gerrity-Michigan Corp., Adrian, Mich.

TV Accounts: Pontiac Motor Div., Pontiac, Mich.; Cadillac Motor Car Div., Detroit, Mich.; Dow Chemical Co., Midland, Mich.

MALCOLM-HOWARD ADV. AGENCY

203 N. Wabash, Chicago 1, Ill.
Phone: Andover 3-0022
ABP—ANPA—PPA
Owner.....Arthur M. Holland
Art Director.....Arthur Anderle
Copy Chief.....William Bent
Radio-Time Buyer.....Evelyn Burke
Publicity Director.....Stewart Sherling
Radio-TV Dept.....Alden Richman, Dale Kocirik, Edw. Drucker

Radio Accounts: Hollands (jewelry), Chicago; Roller Derby, N. Y. C.

TV Accounts: Courtesy Motors, Chicago; Mages Sporting Goods, Chicago; Leo Rose Co. (clothing), Chicago; Rubin's (apparel), Chicago; Holland, Inc. (jewelry), Chicago; Associated Hospital Service, Chicago; Roller Derby, Chicago; Sun-Times (newspaper), Chicago; Stiffel Lamp Co., Chicago.

J. GORDON MANCHESTER, ADVERTISING, INC.

1726 Pennsylvania Ave., N.W.,
Washington 6, D. C.
Phone: ME 8-0360
President.....J. G. Manchester
Vice Pres., Art Dir.....Richard P. Ehst

Radio-TV Dir.....Richard T. Williams

Radio Accounts: American Sta-Dri Co. (Paint), Brentwood, Md.; Safeway Stores, Inc. (Groceries), Washington, D. C.; C. F. Sauer Co. (Mayonnaise, Spices), Richmond, Va.; Woodfield Fish & Oyster Co., Galesville, Md.

TV Accounts: American Sta-Dri Co. (Masonry Paint), Brentwood, Md.; Capitol Frito Co., Bethesda, Md.; W. S. Pope & Sons, (Cheese), Philadelphia, Pa.; National Fruit Product Co., Inc., (Applesauce), Winchester, Va.; Safeway Stores, Inc. (Groceries), Washington, D. C.; C. F. Sauer Co. (Mayonnaise), Richmond, Va.; Woodfield Fish & Oyster Co., Galesville, Md.

MARKS-AIKEN COMPANY, INC.

110 W. 40th St., New York 16, N. Y.
Phone: LA 4-3895
ABP

Pres., Media Dir.....Sigmund C. Aiken
Production Mgr.....Ira Bernstien
Art Director.....Pete Costanza

ROBERT M. MARKS & COMPANY, INC.

32 East 57th St., New York 22, N. Y.
Phone: PLaza 3-5924
ABP—ANPA

Pres. & Secy.....Robert M. Marks
Media Dir.....D. Scherer
Prod. Mgr.....A. P. Lawsky
Art Dir.....Jerome Kauffman
Radio-TV Cons.....Sidney Walton
Research Dir.....Werner Lob
Pub. & P. R. Cons.....Arthur Pine

Radio Accounts: Peerless Products Co. (Hair Preparations), Jersey City, N. J.; National Shirt Shops, Inc. (Men's Furnishings Chain), N. Y., N. Y.

TV Accounts: Swank, Inc., (Men's Jewelry and Accessories), N. Y., N. Y.

MARTIN CO., THE., ADV.

201 N. Wells St., Chicago 6, Ill.
Phone: DE 2-5910
ABP—APA

President.....Mark T. Martin
Exec. V.P.....Richmond M. Lloyd
V.P., Copy.....N. E. Anderson
V.P., Radio-TV.....E. J. Lewinski
V.P., Public Relations.....O. L. McDonald
Acct. Execs.....M. T. Martin, Richmond Lloyd, Orville McDonald, E. J. Lewinski, Norman Anderson, L. W. Roush, W. M. Wider

Chamber of Commerce Bldg., Nashville, Tenn.
Office Manager.....Dick Bransford

310 W. Liberty St., Louisville, Ky.
Space Buyer.....LaVerne Busey

2102 Jackson St., Dallas, Tex.
Space Buyer.....Laura Smith

3920 Lindell Blvd., St. Louis 8, Mo.
Office Mgr.....Robert Moldafsky

MARWEL ADV., INC.

34 W. 46th St., New York 36, N. Y.
Phone: JUdson 6-4270
ABP

President.....William W. Weltman
Exec. V.P.....Bruce Marchin
Secretary.....Gloria Marchin
Treasurer.....Ruth Weltman
V.P., Art Dir.....Charles Jefferson
Copy Chief.....Ed Jacobson
Media Dir.....Rose Hoanzl

J. M. MATHES, INC.

260 Madison Ave., New York 16, N. Y.
Phone: LExington 2-7450
ABP—ANPA—AFA—ABC

President.....W. T. Okie
Treasurer.....A. E. Cox
Secretary.....D. R. Hathaway
Vice-Pres. & Dirs.....Wilfred S. King, Lester J. Loh, O. L. Tinklepaugh, Jan Meyer
Vice Presidents.....Thomas McCauley, David Gibson, Harvey Rohde, William Brayton, James Sawyer
V.P., Dir. of Radio & TV....Read H. Wight
Asst. Dir. Radio-TV.....Richard S. Jackson
Time Buyer.....Edna S. Cathcart
V.P., Publ. Dir.....Arthur Monroe
V.P., Media Dir.....Douglas Hathaway

Radio Accounts: Brown Co. (Paper Products) Boston, Mass.; Canada Dry Ginger Ale, New York; Carbola Chemical Co. (Carbola Paint, CCC Insecticide, Triple 20 Plant Food, Carbola Fly Bait), Natural Bridge, N. Y.; Judson Dunaway Corp. (Delete, Vanish), Dover, N. H.; Northam Warren Corp. (Cutex Lipstick, Nail Polish, Odorono) Stamford, Conn.; Pure Food Co. (Deviled Chicken, Chicken A La King, Herb-Ox Bouillon Cubes, Westchester Boned Chicken, Lentil Soup, Clear Chicken Broth), Mamaroneck, N. Y.; Economics Laboratory (Soilax) New York, N. Y.; Union Carbide & Carbon Corp. (6-12 Insect Repellent) New York.

TV Accounts: Canada Dry Ginger Ale, New York; Carbola Chemical Co. (Paint, Insecticide, Fly Bait, Triple 20 Plant Food), Natural Bridge, N. Y.; Economics Laboratory (Soil-Off) New York; Luden's, Inc. (Fifth Avenue Candy Bar, Cough Drops) Reading, Pa.; Northam Warren Corp., Stamford, Conn.; Pure Food Co. (Westchester Boned Chicken) Mamaroneck, N. Y.; Union Carbide & Carbon Corp. (Institutional) New York, N. Y.

MATHISSON & ASSOCIATES, INC.

411 E. Mason St., Milwaukee 2, Wis.
Phone: BRoadway 6-7181
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JOSEPH MAXFIELD CO.

87 Weybosset St., Providence 3, R. I.
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2761 E. Jefferson Ave., Detroit 7, Mich.
Phone: LOrain 7-5710
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Treasurer.....W. I. O'Neil
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Branch Offices

12 E. 53rd St., New York 22, N. Y.
Phone: PLaza 9-7676
Vice-Pres., Gen. Mgr.....M. F. Mahoney
664 N. Rush, Chicago 11, Ill.
Phone: WHitehall 4-1676
Vice President.....L. Martin Krautter

Radio and TV Accounts: Gillette Safety Razor Co., Boston, Mass.; Mohawk Carpet Mills, Inc., Amsterdam, N. Y.; H. J. Heinz Company (canned foods), Pittsburgh, Pa.; General Electric Co. (Radio Receiver Dept.) Bridgeport, Conn.; Hotpoint, Inc. (appliances), Chicago, Ill.; Pfeiffer Brewing Co., Detroit, Mich.; Gillette Safety Razor Co. of Canada, Ltd., Montreal, Que.; Jacob Schmidt Brewing Co., Detroit, Mich.; Griesedieck Bros. Brewery Co., St. Louis, Mo.

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310 Public Service Bldg., Portland 4, Ore.
Manager.....T. N. Tracy

International Division
642 Fifth Ave., New York 19, N. Y.
Phone: JU 6-3400

Chairman.....Robert E. Healy

Radio Accounts: Advertising Committee of the Norwegian Canning Industry, American Safety Razor Corp., American Trust Co., California Packing Corporation (Del Monte), California Spray Chemical Corp., California Wine Association, Chesebrough-Pond's, Inc., Chrysler Division, Cowles Magazines, Inc., Esso Standard Oil Co., Gray Drug Stores, Inc., Bulova Watch Company, Hampden Brewing Co., Lemon Products Advisory Board, Lucky Lager Brewing Company, Manufacturers Trust Company, Milk Foundation, Inc., Milnot Company, National Biscuit Company, Ohio Bell Telephone Co., Pacific Power & Light Co., S.O.S. Company, Southern California & Southern Counties Gas Companies, Standard Oil Company (Ohio), Stegmaier Brewing Co., Swift & Company, Nestle Co. (Quik, Ever Ready Sweet Milk Cocoa, Semi-Sweet Morsels, Cookie Mix, Gravey Mix, White Sauce Mix), Mennen Co. (Foam Shave Afta Shave), Lehn & Fink (Lysol & Dorothy Gray Cosmetics.

TV Accounts: Advertising Committee of the Norwegian Canning Industry, American Safety Razor Corp., American Trust Co., Bell

Brand Foods Ltd., California Spray Chemical Corp., California Wine Association, Chesebrough Mfg. Co., Chrysler Corp., Chrysler Division, Cowles Magazines, Inc., Derby Foods, Inc., Gray Drug Stores, Inc., Lincoln Bank & Trust Co., Lucky Lager Brewing Company, National City Bank of Cleveland, Ohio Bell Telephone Company, Owens-Corning Fiberglas Corp., Pacific Power & Light Co., S.O.S. Company, Southern California & Southern Counties Gas Companies, Standard Oil Company (Ohio), Stegmaier Brewing Co., Swift & Company, Westinghouse Electric Corporation, Nestle Co. (Quik, Ever Ready Sweet Milk Cocoa, Semi-Sweet Morsels, Cookie Mix, Gravey Mix, White Sauce Mix), Mennen Co. (Foam Shave, Afta Shave), Lehn & Fink (Lysol & Dorothy Gray Cosmetics) Nat'l Biscuit Co.

MARSCHALK & PRATT

Division of McCann Erickson
460 Park Ave., New York 22, N. Y.
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ABP—ANPA—APA—PPA—ABC—AAAA
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V.P., Radio-TV.....Russ Johnston
Assoc. Dir. Radio-TV....Glen A. Bammann

Radio Accounts: International Nickel Co. (Institutional) New York; Asphalt Institute (Asphalt roads and highways) College Park, Md.; Newport News Shipbuilding & Dry Dock Co. (Shipbuilding, ship repair), Newport News, Va.; Coca Cola Bottling Co. of New York.

TV Accounts: Coca Cola Bottling Co. of New York; National Lead Co. ("Dutch Boy" paints) New York; Newport News Shipbuilding & Dry Dock Co., Newport News, Va.

WALTER McCREERY, INC.

9344 Wilshire Blvd., Beverly Hills, Calif.
Phone: CRestview 5-5533
AAAA—ANPA—APA—PPA

Chm. Bd. & Pres.....Walter K. McCreery
Radio-TV Dir.....Howard Flynn
Radio Time Buyer.....Virginia White

Radio-TV Accounts: Harris & Frank (retail clothing), Los Angeles; Ice Follies, Los Angeles; Murphy Oldsmobile, Los Angeles; So. Calif. Muffler Co. (exhaust systems), Los Angeles; San Fernando Valley Times, No. Hollywood; Fad Nylons (Hosiery) Beverly Hills, Calif.; Pardee Phillips Const. Co. (Homes) Los Angeles, Calif.; Sunset Mortgage Co., Sherman Oaks, Calif.

J. ROBERT MENDTE, INC.

317 South 16th St., Philadelphia 2, Pa.
Phone: KIngsley 6-1130
ABP—APA—PPA—NBP

President.....J. Robert Mendte
Vice Pres.....J. W. Holland
Treas.....N. L. Hughes
Prod. Mgr.....Dennis McClatchey
Art Director.....Andrew Audet
Copy Chief.....Mariel Haggerty

Radio Accounts: J. Bird Moyer Co. (MOY Dental Holding Powder) Philadelphia; Wilson Lines (River Excursions) Philadelphia; Riverview Beach Park (Amusement Park) Pennsville, N. J.; Krylon, Inc. (Spray Enamels) Norristown, Pa.; Venice Maid Co. (Spaghetti Sauces) Vineland, N. J.

TV Accounts: J. Bird Moyer Co., Wilson Lines, Riverview Beach Park, Krylon, Inc., Venice Maid Co., Finnaren & Haley Co. (Chain of Paint Stores) Philadelphia.

GEORGE T. METCALF, COMPANY

31 Canal St., Providence 3, R. I.
Phone: UN 1-2634
ABP

Pres., Treas.....George T. Metcalf
Exec. V.P.....Walter Hyland
V.P., Sec'y.....Sheldon Spencer
Prod. Mgr.....Allan Campbell
Art Dir.....David Bond
Copy Chief.....Frank Jones
Acct. Exec.....Robert O. Meehan, J. T. Metcalf, Jr., Walter Hyland, Sheldon Spencer, E. L. Wanner, G. Van Eck

Accounts: The James Hanley Co. (Beer & Ale), Providence, R. I.; Taunton Municipal Lighting Plant (Electricity), Taunton, Mass.; Arnold-Hoffman & Co.; Ashworth Bros., Inc.; Babbitt Steam Specialty Co.; Bently Knitting Machinery Organization, Inc.; Circular Tool Co.; Cold Spring Bleachery; Coto-Coil Co.; Cottrell Paper Co.; Cumberland Engineering Co.; Dixon Corp.; Eppley Laboratory, Inc.; Foster Machine Co.; Franklin Process Co.; Hero Mfg. Co.; Hobbs Mfg. Co.; Marshall & Williams Corp.; Martin-Copeland Co.; Metro-Atlantic, Inc.; Mount Hope Machinery Co.; Phalo Plastics Corp.; Premiere Thread Co.; Riggs & Lombard, Inc.; Sargeant & Wilbur, Inc.; Sentry Co.; Synthetic Yarns, Inc.; Taunton Municipal Lighting Plant; Technic Inc.; Universal Converting Corp.; Wardell Braiding Machine Co.; WJAR-TV, Providence; Wood, J. W. Elastic Web Co.

TV Accounts: James Hanley Co. (Export Beer & Hanley Ale).

ARTHUR MEYERHOFF & CO.

410 N. Michigan Ave., Chicago 11, Ill.
Phone: DElaware 7-7860
ANPA—PPA—AAAA—NOAB—APA

President.....Arthur E. Meyerhoff
Production Manager.....Allen Bethe
Dir. of Radio & TV.....S. L. Novy
Radio-TV Time Buyer..Evelyn Vanderploeg
Space Buyer.....Mary Hauser
Copy Chief.....M. E. Chon

Branch Office
759 N. Milwaukee St., Milwaukee 2, Wis.
Phone: BRoadway 1-3144

Manager .....George Grabin

Radio Accounts: Chicago National League Ball Club, Illinois Meat Company, Wisconsin & Michigan SS Co., Wm. Wrigley Jr. Company, Patricia Stevens Models' Finishing School, Chicago Transit Authority.

DAN B. MINER CO.

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Phone: DUnkirk 8-3301
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V.P. in Chg. Radio & TV....Hildred Sanders
Asst. Radio & TV Directors.....Albert B. Buffington, James Andrews
Time Buyers..Kay Ostrander, Sylvia Schultz
593 Market St., San Francisco, Calif.
Phone: YUkon 2-4408
Exec.-in-Chg. .....Charles Walden

Radio & TV Accounts: American Beauty Macaroni; Buick Dealers Association; Bu-Tay Products, Ltd. (Rain Drops, George, Diaper Sweet); Freeman's Certi-Fresh Foods (Fish); Thrifty Drug Stores, Inc. (Drug Store Chain); Clifton's Cafeterias; Green Spot, Inc. (Orange Drink); Interstate Bakeries Corp. (Bread); Von's Grocery Co. (Supermarket); Kerr Glass Corp., (Canning Equipment); Santa Fe Vintage (Wines); Luer Packing Co. (Meats); James O. Welch Co. (Candy); Hoffman TV (Television sets); Buena Park Mutual Homes, All Los Angeles.

EMIL MOGUL CO., INC.

625 Madison Ave., New York 22, N. Y.
Phone: TEmpleton 8-7100
ABP—ANPA—PPA

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Secretary-Treasurer .....Helene Mogul
Exec. Vice-Pres.....Charles L. Rothschild
V.P., Creative Dir.—Air Media
Myron A. Mahler
V.P., Creative Dir.—Print Media
Seth D. Tobias
Vice President, Copy Chief....Nat Wildman
Vice President.....Rino Negri, Milton Guttenplan
Traffic Production Supvr.....Al Mauro
Controller, Asst. to Pres...Norman N. Cohen
V.P.. Media & Research Dir.....Joel Martin
V.P., Dir. Marketing & Merch..Jules Leonard
V.P., Radio-TV Dir.....Leslie Dunier
Radio-TV—Prod., Dir.....Nat Eisenberg
V.P., Exec. Art Dir.....William Jacoby
V.P., Drugs, Toiletries, Cosmetics Div.
Richard Lockman
Sr. Vice President.....Edward Klein
Dir. Media & Research.....Joel L. Martin
Dir. Publ. Relations.....Harry Chapperon
Account Executives.....Harold Balk, Murray Gross, Bernard Kramer, Malcolm D. Mogul, Joseph Rapaport, William Shambroom, Lawrence Wisser, Wm. Conover

Accounts: Adam Hat Manufacturers, New York; Berolio Import Co. (Berio & Francesconi Olive Oil) New York; Ferber Corp. (VU-writer Pens & Pencilettes(Englewood, N. J.; Gem Oil Corp. (Edible Oils) Brooklyn, N. Y.; Gold Medal Candy Corp. (Bonomo's Turkish Taffy, Bonomo's Peanut Brittle, Cocilana Cough Nips) Brooklyn, N. Y.; Gradiaz, Annis & Co. (Gold Label Cigars) Tampa, Fla.; Knomark Mfg. Co. (Esquire Shoe Polishes) Brooklyn, N. Y.; Luria Engineering Co. (Prefabricated Steel Bldgs.) New York; Monarch Wine Co. (Manischewitz, Gold Ribbon Wines) Brooklyn, N. Y.; Park & Tilford Distillers Corp. (P & T Reserve, P & T Reserve, P & T Private Stock, Peychaud Cordials, Dry Monopole Champagne, Tintex, Winx) New York; Rayco Mfg. Co. (Auto Seat Covers) Paterson, N. J.; Revlon Products (Silken Net, Aquamarine Shampoo, Lotion, Spray Mist, Revlon Deordorant Stick) New York; Ronzoni Macaroni Co. (Spaghetti & Macaroni Products & Spaghetti Sauce) Long Island City, N. Y.; Stone-Tarlow Co. ("Elevators" Shoes) Brockton, Mass.; Barney's Clothes (Men's & Boys' Clothing) New York; National Shoes (Family Shoe Chain) New York; Rayco Auto Seat Covers (Auto Seat Covers) Paterson, N. J.

CHESTER C. MORELAND CO.

1104 Times-Star Tower, Cincinnati 2, O.
Phone: PArkway 1178
ABP—ANPA

President, Treas.....Chester C. Moreland
Secretary.....Walter H. Strauss
Vice-President.....Carl H. Press
Vice Presidents..B. L. Schurman, Carl Press, Mahlon Sheridan

Radio Accounts: Coney Island, Inc., Coca-Cola Bottling Co., Thomas Foods, Inc.

TV Accounts: Coney Island, Inc., Coca-Cola Bottling Co., Thomas Foods, Inc., Adam Wuest, Inc.

MOREY, HUMM & WARWICK, INC.

350 Fifth Ave., New York 1, N. Y.
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Media Director.....Frank B. McElmoyl
Copy Chief.....Fred C. Maine
Dir. of Public Rel. Publicity .....Warren Cox
Production Manager.....Paul Silardi

Radio Accounts: Sinclair Refining Co.,

Richfield Oil Corp. of N. Y., Holland House Coffee.

TV Accounts: Sinclair Refining Co., New York, N. Y.; Gen. Dynamics Corp.

RAYMOND R. MORGAN CO.

6233 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 3-4194
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Art Director.....Wm. Martin
Time Buyer.....Terri Brady

Branch Office
260 California St., San Francisco 11, Calif.
Phone: EX 7-0426

V.P., Manager.....Porter Anderson

Palmolive Bldg., Chicago 11, Ill.

Rep.....Goodkind, Joice & Morgan Co., J. A. Folger & Co., Nehi Beverage Co., Victory Packing Co. (Thoro Fed, Kal Kal dog food); Hollywood Stars Baseball Team.

MORSE INTERNATIONAL, INC.

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Domestic V.P.....R. A. Dearth
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Export Media Mgr.....Aurora Blando
Dir. of Radio-TV Prod.....S. Lyon
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Radio and TV Accounts: Vick Chemical Co. (Vick Products), Prince Matchabelli, Inc. Alfred D. McKelvy Co. (Seaforth Men's Toiletries).

MOSER & COTINS, INC.

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V.P., Treas.....L. B. Reigler
V.P., Sec'y.....Harry T. Duffy
Media Dir.....Mrs. L. B. Mang
Production Manager.....Fred Michel
V.P., Merch. Director.....R. Del Dunning
Account Executives.....L. B. Reigler, Geo. P. Hodges, Robert F. MacFarland, Harry T. Duffy

Radio Accounts: Mohawk Valley Investing Co., Utica, N. Y.; Fitzgerald Bros. Brewing Co. (Beer & Ale), Troy, N. Y.; Sarah Coventry, Inc. (Costume Jewelry) Newark, N. J.

TV Accounts: Fitzgerald Bros. Brewing Co. (Beer & Ale), Troy, N. Y.; Honey Butter Products Corp. (Honey-Butter), Ithaca, N. Y.; Sarah Coventry, Inc. (Costume Jewelry), Newark, N. Y.; Procino-Rossi Corp. (Macaroni, Spaghetti & Egg Noodles) Auburn, N. Y.; Agricultural Insurance Co. (Property Insurance), Watertown, N. Y.

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Art Director.....Sidney Fischer
Copy Chief.....Gerald H. Bruce
Media Director.....Florence Ellis
Radio & TV Dir.....Betty Math

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75 E. Wacker Drive, Chicago 1, Ill.
Phone: FInancial 6-3481
ABP—ANPA—APA—NOAB

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General Manager.....W. O. Yocum
Media Director.....Victor Fabian
Dir. of Merch.....Robert E. Moore
Sales Prom. Mgr.....Harold M. Shover
Production Mgr.....William G. Fisher
Account Executives.....Lawrence M. Bell, C. W. Muench, R. T. Hickman, Robert Moore, Weldon Yocum

Branch Office
2102 Jackson, Dallas 1, Texas
Phone: RAndolph 2554

Radio Accounts: Freshrap Div., Badger Paper Mills, Inc. (Waxed Paper), Peshtigo, Wis.; Balentine Packing Co. (Meat Products), Greenville, S. C.; Bosch Brewing Co., Houghton, Mich.; Consolidated Foods Corp., Chicago, Ill.; Doyle, Inc. (Dog Food), Chicago; L. C. Forman & Sons (Condiments), Pittsford, N. Y.; Fox DeLuxe Foods, Inc. (Poultry & Meat Products), Chicago, Ill.; Fuji Trading Co. (Chop Suey Foods), Chicago, Ill.; LaCrosse Breweries, Inc., LaCrosse, Wis.; Monarch Brewing Co., Chicago, Ill.; Neuhoff Brothers Packers (Meat Products), Dallas, Tex.; Toffenetti Restaurants, Chicago, Ill.

TV Accounts: Freshrap Div., Badger Paper Mills (Waxed Paper), Peshtigo, Wis.; Balentine Packing Co. (Meat Products), Greenville, S. C.; Bosch Brewing Co., Houghton, Mich.; Fox DeLuxe Foods, Inc. (Poultry & Meat), Chicago; LaCrosse Breweries, Inc., LaCrosse, Wis.; Monarch Brewing Co., Chicago; Neuhoff Brothers Packers (Meat Products), Dallas, Tex.

NATIONAL EXPORT ADVERTISING SERVICE, INC.

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AIAA

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Vice-Presidents.....Joseph W. Madden, Walter Kelly
Art Director.....Anthony Saris
Radio & TV Director.....James G. Zea

Radio and TV Accounts: Borden Co.,

Esterbrook Pen, H. J. Heinz Lambert Co., Lever Brothers (U.S.), Quaker Oats Co.

NEEDHAM & GROHMANN, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 5-6200
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V.P. & Art Dir.....H. Nelson Kent
Exec. Sec'y.....Kathryn Intemann
Copy Director.....E. R. Lagerwall
Prod. Mgr.....Samuel Boyd, Lawrence W. Alpaugh
Media Dir.....Harry C. Ledingham
Acct. Executives.....H. Victor Grohmann, John M. Handley, John M. Keil, Alfred Burnham, Howard Heinsius

Accounts: America House; Centriline Corp.; Chatham Mfg. Co.; Cosby Brush & Import Co. Inc.; Flower City Charcoal Co.; Huffman & Boyle; Johnson, Arthur A., Corp.; Kent of London; Lockwood, A. N.; National Biscuit Co.; New Braunfels Textile Mills Inc.; Raymond Concrete Pile Co.; Rockefeller Center, Inc.; Staunton Military Academy; Stillman, & Hoag, Inc.; Sussex County Planning Board; Thonet Industries Inc.; White Turkey; Woodside Mills Inc.; Zenith-Godley Co. Inc..

NEEDHAM, LOUIS & BRORBY, INC.

Prudential Plaza, Chicago 1, Ill.
Phone: WHitehall 4-3400
AAAA—ANPA—ABP—APA—ABC

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Sr. Vice Presidents.....J. J. Louis, Melvin Brorby, W. R. Fowler
Sr. V.P., Media Dir.....Otto R. Stadelman
V.P., TV-Radio Dir.....James G. Cominos
Sec'y-Treas.....Max D. Anwyl
V.P. Chg. TV-Radio Prog.....Alan Wallace
Pub. Rel. Dir.....Wm. Miner

Branch Offices

1680 North Vine St., Hollywood 28, Calif.
Phone: HOllywood 2-2391
Mgr. .....Michael Gradle

730 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-0333
V.P. & Mgr.....Frederick A. Mitchell
V.P., Media Dir.....Gordon Vanderwarker

880 Bay St., Toronto, Ont., Canada
V.P. & Mgr.....John A. Willoughby

Radio Accounts: Campbell Soup Co.; S. C. Johnson & Son, Inc.; S. C. Johnson & Son, Ltd.; Kraft Foods Co.; Morton Salt Co.; People's Gas, Light & Coke Co.; Phenix Foods Co.; Quaker Oats Co.; Wieboldt Stores, Inc.; Wilson & Co. Inc.; Household Finance Corp.; Monsanto Chemical Co.; State Farm Insurance Cos.; Kraft Foods Co. Ltd.

TV Accounts: (Same as above, with the exception of Morton Salt Co.)

RALPH NELMS, INC., ADV.

Box 1624 SS Sta., Springfield, Mo.
Phone. 4-2555

President.....Ralph A. Nelms
Secretary .....Annabelle Gray
Account Executive.....J. H. Richards
Art Director.....Richard Wilcox
TV Director.....Alta V. Howell

Radio Accounts: Wilson Bros. Mfg. Co. (Hooked Rug Materials), Springfield; Wilke Laboratories (Poultry & Livestock Remedies), West Plains; Independent Stave Co. (Wood Products), Lebanon; Reynolds Mfg. Co. (Reyco Tandem), Springfield, Mo.

GEORGE R. NELSON, INC.

Phone: FRanklin 4-4135

Pres. & Treas.....George R. Nelson
Vice-President.....Helen C. Nelson
Secretary .....Alice Pach
Art Director.....Arnold Hitchins
Radio, Copy, Pub. Dir.....Robert S. Cragin
TV Director.....Robert Stone
Radio Time Buyer.....Ruth W. Wark
TV Time, Space Buyer.....Tillie Reinig

Radio Transcription Production Accounts: General Electric Company, Electronics Division (G. E. Radios and TV Sets), Syracuse, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; General Electric Company, Appliance Division (Refrigerators, Stoves, etc.), Bridgeport, Conn.; National Dairy Products Corp. (Sealtest Dairy Prods.), Benrus Watch Company (Watch Manufacturer), New York, N. Y.; Marcus Breiers' Sons (Sports Clothing), Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; Pepsi-Cola Company, Soft Drink Mfrs.), New York, N. Y.; Spaulding Bakeries, Inc. (Spaulding Baked Products), Binghamton, N. Y.; Block Drug Company (Pharmacal Products), Jersey City, N. J.: D. L. & W. Coal Co. (Blue Coal), New York; Shell Oil Co., N. Y.; National Presto Industries, Inc. (Presto Prods.) Eau Claire, Wis.; WROW, WROW-TV, Albany, N. Y.

Television Film Production Accounts: Pepsi-Cola Company (Soft Drink Mfrs.), New York, N. Y.; Saratoga Association (Racing Association), New York & Saratoga, N. Y.; Mohawk Carpet Mills, Amsterdam, N. Y.

Television Accounts (Time): William W. Lee & Co. (Save-the-Baby), Watervliet, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.

NEWMAN, LYNDE & ASSOCIATES, INC.

1628 San Marco Blvd., Jacksonville 7, Fla.
Phone: EX 8-9721
ABP—ANPA—APA—PPA

Pres., Acct. Exec.....Hunter Lynde
V.P., Copy Chief.....David E. Robeson
Secy. Public Rel. Dir....Ronald G. Sercombe
Radio-TV Dir., Time Buyer..John Hopkins

Radio Accounts: Swisher, J. H., & Son, Inc. (King Edward Cigars), Jacksonville, Fla.

NORMAN, CRAIG & KUMMEL, INC.

488 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-0900
ANPA—PPA—NOAB—APA

Chmn. of the Bd.....William H. Weintraub
President .....Elkin Kaufman
Exec. V.P., Chrm.
Plans Bd.....Norman B. Norman
V.P., Secretary.....Eugene Kummel
V.P., Treas.....B. David Kaplan
V.P., Radio & TV.....Walter Craig
Senior V.P.....John Davenport Scheuer
V.P., Copy Director.....Richard Bowman
V.P., Marketing Dir.....John B. Morris
V.P., Fashion Coordinator,
Copy Director.....Kay Daly
Vice President.....Richard Bouton
V.P., Prod. Mgr.....William Zerweck
Mgr., Print Media Dept.....George Coleman
General Mgr.....Roselou Flanagan
V. P., Broadcast Media Dir..Reggie Schuebel
Operations Supervisor....Ronald R. Mullins
Group Copy Supervisors.....Adrian Bryan Courie, Harriet Pirk, Paul Carey, Florence St. George
TV-Radio Production Suprv...Sheldon Platt
Print Media Dir.....Eugenie C. Stamler
Space Buyer.....Martin Prager
Executive Art Dir.....Robert Smith
Art Director.....Constance Valesey
Time Buyer.....Jeanne Sullivan
TV Art Director.....Benjamin Colarossi
Account Executives.....H. G. Bissinger, Richard Bouton, Warren Fales, Chester Herzog, David Luxner, L. J. McGrady, Robert Russell, Gerald Shapiro, James M. Shivas, Thomas T. Stafford, E. L. Whitney

Branch Offices

8733 Sunset Blvd., Los Angeles, Calif.
Phone: CRestview 6-6129
Manager .....John Christ

608 Madison Ave., Toledo 4, Ohio
Phone: CHerry 4-2593
Executive .....L. J. McGrady
Manager .....George Paneff

Radio & TV Accounts: Democratic National Committee, Washington, D. C.; G.H.P. Cigar Co., New York; Hudson Pulp & Paper Corp., New York; Ronson Corp., Newark, N. J.; Seeman Bros., (Air-Wick, Nylast) New York; Selchow & Righter Co., New York; Speidel Corp., Providence, R. I.; Warner-Lambert Pharmaceutical Co., Lambert-Hudnut Div. (Sportsmen Toiletries) Morris Plains, N. J.; Willys Motors, Toledo, Ohio.

Estimated Radio & TV Billings: $9,650,000.

NORTH ADVERTISING, INC.

Merchandise Mart, Chicago 54, Ill.
Phone: WHitehall 4-5030
President.....Don P. Nathanson
Exec. Vice Pres.....Cyrus H. Nathan
Treasurer .....Harold Rosenzweig

Branch Offices

6 E. 45th St., New York 17, N. Y.
Phone: OXford 7-0414
V.P., Dir. Radio & TV.....Bruce M. Dodge

9533 Brighton Way, Beverly Hills, Calif.
Phone: CRestview 6-7048
Manager.....Walter N. Hiller, Jr.

Radio & TV Accounts: The Toni Co. (Charm Kurl Home Permanent, Deep Magic Facial Cleansing Lotion, Prom Home Permanent and End Curl Prom, Silver Curl, New Ventilated Spin Curlers, Toni Home Permanent and Tip Toni, Tonnette Children's Home Permanent) Chicago; Englander Co., Inc. (Mattresses), Chicago; Lanvin Parfums, Inc. (Arpege, My Sin Perfumes and associated products) New York.

R. T. O'CONNELL COMPANY

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-5412
ABP—PPA—APA—AAAA

President.....R. T. O'Connell
Exec. Vice Pres.,
Creative Dir.....Ethel Merklen
Vice President.....George Miller

Radio Accounts: Pomatex Co., Inc. (Hairdressing), New York, N. Y.; Cushman & Denison, New York; Edward Weck & Co., Brooklyn, N. Y.

OGILVY, BENSON & MATHER INC.

589 Fifth Ave., N. Y. 17, N. Y.
Phone: MU 8-6100
AAAA—ANPA

President .....David Ogilvy
Sr. V.P., Treas.....Shelby H. Page
Sr. V.P.....James J. McCaffrey
Sr. V.P., Acct. Sup.....Herbert W. Warden
Vice Pres.....Charles Strauss
Sr. V.P., Copy Chief.....Judson H. Irish
V.P., Chg. Prod.....David Margaretten
V.P., Art Dir.....Rollin C. Smith, Jr.
Radio-TV Dir.....Phillip L. Tomalin
TV-Radio Acct. Execs.....Richard Simon, David Evans
Radio Production Mgr.....Rex Coston
TV Production Mgr.....Anthony Rizzo
Media Dir.....Emerson Elliott
Business Mgr.....Evelyn Ward
Casting Dir.....Tina Smith
Art Director.....Robert Patterson

Radio Accounts: Lever Bros. (Dove, Good Luck) New York, N. Y.; Pepperidge Farm (Bread) Norwalk, Conn.; Diamond Crystal (Salt) St. Clair, Mich.; Pepsi Cola (Schweppes Quinine Water) New York, N. Y.; Tetley Tea Co. (Tea) New York, N. Y.; Philharmonic-Symphony Society of New York (Subscription Tickets, Single Tickets) New York, N. Y.; Melville Shoe Corp. (Thom McAn Shoe) New York, N. Y.

TV Accounts: Lever Bros. (Dove, Good Luck, Lucky Whip) New York, N. Y.; Armstrong Cork (Cushiontone) Lancaster, Pa.; Helena Rubinstein (Reduce-Aids, Nudit, Colortone Shampoo, Naildress) New York, N. Y.; Melville Shoe Corp. (Thom McAn Shoes) New York, N. Y.; Pepsi Cola (Schweppes Quinine Water) New York, N. Y.; Diamond Crystal (Salt).

Estimated Radio-TV Billings: $4,500,000.

OLMSTED & FOLEY

1200 2nd Ave. So., Minneapolis 3, Minn.
Phone: FEderal 3-8166
AAAA—ABC—ABP—ANPA—AFA

Exec. Partner.....Ward H. Olmsted
Exec. Partner.....John T. Foley
Partners.....G. C. Hellickson, Ward W. Olmstead, John K. Mortland
Radio-TV Dir.....B. G. Morison
Producers.....Ned W. Axt, Diane F. Syme
Time Buyer.....W. T. Way

Radio Accounts: Avochem, Inc. (Softize Fabric Conditioner); 1st Nat'l Bank of Minneapolis; Hotel Leamington; North Am. Life & Casualty Co.; Northland Milk Co.; all Minneapolis, Minn.; Lavoptik Co. (Eye Lotion), St. Paul, Minn.; Marshall-Wells Co. (Paint-Appliances), Duluth, Minn.; Owatonna Canning Co. (Festal Products), Owatonna, Minn.; Boutells (Furniture & Appliances), Minneapolis; Clover Leaf Creamery, Minneapolis; Donaldson Co. (Killer Kane) St. Paul, Minn.; Fort Dodge Laboratories (Vet. Pharmaceutics M.L.V.) Fort Dodge, Iowa; Sears, Roebuck & Co.; Waterbury Heating Supply Co. (Furnaces) Minneapolis, Minn.

TV Accounts: Avochem, Inc. (Softize Fabric Conditioner); Clover Leaf Creamery Co.; 1st Nat'l Bank of Minneapolis; Hotel Leamington; Northland Milk Co.; The Waterbury Co., all Minneapolis, Minn.; Marshall-Wells Co. (Paints-Appliances), Duluth, Minn.; Poplar Canning Co. (Native Pie Mixes), Poplar, Wis.; Owatonna Canning Co. (Festal Products), Owatonna, Minn.; Waterbury Htg. Supply Co. (Furnaces), Minneapolis, Minn.

ROBERT W. ORR & ASSOCIATES, INC.

4 W. 58th St., New York 19, N. Y.
Phone: PLaza 9-8050
ANPA—ABC—ABP—AFA

President.....Robert W. Orr
Vice-Pres. .....Eldon Sullivan
V.P., Marketing, Research .....Donald Johnstone
Admn. V.P., Treas.....Robert P. Clark
Radio-TV Director.....Lou Ergmann

Radio Accounts: Andrew Jergens Co (Jergens), Cincinnati, O.; Nat'l Guard Bureau, Washington, D. C.; Cinzano, Inc., New York; Rockwood & Co., Brooklyn, N. Y.

TV Accounts: Andrew Jergens Co.; Nat'l. Guard Bureau; Rockwood & Co.

W. WALLACE ORR, INC.

1518 Walnut St., Philadelphia 2, Pa.
Phone: KIngsley 6-4140

President.....W. Wallace Orr
V.P. & Asst. to Pres...George J. Kerrigan, Jr.
Sec'y & Treas.....Willard W. Hughes
Art Dir.....Wellington H. Kashner
Copy Chief.....R. Joseph Kuklich
Space & Time Buyer.....Greta Dunsmore

Radio Accounts: Atlantic City Racing Assn., Pleasantville, N. J.; Beach Front Gardens (Motel) Atlantic City, N. J.; M. A. Bruder & Sons, Inc. (Paint Mfgr.) Philadelphia; Stanwood Gardens (Real Estate Development) Philadelphia; Swanwyck Estates (Real Estate Develop.) Wilmington, Del.; Harry F. Michell Co. (Garden Supplies) Philadelphia.

TV Accounts: Atlantic City Racing Assn., Pleasantville, N. J.; Beach Front Gardens, Atlantic City, N. J.; Monte Carlo Beach Motels, Atlantic City, N. J.; M. A. Bruder & Sons, Inc. (Paint Mfgr.) Philadelphia.

MERRITT OWENS ADV. AGENCY, INC.

365 New Brotherhood Bldg.,
Kansas City 1, Kans.
Phone: DR 1-7250
ABP—ANPA—APA—FAAG

President .....Merritt Owens
Art Dir., Prod. Mgr.....Tom Horan
Account Executives.....Merritt Owens, Robert Edwards, Frank Lisec

Radio Accounts: Inter-State Building & Loan Assn., Kansas City.

TV Accounts: Zephyr Ventilated Awning Co., Kansas City, Kans.; Feld Chevrolet (Cars & Trucks), Kansas City.

PACE ADVERTISING AGENCY, INC.

19 West 44th St., N. Y. 36, N. Y.
Phone: MUrray Hill 7-4090
ABP

President .....Elias Schonberger
Exec. V.P.....Peter Frenkel
V.P. & Merch. Dir.....David E. Winnick
Sec'y & Treas.....Max Weintraub
Copy Chief.....Seymour Altman
Art Dir.....Elmer Pfeffer
Prod. Mgr.....Irving Ginsberg
Radio Time Buyer.....Betty Silon
Media Dir., Space Buyer.....Irving Krouse
Research Dir.....Jay Dresner
Pub. Dir.....June Rutkofsky
Acct. Executives.....David E. Winnick, Lawrence Nelson, Aaron W. Davis, Jay Dresner, Betty Silon, Peter Frenkel, Elias Schonberger.

Accounts: Downs, Grace; Furniture Specialties Corp.; Klein & Teicholz; Modern Maid Products Co.; Orenstein, N., & Son; Overhead & Modernfold Door; Seminole Furniture Corp.; Stainless Food Equipment Co. Inc.; Wagner Mfg.

PACIFIC NATIONAL ADVERTISING AGENCY

2124 4th Ave., Seattle 1, Wash.
Phone: ELiot 1401
AAAA—ANPA

Chrm. of Board.....Wm. H. Horsley
President .....Trevor Evans
Vice Presidents.....George Griffis, Milton Foland
Secretary .....Frank Horsley
Treasurer.....Calvin W. Franklin
Radio-TV Dir., Talent Buyer..Grant Merrill,
Media Dir., Time Buyer.Gertrude M. Nyman

Manager .....Martin Boss
715 Cascade Bldg., Portland, Oregon
Phone: CApitol 2-1021
V.P., Manager.....Milton A. Foland
48 Second St., San Francisco 5, Calif.
Phone: DOuglas 2-6947
Manager .....Harvey Strobusch
Radio Accounts: Fisher Flouring Mills Co. (Pancake Mix, Biskit Mix, Fisher's Blend Flour, Zoom, etc.), Ivar's Acres of Clams (Seafood Restaurant), Imperial Candy Co. (Candy), Wash. State Fruit Commission, Yakima, Wash.; Federal Old Line Insurance Co. (Insurance); Lang & Co. (Gold Shield Coffee) Seattle, Wash.; Nalley's, Inc., (Praise Salad Dressing) Tacoma, Wash.; Oil Heat Institute of Washington, Seattle.
TV Accounts: Fisher Flouring Mills Company; Ivar Haglund—Acres of Clams; Imperial Candy Company; Washington State Fruit Commission; Carstens Packing Company; Montag, Inc.; Lang & Co.; Oil Heat Institute of Washington.

PARIS & PEART

370 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 9-2424
ABP—ANPA—APA—PPA—ABC—NOAB
NBP
President.....A. G. Peart
Exec. V.P., Treas.....J.A.H. Rehm
Sec'y., Comptroller .....Thayer Durell
Marketing, Research Dir.....H. L. Mooney
Art Director.....F. Yelinek
Production Mgr.....R. Largo
Vice Presidents..W. F. James, G. M. Cleland
Acct. Executives.....A. A. Bindrim, W. F. Byrne, F. S. Ferry, D. C. Kreinik, D. C. Porteous, R. E. Walsh, W. J. DeStefan, G. R. Gibson, J. C. Holme, K. E. Lee
Time Buyer.....Virginia Burke
Plans Board Dir.....Maurice A. Umans
Copy Director.....Dorothy Parker
Media Dir.....W. M. Symmes
Accounts: A & P Coffee Div.; A & P Nat'l. Bakery Div.; Business Organization, Inc., N. Y.; Colonna, J., Bros.; Cottage Products, Inc.; Excelsior Quick Frosted Meat Prod. Inc.; Fruit Products Corp.; Great Atlantic &Pacific Tea Co., N. Y.; Ice Cream Novelties Div.; Joe Lowe Corp.; Kannengiesser & Co.; MCA-TV, Ltd., N. Y.; Nakat Packing Co.; Penn. Refining Co.; Quaker Maid Co., Inc.; Sage Laboratories Inc.; Sarra Inc., N. Y.; Silex Co.; Skinner & Eddy Corp. Inc.; Spratt's Patent (America) Ltd.; West Disinfecting Co.; White House Milk Co., Inc.; Woman's Day Inc.; Anderson, Clayton & Co., Dallas, Tex.; Breakstone Bros., Div. of Nat'l. Dairy Products Corp. New York; Bremer Broadcasting Corp. (WATV), Newark, N. J.; No-Cal Corp., Brooklyn, N. Y.; Producers Distributors Agency, New York; Radio Rubber Corp., New Brunswick, N. J.; Vanity Fair Paper Mills, New York; Remington Rand Div. of Sperry Rand Corp., New York; Remington Rand Electric Shaver Div. of Sperry Rand Corp., Bridgeport, Conn.; Remington Rand Univac Div. of Sperry Rand Corp., New York.

PEARSON ADV. AGENCY, INC.

250 Park Ave., New York 17, N. Y.
Phone: YUkon 6-7795
ANPA
President-Treasurer.....C. H. Pearson
Radio Accounts: Cooper & Cooper, Inc. (Razor Blades), Brooklyn; National Home Owners Assoc., New York, N. Y.; Dime Savings Bank, Brooklyn, N. Y.

PECK ADV. AGENCY, INC.

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-0900
ANPA—ABC—ABP—AFA
Chr. Exec. Committee.....Harry Peck
Chairman of Board.....Sidney Garfield
President .....Harry Krawit
Exec. V.P.....Norman Mack
Vice Presidents.....Sidney Alexander, John Schuman, Herman Stolley
Secretary .....Lee Lessen
Media Dir.....Frieda Weiss
TV, Radio Dir.....Sylvan Taplinger
Time Buyer.....Russ Alben
Radio Accounts: Howard Store Corp. (Clothes) Brooklyn, N. Y.; Van Munching & Co. (Heineken's Beer) New York, N. Y.; Bruns, Nordeman & Co. (Stocks & Bonds) New York, N. Y.
TV Accounts: U. S. Time Corp. (Timex Watches) New York, N. Y.; Sweet Orr & Co. (Workwear) New York, N. Y.; D'Orsay Sales Co. (Intoxication Perfume) New York, N. Y.

PERRIN-PAUS COMPANY

8 South Michigan Ave., Chicago 3, Ill.
Phone: RA 6-7923
ABP—ANPA—AAAA—AFA—ABC
President.....Earl R. Perrin
Vice-President, Sec'y.....Donald L. Paus
Asst. to Pres.....Linnea Vanderlaag
Branch Office
730 Fifth Ave., New York 19, N. Y.
Phone: PL 7-6120

PHILLIPS-RAMSEY CO.

304 Ivy, San Diego 1, Calif.
Phone: BElmont 4-6401
APA—NBP—TAAN
Chairman.....W. L. Phillips
President.....Charles C. Ramsey
Vice Pres.....James Holloway
Sec'y.-Treas. .....Herbert Fredman
Media Director.....Robert L. Phillips
Radio-TV Dir.....Mrs. Orva W. Huff
Radio Accounts: Silver Gate Savings & Loan Assn., First National Bank, Alsynite Co. of America (Translucent Fiberglas Panels); Golden Tulip Foods (Manufacturers of Potato Chips); Lion Clothing Co. (Men's & Women's Wearing Apparel); Community Chest of San Diego; Mrs. Conkling's Bakery; Food Basket (Supermarket Chain); Severin Building Co.; Walker Scott Corp. (Department Store); Hazard Concrete Products Co.

TV Accounts: Alsynite Co. of America, Food Basket, Silver Gate Savings & Loan Assoc., Walker Scott Corp., Golden Tulip Foods, Lion Clothing Co., all San Diego.

PITLUK ADVERTISING COMPANY

123 Auditorium Circle, San Antonio 5, Texas
Phone: CApitol 3-6131
APA—PPA—NOAB—SNPA—TAAN
ABP—ANPA

Pres., Acct. Exec.....Jack N. Pitluk, Sr.
V.P., Acct. Exec.....Jack N. Pitluk, Jr.
Acct. Execs.....C. Carolus, Jack D. Mitchell, Sam Riklin, Louis Pitluk
Copy Chief.....Harvey Christiansen
Radio Director.....Margaret Morrison
TV Director.....Dave Hubbard

Radio-TV Accounts: Joske's of Texas (Department Store), San Antonio, Tex.; Handy Andy Community Stores (Chain Grocery Stores), San Antonio, Tex.; Fehr Baking Company, (Fair Maid Bread & Cakes), San Antonio, Tex.; Roegelein Provision Company (Bacon, Sausages), San Antonio, Tex.

PORTER & ASSOCIATES

1188 S. Muirfield Rd., Los Angeles 19, Calif.
Phone: HOllywood 5-0580

Owner, Sales Mgr.....Irwin T. Porter
Partner, Time Buyer....Gertrude T. Porter
Account Executive.....Jean Norab

Radio Accounts: Wright Carpet, Inc., Los Angeles; Resnik Bros. (Automobile Repairs) Los Angeles; Ackerman Cosmetics (Creams, Lotions, etc.) Los Angeles; Keys Meat Market (Butcher) North Hollywood; Pecks Model Agency, Hollywood, Calif.; Prekut Homes (Building Contractors) Los Angeles; Kenosha Transport Corp. (Automobile Transportation) Los Angeles; Angelus Furniture Co., Los Angeles, Calif.

POTTS-WOODBURY, INC. ADV.

2233 Grand Ave., Kansas City 8, Mo.
Phone: GR 1-5775
ANPA—NOAB—PPA—ABP

Chrm. of Board.....R. J. Potts
President.....J. B. Woodbury
Vice Pres.....E. A. Warner, C. C. Tucker, C. L. Robinson, Al Coleman, G. F. MaGill, John K. Barton
Sec'y Treas.....C. C. McMillan
Radio-TV Dir.....William J. Brewer
Radio-TV Acct. Dirs.....Gene Dennis, Al Christy
Film Buyer.....Al Christy

PRATER ADVERTISING AGENCY, INC.

705 Chestnut St., St. Louis 1, Mo.
Phone: GArfield 1-6490
ABP—ANPA—AFA

President.....George L. Prater
Vice-President.....M. T. Prater
Art Dir.....Walter Miller
Secretary.....Mary E. Johnson
Radio & TV Director.....Barbara Brock

Radio, TV Account: Falls City Brewing Co. Inc. (Falls City Beer), Louisville, Ky.

J. G. PROCTOR COMPANY, INC.

250 Park Ave., New York 17, N. Y.
Phone: YUkon 6-7725
PPA

President.....J. G. Proctor
V.P. & Acct. Exec.....Ray Hanna
Secretary.....M. S. Proctor
Art Dir. & Prod. Mgr.....M. Sholle

Accounts: Addis Co.; Allied Purchasing Corp.; British Continental Sales Co.; Chauncy Woolen Mills; Fairchild Sons; Fouke Fur Co.; Fredrica Furs Inc.; Freed's Fur Shop; Hausman M. & Sons; Horne, Joseph Co.; Joske's of Texas; Levenson Co.; Lexington Corp.; Norwegian Fur Breeders Ass'n; Paden City Pottery Co.; Pasquier, Michel; Peerless Film Processing Corp.; Revillon Freres; Southwest African Persian Lamb Industry Advisory Board; Steeplechase Park; Titche-Goettinger Co.; Zimmerman-Scher Co.

PRODUCT SERVICES

17 East 45th Street, New York City
Phone: MUrray Hill 7-0204
ABP

President.....Les L. Persky
Exec. V.P., Gen. Mgr...Lester J. Blumenthal
V.P., Acct. Supv.....Harold L. Tuers
Art Director.....Allen G. Davis
TV Production Mgr.....Frank D. Jacoby
Publicity Director.....Ruth Davis
Time Buyer.....Mort Reiner
Acct. Exec.....Lester Blumenthal, N. R. Lorman, Harold Tuers

Radio Accounts: Strauss Stores Corp., N. Y. & Conn. (Auto Accessory Chain).

TV Accounts: Roto-Broil Corp. of America (rotisseries); Pro-Kleen Industries (Rug & Upholstery Cleaner); Olympic Radio & Television, Inc. (Electronic and Communication Equipment).

CHARLES O. PUFFER ADVERTISING

75 E. Wacker Dr., Chicago 1, Ill.
Phone: FInancial 6-0519
ABP—APA

President.....Charles O. Puffer
Art Director.....Henry Garcia
Prod. Mgr.....Glorya Bakken
Publicity Dir.....Jack Hess
Acct. Executives.....Charles O. Puffer, Lloyd Kuehn, Jack Hess

Accounts: Ceco Steel Products Corp., Jenn-Air Products Co., Inc., E. J. Lachmann Co., National Chiropractic Ass'n, Wisconsin Malting Co.

L. W. RAMSEY COMPANY

230 No. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-8155
ABP—ANPA—APA—PPA—NOAB

Pres. & Treas.....A. C. Naeckel
Vice-President.....L. H. Copeland
Vice-President.....N. B. Langworthy
Art Director.....E. J. McCabe
Media Director.....Dorothy L. Parsons

Acct. Executives....Carl J. Dueser, Dwight B. Mitchell

Branch Office
111 East 3rd St., Davenport, Iowa
Phone: 6-0157

Acct. Exec. & Tech.Consul.....W. A. Giraldi

Accounts: American Machine & Metals Inc.; Dairy Queen Nat'l Trade Assn. Inc.; Daisy Mfg. Co.; Davenport Papers, Larson, J. C., Co. Inc.; McFadden 3 Sisters Springs, Radio Stations KGLO, WTAD; Rolscreen Co.; Sawyer Biscuit Co. (Western Div.); Station WOC, Tri-City Bcstg. Co.; Western Grocer Marshalltown, Ia.

THE RANDALL COMPANY

75 Pearl St., Hartford 3, Conn.
Phone: JAckson 7-1179

President.....Wilbur W. Randall
Acct. Exec.....Donald R. Schively
Art Director.....Robert I. Berger
Radio & TV Director.....Florence F. Grady

Radio Accounts: Stackpole Moore & Tyron (Clothing), Hartford, Conn.; Hoffman Wallpaper, Sir Allo Shoe Clinic, Wachtel's Department Store, all Hartford, Conn.

TV Accounts: Hartford Gas Co., State Line Potato Chip Co., N. Wilbraham, Mass.; Crown Petroleum, Hartford, Conn.; Sir Allo Shoe Clinic, Hartford, Conn.

REACH, YATES & MATTOON, INC.

720 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-7676
AAAA—ABP—ANPA—APA—NBP—NOAB
PPA

Bd. Chrm., Pres.....Chas. Dallas Reach
Exec. V.P.....Harold H. Black
V.P., Radio & TV Dir.....Norman Gladney
V.P., Art Dept.....L. L. Schultz
Media Dir.....Richard B. Gordon
Production Mgr.....Frank Sharpe
Acct. Execs.....Harold H. Black, Frederick O. Perkins, Stephen Holdempf, Jr.

Branch Office
69 Washington St., Newark 2, N. J.
Phone: MArket 3-5100

Pres. .....Francis R. Risley

Radio Accounts: Larus & Brother Co., Inc. (Edgeworth Pipe Tobacco, Holiday Pipe Tobacco), Richmond, Va.; International Latex Corp. (Playtex Baby Products, Playtex Living Gloves), N. Y., N. Y.; Philadelphia Coke Co., Phila., Pa.; Personal Finance Co. of N. Y.; New Jersey Bell Telephone Co., Newark, N. J.; Dugan Bros. (Bakers), Newark; Beneficial Management Corp., Newark; Koppers Coke Co., Kearney, N. J.

TV Accounts: Larus & Brother Co., Inc.; International Latex Corp.

JAMES R. REESE ADVERTISING CO.

15 West 10th St., Kansas City 6, Mo.
Phone: VIctor 5269
APA—ABP—ANPA

Owner.....James R. Reese

Accounts: Becklean Co.; Berry, Carl Oil Co.; Borel, Jules, Co.; Employers Re-Insurance Co.; Great Western Paint Mfg. Corp.; Nat'l Equip. Co.; Nat'l Fidelity Life Ins. Co.; North Kansas City Development Co.; Reed Handcrafts; Seiden's Mfg. Furriers; Universal Television School.

KNOX REEVES ADVERTISING, INC.

600 First Nat'l-Soo Line Bldg.,
Minneapolis 2, Minn.
Phone: FEderal 9-0071
ABP—ANPA—APA—NOAB—PPA—NBP

Chrmn. of Bd.....E. E. Sylvestre
President .....Wayne Hunt
Exec. V.P.....R. W. Stafford
Sec'y. .....Mary Gale
Treasurer .....L. J. Beltrand
Vice-Presidents.....J. H. Sarles, Helen A. Brown, R. H. Burbank, Elizabeth B. Gray, Loren P. Herder
V.P., Radio & TV Dir.....R. E. Neff
V.P., Media, Research Dir....Dr. A. R. Root
Radio-TV Prod. Mgr.....Wm. S. Shepherd
Time Buyer.....H. Wendell Eastling

Radio Accounts: General Mills, Inc., Pacific Gamble Robinson Co., Midland National Bank, Art Instruction, Inc., Minneapolis Brewing Co.

TV Accounts: Art Instruction, Inc., General Mills, Minneapolis Brewing Co., Pacific Gamble Robinson Co., Minneapolis.

Estimated Radio-TV Billings: $3,925,000.

REINCKE, MEYER & FINN, INC.

520 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-7440
ABP—ABC—AFA—ANPA—AAAA

President .....Wallace Meyer
Vice-Pres. & Treas.....C. A. Reincke
Vice-Pres. & Sec.....A. L. Reincke
Vice-Presidents...Gordon Taylor, J. J. Finn
Radio-TV Director.....Lew Green
Media Director.....John Priebe
Space Buyer.....J. F. Brown

Radio Accounts: Chicago Burlington & Quincy (Railroad travel), Anderson Co. (Wipers), Gary, Ind.

REINGOLD CO., INC.

69 Newbury St., Boston 16, Mass.
Phone: KEnmore 6-3900
ANPA—PPA—ABP—APA—NAAN

President & Treas.....Harry I. Reingold
Art Director.....George Wilson
Production Manager.....Ruleffe Barbour
Copy Director.....Richard Brugman
Vice President.....Thomas J. Bowen

Radio-TV Accounts: Table Talk Pastry Co., Inc. (Table Talk Pies), Worcester, Mass.

REINHARDT ADVERTISING INC.

1736 Franklin St., Oakland 12, Calif.
Phone: TEmplebar 2-2408
ABP—ANPA—APA—NOAB

President .....Emil Reinhardt
Time Buyer.....A. Leo Bowman
TV & Radio Dir.....Cecil Webb, Jr.
Media Dir.....Adeline Schow
Acct. Exec.....Bernard Blake

Radio Accounts: Walter N: Boysen Company (Paints) Oakland and Los Angeles.

Kilpatrick's Bakeries, Inc. (Bread), San Francisco; Radio Station KROW, Oakland, Calif.; Par-T Pak Beverages (Soft Drinks), Oakland; Pacific Tire Co., Oakland; Spreckels-Russell Dairy Co., San Francisco & Burlingame; Yami Yogurt Distr., San Bruno, Calif.

TV Accounts: Kilpatrick's Bakery (Bread), San Francisco, Calif.; Yami Yogurt Distr., Burlingame; KCRA, Inc. (TV Station) Sacramento, Calif.

E. W. REYNOLDS LIMITED

154 University Ave., Toronto Ont., Canada
Phone: Empire 2-2381

Chairman of Bd.....Edward W. Reynolds
President.....C. Warren Reynolds
Vice Pres.....N. Stuart Walton
V.P., Radio-TV.....H. E. Karpus
Vice Pres.....H. D. R. Newby
Time Buyer.....Helen Anderson

Branch Office

1440 St. Catherines St., W., Montreal, Quebec
Phone: UN 6-1775

Manager.....R. C. Elvin

Radio & TV Accounts: General Mills (Canada) Ltd. (Baking Products & Cereals); Nestle (Canada) Ltd. (Quik, Evap. Milk, Maggi Boullion); Dairy Farmers of Canada (Dairy Products); Eversharp, Inc. (Razors and Pens); Fleers Bubble Gum; R. M. Hollingshead Co. (Auto Additives); Honey Dew Coffee Shops (Restaurants); Hunt's Bakery Ltd. (Baked Goods); Mutual of Omaha (Insurance); Silhouette Products, Ltd. (Cosmetics); Sisman Shoe Co. (Shoes); Willards Chocolates (Candy), all Toronto.

FLETCHER D. RICHARDS, INC.

10 Rockefeller Plaza, New York 20, N. Y.
Phone: JU 6-5400
AAAA

Chrmn. of the Bd.....Fletcher D. Richards
Vice Chrmn. of Board....Bradley A. Walker
President.....Eugene I. Harrington
Spot Time Buyer.....James M. Kelly
Vice Presidents.....Ernest A. Gray, Ellsworth D. Hill, John Graff, John Hamm, Sandford Smith, Kenneth Young
V.P., Dir. Research.....John E. Shepherd
Secy., Treas.....Duane W. Beurmann
Network Time Buyer, Stat. Rel., Program Dev.....Keith Shaffer
V.P., Dir. Radio-TV.....Seymour J. Frolick

Branch Offices

221 N. La Salle St., Chicago, Ill.
Phone: FInancial 6-3585

Manager.....George T. Jahnke

550 Sherbrooke W., Montreal, Que.
Phone: AVenue 8-3191

Manager .....William F. Walsh

HARRINGTON & RICHARDS: Division of F. D. Richards, Inc.

256 Sutter St., San Francisco, Calif.
Phone: EXbrook 2-6025

Manager .....Alfred E. Smith

5816 Wilshire Blvd., Los Angeles, Calif.
Phone: WEbster 3-5577

Manager .....Greacen Mitchell

Radio Accounts: United States Rubber Co., (Tire Div., Footwear Div., U. S. Royal Golf Balls, International Div., Chemical Div.) New York; MacMillan Petroleum Corp. (Royal Scot Div.) Los Angeles, Calif.; Morris Plan Co. of Calif., San Francisco; American Machine & Foundry (Bowling Equipment, Pinspotters, Roadmaster Bicycles, DeWalt Power Tools), New York; Avoset Co. (Qwip Whipped Cream) Los Angeles ;National Sugar Refining Co. (Quaker Cane Sugars) New York; Bank of California, San Francisco; Eastern Air Lines and Colonial Air Lines, Div. of EAL New York; Squirt Beverage Co., Beverly Hills, Calif.; Waterman Pen Co., Seymour, Conn.; Western Pacific Railroad Co., San Francisco.

TV Accounts: United States Rubber Co. (International Div., Tire Div., Footwear Div., Textile Div., Chemical Div., Mechanical Goods Div.) New York; American Machine & Foundry Co. Avoset Co., Eastern Air Lines & Colonial Air Lines Div. of EAL; Squirt Beverage Co., Waterman Pen Co.

M. EVANS RICHMOND ASSOCIATES

127 So. 22nd St., Philadelphia 3, Pa.
Phone: LOcust 7-1674-5

Pres. & Radio Time Buyer
M. Evans Richmond
Art Director.....Frank Cartwright
Production Mgr.....D. Blaine

Branch Office

230 Boylston St., Boston 16, Mass.

Yucca Vine Bldg., Hollywood 28, Calif.
TV, Radio Office.....Morey K. Reiss

DAN RIVKIN ADVERTISING

1418 Walnut St., Philadelphia 2, Pa.
Phone: PE 5-5766

Owner .....Dan Rivkin

Radio Accounts: Spiro's Apparel, Schulte Optical Co. (Optical), Philadelphia, Pa.; New York Sample Dress Shop, Phila., Pa.; Moskin Clothes, Ford Optical Co., Ismak Rug Mills.

W. S. ROBERTS, INC.

1401-05 Fox Bldg., Philadelphia 31, Pa.
Phone: RIttenhouse 6-8763
ABP

President.....Wilmer S. Roberts
V.P., Radio & TV.....Franklin S. Roberts

Radio Accounts: Broad Motors (Ford Dealer); B. F. Goodrich Retail Stores (Tires, Batteries); Lerner Markets (Food Chain); Ironees Co. (Ironing Board Covers), all Philadelphia, Pa.; Corleto Buick, Inc., Philadelphia; McKean Chevrolet, Philadelphia; Whitehill Distributors (Garbage Disposals); The Critic (Maail Order Gifts), Philadelphia; General Electric Appliances Co.

TV Accounts: Broad Motors (Ford Dealers); Philadelphia Gas Works (Utility); Bryant Air Conditioning Corps. (Heating Equip., Air Conditioning), All Philadelphia, Pa.; General Electric Appliances Co.

ROBERTS & REIMERS, INC.

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-3175
ANPA—APA—PPA

President.....Robert Power Reimers
Vice Presidents.....Leon Kelley, M. W. Nichols
V.P., Media Dir.....John K. Lucken
Secretary.....Jac M. Wolff
Prod. Mgr.....Sidney Menchel
Art Director.....Hugh Ryan
Acct. Execs.....Leon Kelley, M. W. Nichols, John Lucken, Teresa Roberts, John Yeargain

MARSHALL ROBERTSON ADVERTISING AGENCY

1550 Speer Blvd., Denver 4, Colo.
Phone: KE 4-6268
ABC—ANPA

Pres., Partner.....Marshall G. Robertson
Sec.-Treas., Partner.....Mary A. Robertson
V.P., Acct. Exec.....John Eby
Radio Manager.....Margaret Pierson
TV Manager.....Jack Helling
Art Director.....Lavern Everson
Account Executives.....R. W. McWilliams, James H. Briggs

Radio Accounts: City Elite Laundry, Denver, Colo.; Colo. Hospital Service (Insurance), Denver, Colo.; Wyo. Hospital Service (Insurance), Cheyenne, Wyo.; Cottrell's Clothing Store (Men's Clothes) Denver, Colo.; Dale Dance Studio, Denver; Elcar Fence Co., Denver; Elitch's Gardens (Recreation Park) Denver; First National Bank of Englewood, Englewood, Colo.; Fontius Shoe Store, Frumess Jewelry Co., Grayson's Apparel, TV Station KTVR, Lindner's Pkg. & Prov. Co. (Meat Products); Miller's Super Markets (Groceries); O'Meara Motor Co. (Automobile Sales); Pioneer Saving Stamps, Star Bakery, Walden Heating Co. (Heating Appliances); Weicker Storage Co. (Moving and Storage), all Denver, Colo.

TV Accounts: Cassidy Hicks Wallpaper Co., Clinton Aviation, Colorado Seed Co., Cottrell's Clothing Store, Dale Dance Studios, Elcar Fence Co., Elitch's Gardens (Recreation Park); First National Bank of Englewood, Frumess Jewelry Co., Grayson's Apparel, Lindner's Pkg. & Prov. Co., Miller's Super Markets, O'Meara Motor Co., Pioneer Saving Stamps, Star Bakery, Walden Heating Co., Weicker Transfer & Storage Co.

ELWOOD J. ROBINSON & CO.

1111 Wilshire Blvd., Los Angeles 17, Calif.
Phone: MUtual 6293
ABP—ANPA—ABC

President.....Elwood J. Robinson
Exec. Vice-President.....Melvin A. Jensen
Secretary.....Eola E. Gass
Vice Presidents.....David R. Fenwick, John Haynes
Radio, TV Dir.....Lee Laufer
Media Dir.....R. C. Neuman

Radio-TV Accounts: Loma Linda Food Co. (Ruskets, Gravy Quik), Arlington, Calif.; Packard-Bell Co. (Radio and Television Receivers), Los Angeles, Calif.; California Federal Savings & Loan Assoc., Los Angeles, Calif.; Dried Fig Advisory Bd., Fresno, Calif.; The Hale Co. (Home Builders), Garden Grove, Calif.; Pioneer Savings & Loan Assn., Los Angeles, Calif.; Wilco Co. (Clearex Glass Cleaner), Los Angeles, Calif.

TV Accounts: California Federal Savings & Loan Assn., Los Angeles, Calif.; Gerity-Michigan Corp. (Dishwasher), Adrian, Mich.; Loma Linda Food Co. (Ruskets, Gravy Quik), Arlington, Calif.; Los Angeles Dept. of Water & Power; Los Angeles, Calif.; Utility Appliance Corp. (Heating Equip., Coolers & Fans, Gaffers & Sattler and Occidental Gas Ranges), Los Angeles, Calif.; Wilco Co. (Foaming Clearex, Bif Insecticides).

ROCHE, WILLIAMS & CLEARY, INC.

135 S. LaSalle St., Chicago 3, Ill.
Phone: RAndolph 6-9760
ANPA—ABP—APA—NBP—PPA—ABC

President.....J. P. Roche
Treasurer.....D. J. Kelly
V.P., Acct. Supv.....Walker B. Sheriff
Vice-Presidents...S. Weston, Lloyd Maxwell, J. V. Gilmour, John Hayes Kelly, M. F. Williamson, W. H. Savin, George Lyman, James M. Cleary, R. H. Stracke, Frank Hakewill
Radio, TV Director.....Kirby Roche
Acct. Exec.....E. C. Olson

Radio Accounts: Chicago, Milwaukee, St. Paul & Pacific R. R. (The Milwaukee Road), Chicago; Hardware Mutual Casualty Co., Stevens Point, Wis.; John Puhl Products (Fleecy White Bleach), Stewarts Private Blend Coffee Co., Chicago.

TV Accounts: Chicago, Milwaukee, St. Paul & Pacific Railroad, Chicago; Stewarts Private Blend Coffee Co., Chicago; Hardware Mutuals, (Insurance), Stevens Point, Wis.

ROCKLIN IRVING & ASSOCIATES

32 W. Randolph St., Chicago 1, Ill.
Phone: RAndolph 6-2324

President .....Irving Rocklin
Continuity Director.....M. Lovinger
Account Executives.....Robert Spencer, Gerald Addis, Edw. Lovinger
Radio Director.....Trina Shuchat
Art Director.....Patricia Boyd
TV Director.....Ira Segall
Film Director.....Sue Wurtzburg
Production .....Helen Wurtzburg

Radio Accounts: Western Tire Auto Stores (Dept. Store); Fizz-Up (Beverage); Chicago Furniture Mart; Kay-Den Beauty Salon; Roxy Rug Co., all Chicago.

TV Accounts: Walton Motors, Inc. (Automobiles); Western Tire Auto Stores; All Star Motors (Automobiles); Leader Pontiac; Fizz-Up; Chicago Furniture Mart; Glen Motors; Nortown Olds, all Chicago.

ROGERS & SMITH ADV. AGENCY

20 North Wacker Dr., Chicago 6, Ill.
Phone: DEarborn 2-0020
ABP—ANPA—APA—PPA—SNPA—NOAB
SAAA

President.....P. C. Fewell
Exec. V.P., Mgr.....Ray H. Reynolds
Asst. Treasurer.....Howard N. Smith
Treasurer.....George C. Huppertz
Secretary.....Olive A. Kinloch
Vice-President.....Robert L. Headen

Branch Offices

InsurOmedic Bldg., Dallas 1, Tex.
Exec. V.P. & Mgr.....R. E. Brooks
903 McGee St., Kansas City 6, Mo.
V.P. & Mgr.....R. S. Brigham

Radio Accounts: Butterfield Canneries (Canned Fruits and Vegetables), Muncie, Ind.; Little Crow Milling Co. (Coco Wheats Cereal), Warsaw, Ind.; KMBC, Brcst. Co.

TV Accounts: T. W. Burleson & Son (Honey), Waxahachie, Texas; 1st Nat'l Bank in Dallas, Dallas, Texas; Butterfield Canneries (Canned Fruits and Vegetables), Muncie, Ind.; Little Crow Milling Co. (Coco Wheats Cereal), Warsaw, Ind.; S. E. Mighton Co. (Doggie Dinner Dog Food), Bedford, Ohio.

RONALDS ADV. AGENCY, LTD.

701 Keefer Bldg., Montreal, Can.
Phone: University 6-9471
ABC—ANPA

Bd. Chrm., Pres.....Russell C. Ronalds
Exec. Vice-President.....F. deB. Walker
Sec'y.-Treas. .....Angus Ahern
V.P., TV, Radio Dir.....Peter Golick
Media Dir.....R. M. Gleeson

Branch Offices

108 Peter St., Toronto, Ont., Canada
Phone: EMpire 3-0237
Exec. V.P., Manager.....R. J. Avery
409 Petroleum Bldg., Edmonton
Alberta, Can.
Phone: 2-8356
Manager.....W. A. Bishop

WILLIAM GANSON ROSE, INC.

1330 Williamson Bldg., Cleveland 14, O.
Phone: TOwer 1-6171

Pres., Treas., Radio Dir.
William Ganson Rose
Vice-Presidents...Frank Pelton, L. C. Brown
Production Mgr.....Joan Burke

Radio Accounts: Higbee Co., Mass. Mutual Life Insurance Co., Public Square Relations.

ROSE-MARTIN, INC.

21 West 46th St., New York 36, N. Y.
Phone: JUdson 2-3550
ABP—ANPA—APA

President .....Irl W. Rose, II
V.P., Gen. Mgr.....John A. Boulle
V.P., Media Director.....G. M. Rundbaken
Production Manager.....Ethel Whelan
Radio-TV Dir.....Channing Hadlock

Radio Accounts: Bankers Trust Co., New York, N. Y.; H & M Packing Co. (Coronet Prune Juice), Brooklyn, N. Y.; Noxon, Inc. (Metal Polish), New York, N. Y.; Atmore, (Mince Meat & Plum Pudding), Philadelphia, Pa.

TV Account: Bankers Trust Co., New York, N. Y.

IRVING ROSEN ADVERTISING

230 Fifth Ave., New York 1, N. Y.
Phone: Oregon 9-1926

Owner, Time Buyer.....Irving Rosen

Radio Accounts: Fur Dressers & Fur Dyers Assn., The Wenley Co., New York, N. Y.; Ask Pharmacal Co., Astoria, L. I., N. Y.

ROSENGARTEN & STEINKE, INC.

483 Union Ave., Memphis 3, Tenn.
Phone: JAckson 7-4566
APA—ABP—AAAN

President .....Norton Rosengarten
Exec. Vice Pres.....Lynn Steinke
Copy Chief.....W. L. Chesman
Radio-TV Dir.....Jay Scott

Accounts: Air Temperature, Inc. (Heating & Air Conditioning) Memphis, Tenn.; American Distilling Co. Pekin, Ill.; Barzizza Bros., (Foods) Memphis, Tenn.; Black & White Stores, Memphis, Tenn.; Britling Cafeterias, Memphis, Tenn.; Burling, Nat. Packing Co. (meat packers) Memphis, Tenn.; Kraus & Co. (Cleaners) Memphis, Tenn.; Layne & Bowler, Inc. (Wells and Pumps) Memphis; Marl Metal Mfg. Co. (Dinette Furniture) Memphis; Memphis Furniture Co.; Memphis Publishing Co.; Mills-Morris Co. (Distributors) Memphis; Sanitary Bag & Burlap Co. (Panhandler Pot Holders) Memphis; Southern Leather Co., Memphis; Stewarts, Inc. (Food Products), Memphis; WHBQ, WHBQ-TV, Memphis, Tenn.

ROSS ROY, INC.

2751 East Jefferson Ave., Detroit 7, Mich.
Phone: LOrain 7-3900
ABP—ANPA—PPA—NOAB

President .....Ross Roy
Exec. V.P. &
Gen. Mgr.....Thomas G. McCormick
Sr. V.P., Acct. Supv.....Carroll F. Sullivan
V.P. & Art Dir.....John W. Hutton
V.P., Acct. Suprs.....William Gerstenberger, Wm. W. Shaul
Secretary.....Erwin H. Haass
Treasurer.....Lathrop P. Morse
Comptroller.....Harry W. Mellen
V.P., Media Dir.....Carl E. Hassel
Research Dir.....Robert E. Riordan
Production Director.....William L. Miller
Publicity Dir.....Albert C. Nute
V.P., Dir. Prod. Analysis..Kenneth S. Loring
Personnel Dir.....George Macier
Librarian .....Florence Armstrong

Branch Offices

122 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 7-2944
Acct. Executive.....John Roche
1680 North Vine St., Hollywood 28, Calif.
Phone: HOllywood 9-6263

Vice-Pres. .....Maurice G. Vaughn
Ross Roy of Canada, Ltd.
410 Canada Trust Bldg., Windsor, Ont.
Phone: Clearwater 6-2371
Vice Pres.....Harold J. G. Jackson
Accounts: Aseptic-Thermo Indicator Co.; Chrysler Corp. of Canada, Ltd.; Chrysler Corp., Parts Div.; Chrysler Div., Chrysler Corp.; DeSoto Div., Chrysler Corp.; Dodge Division, Chrysler Corp.; Eljer Div., Murray Corp.; Export Div., Chrysler Corp.; Honey Co.; Modern Homes Corp.; Murray Corp. of Am.; Plymouth Div., Chrysler Corp.; Prepared Products Co., Inc.; Servel, Inc., Air Conditioning Div.

RUDER & FINN, INC.

130 E. 59th St., New York 22, N. Y.
Phone: PLaza 9-1800
Chairman of Board.....William Ruder
President .....David Finn
V.P., Operations.....Paul B. Zucker
V.P., Administration.....Felix Kaufman
Account Group Suprvs.....Charles Lipton, Robert Fleisher
Dir., Creative Services.....Richard Weiner
Dir., Communications.....William Cahn
Accounts: Bettinger Corp.; Borgenicht, Jack; Gibralter Corrugated Paper Co. Inc.; Inskip, J. S.; Ruder Brothers.

CHARLES L. RUMRILL & CO., INC.

339 East Ave., Rochester 4, N. Y.
Phone: BAker 5-7900
APA—NBP—AAAA—ABP—ANPA—PPA
President.....C. L. Rumrill
Treas. .....H. R. Hanson
Exec. V.P.....G. M. Prince
Vice Presidents.....N. A. Gallegher, J. R. VanArsdale, C. N. Gleason, F. F. Harned, W. T. Jensen, B. W. Jones, J. S. Warren, Jr.
Secretary.....G. G. Wallington
Radio-TV Director.....Dorian St. George
Asst.....Grace M. Danelo
Radio Accounts: Community Savings Bank, Rochester, N. Y.; Genesse Valley Union Trust Co., Rochester, N. Y.; Kordite Co. (Polyethelene Plastics) Macedon, N. Y.; Symonds Farms (Frozen Food) Utica, N. Y.; Fanny Farmer Candy Shops, Rochester, N. Y.; Eastman Kodak Co. (Photo Supplies & Serv.) Rochester, N. Y.
TV Accounts: Otto Bernz Co. (Torches, Campstoves, Lanterns) Rochester; Brighton Place Dairy ,Rochester; Community Savings Bank, Rochester; Eastman Kodak Co., Rochester; Endicott Johnson Co. (Shoes), Endicott, N. Y.; Fanny Farmer Candy Shops, Rochester; Genesee Valley Union Trust Co., Rochester; Kordite Co., Macedon, N. Y.; Richardson Corp. (Fountain Fruits & Syrups) Rochester; Stromberg Carlson Co. (Electronic equipment) Rochester, N. Y.; Symonds Farms (Frozen Food) Utica, N. Y.
Estimated Radio & TV Billings: $365,000.

LOWE RUNKLE CO.

1305 Liberty Bank Bldg., Okla. City 2, Okla.
Phone: REgent 6-3521
AAAA—ABP
President .....Lowe Runkle
Vice-Presidents .....Roger Pishny, Howard Neumann, Monty Mann.
Radio, TV Director.....Martin H. Fuller
Radio Accounts: Cain's Coffee Co. (Coffee, Tea, Spices); Local Federal Savings and Loan; Liberty National Bank (Banking); Kerr-McGee Oil Industries, Okla. Gas & Electric Co.; Meadow Gold Dairy; Dulaney Distributing Co. (Appliance Distributors); Air Products (Distributors), Okla City.
TV Accounts: Cain's Coffee Co. (Coffee, Tea, Spices); Liberty National Bank (Banking); Southwestern Bell Telephone (Telephone Service), Oklahoma City; Oklahoma Publishing Co. (Newspapers); Consolidated Gas (Gas Utility), Oklahoma City, Okla.; Safeway Stores, Okla. City; Superior Feed Mills, Meadow Gold Dairy, Kerr-McGee Oil Industries, Oklahoma Gas & Electric Co.

RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 6-6400
AAAA—ABC—ABP—ANPA—APA—NOAB PPA
Chrmn Exec. Comm.....F. Barry Ryan, Jr.
Chrmn. of the Bd.....Paul E. Watson (Chicago)
Vice Chrm. of Bd.....Robert Watson
President.....F. Kenneth Beirn
V.P., Sec'y.-Treas.....J. Lewis Ames
V.P., Dir. of Radio & TV.....George Wolf
V.P., Radio & TV Copy Chief.....Douglas MacNamee
Suprv. of Film Prod.....Philip Feld
TV Art Dir.....Ken Haverstick
Bus. Mgr., Radio-TV Dept....Havis Medwick
V.P., Media Dir.....Daniel M. Gordon
Prod. Supervisors.Dorothy Rivers, Ted Storb
Mgr., Time Buyers.....Vincent DeLuca
Time Buyers.....Mary Dowling, Edward Sherinian
Radio-TV Writers.....Louis deMilhau, Marianne Zeamer

Branch Offices

360 North Michigan Ave., Chicago 1, Ill.
Phone: FInancial 6-1833
Exec. V.P.....H. B. Groseth
Exec. V.P.....R. W. Metzger
V.P., Manager.....William W. Watson
V.P. Dir. of Radio-TV..George B. Anderson
Production Manager.....Jerry Sperling
Dir. of Sales Training, Visual Comm. .....Don Durian
V.P., Chief Time Buyer.....Holly Shively
Time Buyers....Irene Hess, Edmund Kasser

Carew Tower, Cincinnati 2, Ohio
Phone: GArfield 1-5800
Manager .....Alex G. Pappas

1412 Main St., Dallas 2, Texas
Phone: RIverside 6453
Manager.....Alex G. Pappas

7430 Second Boulevard, Detroit 2, Michigan
Phone: TRinity 4-2200
Exec. V.P.....Tod Reed

5615 Fannin St., Houston 4, Texas
JAckson 4-7531
V.P., Manager.....Theodore F. Keady
3440 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 8-0571
V.P. & Pacific Coast Mgr....John H. Weiser
Dir., Radio-TV.....Edward E. Simmons
611 Olive St., St. Louis 1, Mo.
Phone: MAin 1-0127
Sr. V.P. & Mgr.....Oscar A. Zahner
2650 University Ave., St. Paul 14, Minn.
Phone: MIdway 5-7711
Manager.....William M. Amundson
235 Montgomery St., San Franicsco 4, Calif.
Phone: EXbrook 2-4616
V.P., Manager.....Ray Mount Rogers
1218 Third Avenue, Seattle 1, Wash.
Phone: ELliott 1572
V.P. & Manager.....F. G. Mullins
840 National Press Bldg., Washington 4, D. C.
Phone: EXecutive 3-6730
V.P., Manager.....Donald J. Wilkins

Radio Accounts: Addit Co. (Addit) Detroit, Mich.; Allied Florists Assn. of Illinois (Florists) Chicago, Ill.; Apparatus Distributors (G.E. Distributor) New York, N. Y.; Arthur Murray School of Dancing (Dancing Instruction) New York, N. Y.; Blue Cross-Blue Shield (Hospital & Medical Insurance) St. Paul, Minn.; Bon Ami Co. (Jet Bon Ami) New York, N. Y.; Climalene Co. (Climalene) Canton, Ohio; Ed James Buick Co. (Automobiles) Los Angeles, Calif.; Erickson Petroleum Corp. (Gas & Oil Operation) Minneapolis, Minn.; Frito New York, Inc. (Fritos, Chee-Tos, Ta-Tos) New York, N. Y.; Frito Tri-State Corp., Philadelphia, Pa.; Frito Wisconsin, Inc., Monroe, Wis.; First National Bank of St. Paul, St. Paul, Minn.; General Electric Supply Co. (Distributor of Appliances) Houston, Tex.; Janney, Semple, Hill & Co. (Paints & Hardware) Minneapolis, Minn.; Kenton Pharmacal Co. (Sal-Fayne) Cincinnati, Ohio; Lewis-Howe Co. (Tums) St. Louis, Mo.; Nalley's Inc. (Mayonnaise, Salad Dressing) Seattle, Wash.; Pacific Coast Paper Mills of Washington, Inc. (M-D Tissue) Seattle, Wash.; Pacific Finance Corp. (Loans) Los Angeles, Calif.; Puget Sound Power & Light Co. (Utility) Seattle, Wash.; Red Top Brewing Co. (Red Top Beer) Cincinnati, Ohio; Safeway Stores, Inc. (Skylark Bread) San Francisco, Calif.; Seattle-First National Bank, Seattle, Wash.; Staley, A. E. Mfg. Co. (Sta-Puf, Sta-Flo) Decatur, Ill.; Sunheat Fuel Oil, Philadelphia, Pa.; Sun Oil Co. (Blue Sunoco Gasoline) Philadelphia, Pa.; Texas State Optical Co. (Opticians & Optomertrists) Beaumont, Tex.; Wrigley, Wm., Jr., Co. (Double-Mint Gum) Chicago, Ill.

TV Accounts: Addit Co. (Addit) Detroit, Mich.; American Home Products Corp., Whitehall Pharmacal Div. (Neet) New York, N. Y.; Apparatus Distributors (G.E. Distributor) Brooklyn, N. Y.; Blue Cross-Blue Shield (Hospital & Medical Insurance) St. Paul, Minn.; Bon Ami Co. (Jet Bon Ami) New York, N. Y.; Brown & Williamson Tobacco Co. (du Maurier Cigarettes) Louisville, Ky.; Climalene Co., (Climalene) Canton, Ohio; Ed James Buick Co. (Automobiles) Los Angeles, Calif.; Erickson Petroleum (Gas & Oil Operation) Minneapolis, Minn.; Frito Co. (Fritos, Chee-tos, Ta-Tos) Fritos of Cleveland, Barberton, Ohio; Frito New York, Inc., Mamaroneck, N. Y.; Frito Tri-State Corp. Philadelphia, Pa.; Frito Co., Western Div., Los Angeles, Calif.; Fritos Wisconsin, Inc., Monroe, Wis.; General Electric Supply Co. (Distributor of Appliances) Houston, Tex.; Gulf States Utilities Co. (Utility) Houston, Tex.; Janney, Semple, Hill & Co. (Paint & Hardware) Minneapolis, Minn.; Kenton Pharmacal Co. (Sal-Fayne) Cincinnati, Ohio; Lewis-Howe Co. (Tums) St. Louis, Mo.; Lone Star Gas Co. (Natural Gas Service, Gas Appliances) Dallas, Tex.; Nalley's, Inc. (Mayonnaise, Tang Salad Dressing, Canned Meat Products) Tacoma, Wash.; Red Top Brewing Co. (Red Top Beer) Cincinnati, Ohio; Safeway Stores, Inc., Fairfax Baking Co. (Skylark Bread) San Francisco, Calif.; Seattle First National Bank (Banking) Seattle, Wash.; Serta Associates, Inc. (Mattresses & Box Springs) Chicago, Ill.; Staley A. E., Manufacturing Co. (Sta-Flo, Sta-Puf) Decatur, Ill.; Sun Oil Co. (Blue Sunoco Gasoline) Philadelphia, Pa.; Texas State Optical Co. (Optomertrists and Opticians) Beaumont, Tex.; TV Time Foods, Ind. (TV Time Uopcorn) Chicago, Ill.; Wrigley, Wm. Jr. Co. (Doublemint Gum) Chicago, Ill.

LEWIS EDWIN RYAN ADVERTISING

726 Jackson Place, N. W., Washington, D. C.
Phone: REpublic 7-7606
AAAA—ABC—ABP—ANPA—AFA
Owner.....Lewis Edwin Ryan
Gen'l Mgr.....John F. Hardie
Comptroller.....Preston D. Coiner
Sr. Acc't. Exec.....William R. Doores
Prod. Mgr.....David F. DeYoung
Acc't. Exec.....Samuel E. Hunsaker, Walter Kerwin, James Gould, Samuel Patterson
Art Directors.....James W. Steele
William R. Clifford
Dir., Radio-TV.....William J. Green
Copy Chief.....Louise S. Coble
Creative Director.....Walter Kerwin

BEN SACKHEIM, INC.

The Plaza, 2 West 59th St., New York 19, N. Y.
Phone: PLaza 1-2200
NBP—AAAA—ABP—ANPA—APA—NOAB
PPA
President .....Ben Sackheim
Exec. Vice-Pres.....George B. Pampel
Secy., Treas.....S. M. Sackheim
Copy Chief.....Anne Green
Art Director.....Arthur Singer
Production Manager.....Bernard Spiro
Media Director.....William Galker
Account Executives.....Murray Hirsch,

Bernard Cooper, William Pitts, George B. Pampel, Glenda Sullivan, Ted Breining

Radio Accounts: The Autoyre Co. (Kitchen & Bathroom Accessories) New York; Peter Pan Foundations (Brassieres & Girdles) New York; Mother's Food Products (Gefilte Fish), Newark, N. J.; Nationwide Insurance (Auto, Fire, Life Insurance) Columbus, Ohio; Chauquin, Inc. (Wines, Cognac) Morrisville, Pa.

TV Accounts: Peter Pan Foundations, New York; Emenee Industries, Inc. (Musical Toys), New York, N. Y.

ST. GEORGES & KEYES, INC.

250 Park Ave., New York 17, N. Y.
Phone: YUkon 6-7575
AAAA—ABP—ANPA—ABC

President.....Stanley J. Keyes, Jr.
Vice-Pres.-Art Director...Alfred A. Anthony
Acct. Executives...Marshall Murphy, Sydney Huntley, Roy Williams, John Lawton
Production Manager.....William Korcak
V.P., Media Dir.....James J. Freeman
V.P., Public Rel. Director....Torrey Stearns

Branch Offices
1004 No. Charles St., Baltimore 18, Md.
Phone: PLaza 2-0809

Manager .....Roy Williams

Radio Accounts: Davison Chemical Co., Div. of W. R. Grace & Co. (Fertilizers), Baltimore, Md.; Josiah Wedgwood & Sons, (Chinaware), N. Y., N. Y.

TV Accounts: Davison Chemical Co., Div. of W. R. Grace & Co., Baltimore.

WALKER SAUSSY ADVERTISING, INC.

Penthouse, Texas Co. Bldg., New Orleans 16, La.
Phone: CAnal 9212
ANPA—ABP—ABC

President .....Walker Saussy
Vice Presidents.....Joseph Shields, Jr., D. W. Ziegelasch
Radio Time Buyer.....Stanley Starr
Acct. Executives.....Jules Robert, Wallace Dorion, Jr.
Secretary .....Dorothea Schlesinger
Treasurer.....Alvin C. Camus
Production Mgr.....Donald Levy
Art Director.....J. J. Wolf, Jr.
Radio-TV Dir.....John Browne

Radio Accounts: American Brewing Co., Miami, Fla.; Elmer Candy Co. (Elmer Candies); Wm. B. Reily Co., Inc. (Luzianne & R. T. Coffees); L. A. Frey & Sons, (Meat Products) Henderson Sugar Refinery, New Orleans; Hibernia Homestead (Bldg. Loan & Savings) New Orleans.

TV Accounts: American Brewing Co., Miami, Fla.; Elmer Candy Co.; Wm. B. Reily Co., Inc. (Luzianne R. T. Coffee), Henderson Sugar Refinery; Hibernia Homestead (Building Loans); White Bros. (Jewelry Store); General Electric Supply Co.; L. A. Frey & Sons (Meat Products), New Orleans & Lafayette, La.

FRANK B. SAWDON, INC.

60 E. 56th St., New York 22, N. Y.
PLaza 1-2156

President.....Frank B. Sawdon
Vice-President, Media Dir.....Jerry Bess
Time Buyer.....Tom Mannos
Radio-TV Production.....Jack Wilcher
Coordinator .....James Hackett

Branch Office
8721 Sunset Blvd., Hollywood, Calif.
Phone: CRestwood 4-7585

Office Manager.....M. B. Scott

Radio Accounts—Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), New York, N. Y.; Abelson's, Inc. (Jewelers), Newark, N. J.; Radio Station WIND, Chicago.

TV Accounts—Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), New York, N. Y.

SCHECK ADV. AGENCY, INC.

9 Clinton St., Newark 2, N. J.
Phone: Market 2-0480
ANPA—APA—PPA

President..... Julius Scheck
V. P., Radio-TV Dir.....E. Grant Scheck
Secy. & Treas.....Morris Scheck
Prod. Mgr., Art Dir.....Henry R. Scheck
Copy Chief.....E. Bimberg
Space Buyer.....Frank M. Craumer
Account Executives....William H. Andrews, E. Grant Scheck, Morris Scheck, Julius Scheck.

Radio Accounts: Charms Co. (Charms Candy), Asbury Park, N. J.; Fischer Baking Co. (Baked Goods), Newark, N. J.; Phila. Dairy Products Co. (Ice Cream), Philadelphia, Pa.

TV Accounts: Fischer Baking Co. (Baked Goods), Hanovia Chem. & Mfg. Co. (Health Lamps), Newark, N. J.; Charms Candy, Asbury Park, N. J.; American-Limoges (Dinner Ware).

SCHENKER COMPANY

2301 Wabansia Ave., W., Chicago 47, Ill.
Phone: ARmitage 6-1600

Pres., Media Dir., Space Buyer Sydney R. Raike
Vice-Pres.....J. E. Schenker
Art Dir.....M. Rickabaugh
Radio Time Buyer & Prod. Mgr. Space Buyer .....C. D. Domin
Account Executives .....S. R. Raike, J. E. Schenker, C. D. Domin

Accounts: Chicago Cycle Co.; Escalante, Jos. F., Co.; Howe Ice Machine Co.; Wallace, J. D. & Co.

SCHNEIDER, JOSEPH P., ADV., INC.

11 E. 44th St., New York 17, N. Y.
Phone: MUrray 7-8294

President.....Joseph P. Schneider
Exec. V.P.....Alfreda Walsh
Secretary .....Philip Nemiroff
Prod. Mgr.....Mark Barry
Space Buyer.....Margaret Cassidy

SCHOLTS ADVERTISING SERVICE

1201 W. 4th St., Los Angeles 17, Calif.
Phone: MIchigan 2396
ABP—ANPA

Owner.....T. D. Scholts
Radio-TV Dir.....Kenneth C. Higgins

GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.
Phone: GAspee 1-4813-4-5
ABP—ANPA—AFA—ABC

Exec. Vice-Pres.....Gordon Schonfarber, Jr.
V.P., Prod. Mgr.....Russell C. Edwards
Vice-Pres., Copy Chief.....John B. Swift
Secretary.....Amanda C. J. Olsson
Radio-TV Dir.....Roger M. Shea

Radio Accounts: Gladding's, Inc. (Radios), Old Colony Co-operative Bank (Savings & Loan), Providence; Washington Trust Co. (Commercial Bank), Westerly, R. I.; Warwick Club Ginger Ale Co. (Carbonated Beverages), West Warwick, R. I.; Paris Fabric Shop, Providence; J. S. Inskip, Inc. (Foreign Cars), Providence; B. A. Ballou Co., Inc. (Jewelry), Providence; Providence Retail Trade Board (Chamber of Commerce); California Artificial Flower Co., Providence, R. I.; Johnson & Wales Business School, Providence; Monogram Shop (Monogramming, Gifts) Providence; R. I. Provision Co. (Meat Packer) Johnston, R. I.; William H. Harris (Furrier) Providence, R. I.

TV Accounts: Old Colony Cooperative Bank; Gladdings, Inc.; Warwick Club Ginger Ale Co., West Warwick, R. I.; Calif. Artificial Flower Co.; Johnson & Wales Business School, Providence; B. A. Ballou & Co.

RUSSEL M. SEEDS CO., INC.

919 No. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 3-2133
ANPA—APA—PPA

President .....Freeman Keyes
Exec. Vice Pres.....Harry H. Maus
Vice Pres, Gen. Mgr.....H. B. Goldsmith, Jr.
Vice Presidents.....A. D. Keyes
Daniel Foster, Harley B. Hobbs, James Witherell, L. J. Marshall, Dean Landis, P. F. Marshall, Fred Willson, Jesse Livermore, Don Reed
Sec.-Treas.....E. V. Owen
Time Buyer .....Merle Myers
Radio-TV Director.....R. B. Young
Dir. Film Prod.....Alan Lee

Branch Offices

121 Monument Circle, Indianapolis 9, Ind.
MElrose 5-1361
V.P. in Chg.....Paul Richie

418 S. Robertson Blvd., Los Angeles, Calif.
Phone: CRestview 4-7613
Vice Pres. in Chg.....Lou Place

Radio Accounts: Fendrich Inc. (La Fendrich & Chas. Denby Cigars), Evansville, Ind.; C. H. Wallerich Co. (Chrysler & Plymouth Distributors), Indianapolis, Ind.; Pinex Company (Cough Syrup & Pabasone), Fort Wayne, Ind.; Lanolin Plus (Cosmetics).

TV Accounts: Brown & Williamson Tobacco Corp. (Raleigh Cigarettes), Louisville 1, Ky.; Pinex Company (Cough Syrup), Fort Wayne, Ind.; W. A. Sheaffer Pen Company, Fort Madison, Iowa; Elgin American, Division of Illinois Watch Company (Compacts, pearls, etc.), Elgin, Ill.; Topco Assocs. (Canned Foods), Chicago, Lanolin Plus.

ED SHAPIRO INC.

1612 Market St., Philadelphia 3, Pa.
Phone: LO 4-2877
ANPA—ABP

President .....Edward Shapiro
Vive-President.....Leonard Goldsmith
Secretary .....H. Hyman Shapiro
Treasurer.....Edward L. Frater
Art Director.....Jack Garry

Radio Accounts: Sealy Mattress Co., Chester, Pa.; Browning, King, Philadelphia; Mutual of Omaha (Insurance), Philadelphia.

TV Accounts: Sealy Mattress Co.; Philadelphia Model Hobbies Association.

JOHN W. SHAW ADVERTISING, INC.

51 E. Superior St., Chicago 11, Ill.
Phone: MOhawk 4-6323
ANPA

President & Treas.....John W. Shaw
Vice-Presidents.....David E. Guerrant, P. L. O. Smith, Sigmund T. Seaman, Norman R. Anderson
Secretary .....Robert C. Milner
Time Buyers.....Robert A. Landers, Isabel McCaulay

Radio Accounts: Colgate-Palmolive Co. (Shaving Preparations) New York, N. Y.; Dormeyer Corp. (Electric Appliances-Power Tools); Lumbermens Mutual Casualty Co. (Insurance); Quaker Oats Co. (Corn Goods, specialty products); Webcor, Inc. (Fonografs, Tape Recorders, Diskchangers) all Chicago.

TV Accounts: Colgate-Palmolive Co., Dormeyer Corp.; Quaker Oats Co., Webcor, Inc.

SILTON BROTHERS, INC.

131 Clarendon St., Boston 16, Mass.
Phone: CO 7-3730
ABP—ANPA—FAAG—PPA

President.....Myron L. Silton
Exec. V.P.....Jason N. Silton
V.P., Media Dir., Radio-TV Producer .....Earle W. Hoffman
V.P. Art.....Andre B. Paquette
Time Buyer.....Marie E. Kachinski

Radio Accounts: Craftsman Insurance Co. (A. & H. Insurance); New England Provision Co. (Meats); Barcolene Co. (Detergents); Sears Roebuck & Co. (Boston & Suburban Retail Stores); Elm Farm Foods Co. (Retail Food Chain); Luby Chevrolet Co.; Magee's (Appliance Dealer), all Boston, Mass.

TV Accounts: Craftsman Insurance Co., New England Provision Co.; The Barcolene Co.; Elm Farm Foods Co.; Magee's; Luby Chevrolet Co.; Penobscot Shoe Co.

*Estimated Radio & TV Billings*ss $550,000.

SIMON & GWYNN

3329 Poplar Ave., Memphis 11, Tenn.
Phone: 62-1691
SNPA—ANPA—APA—NOAB—ABP
FAAG

Partners.....Milton Simon, H. N. Gwynn
Art Prod. Mgr.....Carlos Gordon

Radio-TV Accounts: American Snuff Co., Donald Furniture Co., The HumKo Co., Robilio & Cuneo (Ronco Foods), American Tea & Coffee Co.; WMC, WMCT, Memphis, Tenn.

SIMONS-MICHELSON CO.

1126 Lafayette Bldg., Detroit 26, Mich.
Phone: Woodward 3-3000
AAAA—ANPA—ABP

Partners.....Leonard N. Simons, Lawrence J. Michelson
Prod. Mgr.....Arthur H. Copland
Account Exec.....Richard N. Hughes
Art Director.....Al Sielaff
Radio-TV Dir., Time Buyer...George J. Hill

Radio Accounts: Cunningham's Drug Stores (Drug, etc.), Keopplinger Bakery (Baked Goods), Krun-Chee Potato Chips (Potato Chips), (Pretzels), Marshall Drug Company (Drugs), Cleveland, Ohio; Benjamin Rich (Real Estate), Sealy Mattress Co. (Mattresses), Taylor's Inc. (Dodge-Plymouth), Detroit, Mich.; Velvet Peanut Products (Peanut Butter); E & B Brewing Co. People's Outfitting Co. (Dept. Store); Dossins Food Products (Pepsi-Cola); General Electric Supply Co. (Appliances); Guardian Savings & Loan; Lasky Furniture; City Bank, Detroit, Mich.; Leo Adler Co. (DeSoto-Plymouth); Mohawk Lumber Co., Detroit, Mich.; Lix (Cough Formula), Detroit; Stone's Jewelers, Detroit; Schmidt's (Beer), Detroit; Wrigley's Super Markets, Detroit; Arkay (Prepared Foods); Wrigley Markets; Gold Bell (Gift Stamps); Epps Four Great Stores (Sporting Goods).

TV Accounts: Cunningham's Drug Stores (Drugs, etc.); Dossin's Food Products (Pepsi Cola); Keopplinger Bakery (Baked Goods); Krun-Chee (Potato Chips); People's Outfitting Co. (Dept. Store); Sealy Mattress Co. (Mattress Mfg.); Taylor's Inc. (Automotive); Velvet Peanut Products (Peanut Butter); E & B Brewing Co.; Hanson Chevrolet; Leo Adler Co. (DeSoto-Plymouth); Mohawk Lumber Co.; Wrigley's Super Markets; City Bank, Detroit, Mich.; Lix.

Estimated Radio-TV Billings: $1,150,000.

W. J. SMITH CO.

Commonwealth Bldg., Louisville 2, Ky.
JUniper 4-2163
APA—SNPA—ANPA

Pres. & Treas., Prod. Mgr.....W. J. Smith
Vice-Pres. & Secy.....G. B. Smith
Media Dir. & Copy Chief.....H. D. Peltier
Radio Dir.....I. M. Diebold
Account Executives.....P. M. Shaughnessy, H. D. Peltier, W. J. Smith, Maurice H. Byrne

Radio Account: Peerless Mfg. Co.

SMITH, TAYLOR & JENKINS, INC.

223 Fourth Ave., Pittsburgh 22, Pa.
Phone: ATlantic 1-9312
ABP—ANPA—APA—FAAG

President.....Ronald P. Taylor
Bd. Chrmn., Treas.....Robert M. Jenkins
Television Dir.....Thomas J. MacWilliams
Radio Director.....Les Sterne
Acct. Executives.....Ronald P. Taylor, Robert E. Quaid, W. C. Sutherland, R. M. Jenkins, E. V. Hudson, Jules A. Petrencs, J. J. Matelan, R. K. Pearson, William D. Morrissey, Charles McClelland

SON DE REGGER ADV. AGENCY INC.

321 Eleventh St., Des Moines 9, Ia.
Phone: 3-3185
ANPA—APA—ABP—FAAG

President, Space Buyer, Radio Time & Acct. Exec. Treas....Les Son De Regger
Secretary.....A. H. Son De Regger
Art Dir.....D. D. Neal
Prod. Mgr.....Joseph Daniels

Radio Accounts: National Soap & Refining Co., Grocers Wholesale Co.

C. JERRY SPAULDING, INC.

201 Commercial St. Worcester 8, Mass.
Phone: PLeasant 3-4789

Pres., Treas. & Radio Time Buyer C. Jerry Spaulding
Secretary.....H. H. Hartwell
Art Director.....Harvey Ball
Prod. Mgr.....Charles Rice
Media Dir.....Theresa Kalashian
Acct. Exec.....Robert F. Hayward

Radio Accounts: Peoples Savings Bank, Mechanics Natl. Bank, Smith & Fyfe, Inc. (Ice Cream) Worcester.

RAYMOND SPECTOR COMPANY, INC.

445 Park Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4407
ABP—ANPA—APA—PPA

President, Treas.....Raymond Spector
Client Service.....Bert Schwartz
Art Director.....Irving Trabich
Production Manager.....Bernard Luden
Research Director.....Charles Goldberg
Radio-TV Director.....Dick Blaine

Radio-TV Account: Hazel Bishop, Inc. (Lipstick and Complexion Glow), New York, N. Y.

SPITZ ADVERTISING AGENCY, INC.

530 Oak St., Syracuse 3, N. Y.
Phone: 9-5581
ABP—ANPA

Owner, Acct. Exec.....William Spitz
Art Director.....Frederic Berg
Copy Chief.....Madeline Clark
Production Mgr.....Diane Davis
Space & Time Buyer.....Martha Mathews
Radio-TV Dir., Acct. Exec...Harry J. Accurso

Radio Accounts: Empire Card Co., Inc. (Greeting Cards), Elmira, N. Y.; Fair City Savings & Loan Ass'n, Syracuse; Gardner & North Roof & Siding Corp., Syracuse; Grange Silo Co., Inc., Red Creek, N. Y.; Henry Frank Leather Co., Syracuse; Hotel Syracuse Mohican Stores Inc. (Food Markets), Syracuse & Auburn, N. Y.; Pilgrim Packing Co., (Meat Products), Syracuse; Syracuse Card Co. (Greeting Cards), Syracuse; Syracuse Glass Co. (Store Fronts), Syracuse; Syracuse National Shows, Inc., Syracuse; Timerson Canning Co., Inc. (Timco Dog & Cat Food), Fair Haven, N. Y.; University College—Adult Division, Syracuse University.

TV Accounts: Besdin Furniture Supermarket (Furniture), Syracuse; Empire Card Co. Inc. (Greeting Cards), Elmira, N. Y.; Gardner & North Roofing & Siding Corp.; Hotel Syracuse; Ononadaga Supply Co., Inc. (Appliances), Syracuse; Outdoor Store (Sporting Goods), Syracuse; Penfield Manufacturing Co. (Mattresses) Syracuse; Spector-Genesee Motor Sales, Inc. (Cadillac-Olds dealer) Syracuse; Syracuse Card Co., Greeting Cards), Syracuse; Syracuse Glass Co.; Syracuse National Shows, Inc.; Timerson Canning Co., Inc. (Timco Dog & Cat Food), Fair Haven, N. Y.; University College, Adult Education Div., Syracuse University; Wilsons Leading Jewelers (Jewelers), Syracuse.

Estimated Radio-TV Billings: $100,000.

SPITZER & MILLS LIMITED

50 King Street W., Toronto 1, Can.
Phone: EMpire 6-2811
CAAA—CDNPA

President.....G. F. Mills
Exec. Vice-Pres.....J. W. Spitzer
Gen. Mgr. & Sec.-Treas.....W. H. Reid
Radio TV Director.....T. R. Hart
Time Buyer.....E. McCeullagh

Branch Office
3405 Addington Ave., Montreal, Quebec
Phone: WA 0344

Co. Mgrs.....D. McCrimmon, J. Randle
Radio-TV Dir.....P. E. Corbeil

Radio-TV Accounts: Colgate-Palmolive Ltd. (Palmolive Soap, Halo Shampoo, Fab Detergent, Colgate Toothpaste, Palmolive Shave Preparations, Toronto, Ont.; Quaker Oats Co. (All Products) Peterboro, Ont.; Kimberly-Clark Prod. Ltd. (Kleenex & Delsey) Toronto, Ont.; Wm. E. Coutts Co., Ltd. (Hallmark Greeting Cards) Toronto, Ont.; The Tea Council (Tea) Toronto, Ont.; The Toni Co. (Home Permanents) Montreal, Que.; Paper-Mate Co. (Pens) Montreal, Que.; Bell Telephone Co. (Yellow Pages) Montreal, Que.; B. F. M. Ltd. (Colibri Lighters) Montreal, Que.; McCormicks Biscuit Co. (Biscuits) London, Ont.; Exquisite Form Brassieres (Bras & Girdles) Toronto; John Ingles Co., Ltd. (White Goods) Toronto; Lehu & Fruk, Ltd. (Lysol) Toronto; Dorothy Gray, Ltd. (Cosmetics) Toronto; Lesquendier Ltd. (Cosmetics) Toronto, Ont.

Estimated Radio-TV Billings: $1,500,000.

BARTON A. STEBBINS ADVTG.

3142 Wilshire Blvd., Los Angeles 5, Calif.
Phone: Dunkirk 8-8131
ABP—ANPA—AAAA

Owner.....Barton A. Stebbins
Acct. Executives.....A. W. Gudelman, Nat Jeffras, Judd Graham
Time Buyer.....A. W.Gudelman

Radio Accounts: Vitalfa Corp. (Brewster's Food Supplement) Roseda, Calif.; Certified Grocers of Calif. (Royal Host, Perfect Host, and Guest coffees) Los Angeles, Calif.; Old Fashion Products (Foster's Freeze) Compton, Calif.

TV Accounts: Certified Grocers of Calif.; Old Fashion Products; Signal Oil Co. (Gasoline) Los Angeles, Calif.

STEBBINS, HAL, INC., ADV.

714 W. Olympic Blvd., Los Angeles 15, Calif.
Phone: RIchmond 9-5317
PPA—ANPA—ABP—APA—AAAA—ABC
NBP

President .....Hal Stebbins
Vice Presidents..Paul Winans, Robert Laws
Sec., Treas.....Edna Page Ackerman
Art Dirs.....Jack Eipper, Jack Vibber
Prod. Mgr.....Al Schuknocht
Acct. Execs.....Harvey Hickman, Richard Lewis, Margot Stevens

STERLING ADV. AGENCY

535 5th Ave., New York 17, N. Y.
Phone: MUrray Hill 7-3400
ANPA—PPA—ABP

Chr. Bd., Pres.....S. M. Broun
Treasurer .....Herbert Goldsmith
Media Director.....Alfred B. Udow

Radio Accounts: Milium Division, Deering, Milliken & Co., (Lining Material); Fashion-o-rama Mgt. Corp. (Fashion Exposition) both New York, N. Y.

TV Accounts: Milium Division, Deering, Milliken & Co.

STOCKTON, WEST, BURKHART, INC.

1300 First Natl. Bank Bldg., Cincinnati 2, O.
Phone: Dunbar 1-5600
AAAA—ABP—ANPA—APA—PPA—NOAB

Chrmn. of Board.....William Z. Burkhart
VP, Sec. & Copy Chief.....Ranald S. West
Pres., Dir. of Contact..Joseph D. Nelson, Jr.
Exec. V.P., Treas.....C. Thomas Martin
Time Buyer, Art Dir.....Robert Helmich
Television Director.....Gary Lee
Pgm. Mgr., Radio-TV.....Robert Huber

Radio Accounts: Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Mosler Safe Company (Mosler Safes & Chests), Hamilton, Ohio; Cincinnati Gas & Electric Co. (Utility), Cincinnati, Ohio; Gibson Wine Co. (Golden Pheasant Wines), Cincinnati, Ohio; Cincinnati & Suburban Bell Tel. Co.; United States Shoe Corp. (Red Cross Shoes), Cincinnati, O.

TV Accounts: United States Shoe Corp. (Red Cross Shoes), Cincinnati, O.; Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Cincinnati Gas & Electric Co. (Utilities), Cincinnati, Ohio; Central Trust Co. (Banking Institution), Cincinnati, Ohio; Mosler Safe Company (Safes & Chests), Hamilton, Ohio; Gibson Wine Company (Golden Pheasant Wines, Champagne), Cincinnati, Ohio; Cincinnati & Suburban Bell Tel. Co.

STORM ADVERTISING CO., INC.

72 East Ave., Rochester 4, N. Y.
Phone: Baker 9140, 9149

Pres., Treas., Media Dir.....Morry Storm
V.P.-Radio & TV Dir. &
Acct. Ex. Time Buyer.....Jean Schantz
Prod. Mgr.....Norman Ludlow
Office Manager.....Janet Thomas

Radio and TV Accounts: Harry Forman Cl.

Radio and TV Accounts: Gioia Macaroni Company (manufacturers of macaroni products), Buffalo; Designs Publishing Company, N. Y. C.; Alhart's Electric Company (appliances), Rochester; Cramer Drug Company (drugs), Rochester; Baker's Jumping-Jack Bootery (Shoes), Rochester-Elmira-Geneva, N. Y.; A Lustig Inc. (Food Processor), Brockport, N. Y.; Rudolph's Jewelers, Rochester; Snyder's Seat Covers, Rochester; Style House (Rugs), Rochester.

DANIEL F. SULLIVAN CO., INC.

216 Tremont St., Boston 16, Mass.
Phone: HAncock 6-7644
AAAA—ABP—ANPA—APA—NBP—PPA

President.....Daniel F. Sullivan
Sales Dir.....Robert N. Sullivan
Treas., Space Buyer.....William H. Sullivan
Publicity Dir.....William McMorrow

Radio Accounts: Revere Racing Assn. (Greyhound Racing), Revere; R. S. Robie, Inc. (U-Drivit Auto Rental), Boston, Mass.; F. H. Snow Canning Co. (Snow's Clam Chowder, Snow's Fish Chowder, Snow's Lobster Newburgh), Pine Point, Me.; Hickox Secretarial School, Boston; Radio Station WMEX, Boston.

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

477 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-1600
ANPA—APA—NOAB—PPA—NBP—AAAA

President.....Raymond F. Sullivan
Vice-Pres.....Donald D. Stauffer
Vice-Pres.....S. Heagan Bayles
Vice-Pres., Secy.....John P. Cohane
Vice-Pres. .....Ralph Smith
Vice-Pres. & Treas....T. Newton Weatherby
Vice-Pres.....Lloyd W. Baillie
V.-P. & Copy Chief.....Joseph Leopold
V.-P. & Media Dir.....Francis Minehan
V.-P. & Merch. Dir.....Daniel O'Meara
Vice-Pres.....Mary A. Ayres
Vice-Pres.....Herbert A. Vitriol
Vice-Pres.....A. K. Spencer
Vice-Pres.....Luther H. Wood
Vice-Pres. .....Maitland Jones
Vice-Pres.....John H. Hosch, Jr.
Vice-Pres.....Ida S. Raisback
Vice-Pres. ....Barrett Welch
Vice-Pres.....William M. Spire
Vice-Pres.....Horace Hagedorn
Vice-Pres. .....Joseph Hardie
V.P., Research Dir.....Timothy J. Healy
V.-P. & Head Art Dir.....Robert West
Prod. Mgr.....George Andrew
Controller.....M. Herbert King
V.-P. & Radio-TV Dir.....Philip H. Cohen
Radio-TV Bus. Mgr.....Frank Reed
V.P., Network Operations.....George Frey
V.P., TV-Radio Pgm. Dev..Robert W. Ballin

Branch Office
6253 Hollywood Blvd., Hollywood 28, Calif.
Phone: Hollywood 4-2119

Vice-Pres. &
TV-Radio Dir.....John Van Nostrand
Assistant.....John G. Cole

Accounts: American Petroleum Institute (Institutional); American Tobacco Co. (Pall Mall Cigarettes, La Corona Cigars, Antonio y Cleopatra Cigars, Half and Half Smoking Tobacco); Best Foods, Inc. (H-O Oats, H-O Cream Farina, Presto Self Rising Cake Flour); Block Drug Co. (Nytol Sleeping Tablets, Green Mint Mouthwash, Pycope Tooth Brushes); Blue Coal Corp. (Blue Coal); Carter Products (Arrid Cream Deodorant, Rise Instant Lather); J. H. Filbert, Inc. (Mrs. Filbert's Margarine, Mayonnaise and Salad Dressing); Gunther Brewing Co. (Gunther Premium Dry Beer & Ale); Hudnut Sales Co. (Cosmetic Div., DuBarry Preparations, Hudnut "Light and Bright"); Junket Brand Foods Div., Chr. Hansen's Laboratory (Junket Rennet Powder & Tablets, Quick Fudge & Frosting Mix, Danish Dessert, Freezing Mix, Sherbet Mix, Fondant Mix); Lambert-Hudnut Div., Warner-Lambert Pharmaceutical Co. (Richard Hudnut Quick Home Permanent, Pin-Quick, Children's Quick, Enriched Creme Shampoo, Creme Rinse, Rinse 'n Set); V. La Rosa & Sons (Macaroni, Spaghetti Sauces, Pizza Pie Mix, Prepared Italian Food Specialties); Lever Brothers Co. (Lifebuoy Soap, Silver Dust Blue, Hum); Noxzema Chemical Co. (Noxzema Skin Cream, Brushless Shave Cream, Suntan Lotion); Smith Brothers (Cough Drops & Cough Syrup); The Sperry and Hutchinson Co. (S & H Cash Discount Stamps); Whitehall Pharmacal Co. (BiSoDol Mints, BiSoDol Powder, InfraRUB).

TALAD CORPORATION

730 Fifth Ave., Suite 1901, New York 19, N. Y.
Phone: COlumbus 5-3550

President .....Charles Bernard
Sec'y.-Treas. .....Philip R. Leeds
Art Director.....Leonard Kessler
Asst. to Pres.....Rita Hughes

Radio Account: Superior Insurance Plan.

J. WALTER THOMPSON COMPANY

420 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 3-2000
AAAA—ABP—ANPA—APA

Chairman .....Stanley Resor
Vice Chairman.....Henry C. Flower, Jr.
Vice Chairman.....Samuel W. Meek
President.....Norman H. Strouse
Dir., Radio-TV.....Dan Seymour
V.P. & Dir. of Media.....Arthur A. Porter
Admn., Radio-TV.....John F. Devine
TV Group Heads.....Robert E. Buchanan, Storrs Haynes, Al Morrison
Associate Media Dirs.....Alvin Dreyer, James O. Luce, Anne Wright, Gerald Vernon, Richard Jones, Jack Green

Branch Offices

410 No. Mich. Ave., Chicago, Ill.
Phone: MOhawk 4-6700
Vice Pres., Mgr.....George C. Reeves
Radio-TV Mgr.....John E. Mosman
Media Dir.....John de Bevec

535 Griswold St., Detroit, Mich.
Phone: WO 2-8890
V.P., Mgr.....John L. McQuigg
Radio-TV Acct. Suprv.....Donald Thorburn
Radio-TV Rep.....Eldon Hazard

6399 Wilshire Blvd., Los Angeles, Calif.
Phone: WE 3-7201
V.P., Mgr.....Cornwell Jackson

220 Miracle Mile, Coral Gables, Fla.
Phone: MIami 83-5487
Manager .....Eugene Austin

320 California St., San Francisco, Calif.
Phone: GA 1-3510
V.P., Mgr.....Harry A. Lee
Time Buyer.....Frances Austin

Radio Accounts: Joseph Schlitz Brewing Co., Pharma-Craft Corp.; Mentholatum, Shell Oil Co., Chun King Sales, Inc., Scott Paper Co., Murine, Panagra, Ford Div., Ford Motor Co., Ward Baking Co.

TV Accounts: Ciba Pharmaceutical Prod., Inc., Pan American, Johns-Manville, Aluminum ,Ltd., Lever Bros., Standard Brands, Inc., Mentholatum, Blue Cross, Blue Shield, Scott Paper Co., Chesebrough-Pond's, Eastman Kodak, Kraft Foods Co., Ford Div., Ford Motor Co., Brillo, Seven-Up, Joseph Schlitz Brewing C.

TRACY, KENT & CO., INC.

515 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-4404
ABP—ANPA—APA—PPA—NBP

Chairman of Board.....Wm. Irwin Tracy
Pres.....Frank S. Kent
Vice-Pres. & Art Dir.....Hugh F. Donnell
Vice-Pres.....F. Haas, F. Nye

Radio Accounts: J. W. Beardsley's Sons, (Food Products), Newark, N. J.; Cadie Chemical Products, Inc. (Polishing cloths), New York, N. Y.; Charles & Co., Inc. (Bon Voyage Shop), New York, N. Y.; Dellwood Dairy Co., Inc. (Milk & Dairy Products), Yonkers, N. Y.; Filler Products, Inc. (Snack Foods), Atlanta, Ga.; Adolph Goldmark & Sons, Corp. (Imported Foods), New York, N. Y.; Gristede Bros., Inc. (Grocers), New York, N. Y.; Moore & Co. Soups, Inc. (Bon Vivant Soups), Newark, N. J.

TV Accounts: Cadie Chemical Products, Inc. (Polishing Cloths), New York, N. Y.; Filler Products, Inc. (Snack Foods), Atlanta, Ga.; Gristede Bros., Inc. (Grocers), New York, N. Y.; New Jersey Egg Institute (Jersey Jill Eggs), Lakewood, N. J.; Terry Candy Co., Elizabeth, N. J.

TRACY-LOCKE CO., INC.

2501 Cedar Springs Road, Dallas 1, Texas
Phone: RI 8-4741
AAAA—ABP—ANPA—AFA

President .....Morris Hite
Exec. Vice-Pres.....Clay W. Stephenson, Jr.
Media Dir.....Ernestine Parker
Radio, TV Director....Lawrence E. DuPont

Branch Office

2332 W. Holcombe, Houston 25, Texas
Phone: MO 7-3306

1501 Canal St., New Orleans 16, La.
Canal 9278

Radio Accounts: Borden Co. (Southern District); Duncan Coffee Co., Houston; Imperial Sugar Co., Sugarland; Burrus Mill & Elevator Co. (flour), Dallas; Adleta Company, Dallas; Reserve Life Insurance Co., Dallas; Frito Co., Dallas, Texas; American Brewing Co. (Beer), New Orleans, La.; Radio Stations, WWL, New Orleans, La. & KRLD, Dallas, Tex.

TV Accounts: Borden Co. (Southern District); Duncan Coffee Co., Houston; Imperial Sugar Co., Sugarland; Kings Candy Co., Ft. Worth; Haggar Co. (men's slacks), Dallas; Adelta Company, Dallas; American Brewing Co.; Frito Co.

WILLIAM VON ZEHLE & CO., INC.

441 Lexington Ave., New York 17, N. Y.
Phone: MU 2-9010

Pres., Radio-TV Dir.....Wm. von Zehle
Copy Chief.....Otto Riess

Accounts: Bernheimer, D. F., & Co.; Colonial Boat Works; Dyson Shipping, N. Y.; Emery, John S. Co.; Fishetti Bros.; General Register Corp.; Haeuser Shellac Co. Inc.; Jadow, B. Inc.; K & W Products Corp.; Meyer, N. S.; Mohegan Int'l.; Pan-Atlantic Steamship Line; Rose Ribbon & Carbon Mfg. Co. Inc.; Solon Palmer; Standard Radio, Chicago & Hollywood; Winsor & Newton; Winston, Harry Inc.; Young, Adam J. Inc.

GEOFFREY WADE ADVERTISING

20 N. Wacker Drive, Chicago 6, Ill.
Phone: STate 2-7369
ABC—ANPA

Exec. Dir.....Albert G. Wade, II
General Manager.....Paul McCluer
Senior Acct. Exec.....Robert E. Dwyer
Acct. Exec.....Lawrence W. Davidson
Research Dir.....Gordon Norberg
Art Director.....J. B. Hoopes
Dir. Radio Pgms.....P. C. Lund
Media Director.....Louis J. Nelson

Space, Time Buyer.....David S. Williams
Dir. of Network TV Pgms.....Jack Farnell
Dir. of TV Film Dept.....Booth Luck

Branch Offices

Wade Advertising Agency, Inc.
6381 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 4-7457

Exec. Vice Pres.....Robert E. Dwyer
Vice Pres.....Snowden Hunt, Jr.
Vice Pres.....Forest F. Owen, Jr.
Director, Radio-TV Oper.....Edgar Pierce

10 East 49th St., New York, N. Y.
Phone: PLaza 5-4156

Eastern Radio, TV Dir...Henry J. Opperman

Radio Accounts: Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day (Brand) Vitamins, Nervine, Tabcin), Elkhart, Ind.; Miles California Co., (Bactine) Los Angeles, Calif.; Aireloom Bedding (Mattresses & Springs), Alhambra, Calif.; Durham Chemical Co., Los Angeles; See's Candy Shops, Los Angeles & San Francisco; Joe Maggio; Greene & Henkle; National Van Lines; Paper Products Co.

TV Accounts: Miles Laboratories, Inc. (Alka-Seltzer, Nervine, Tabcin, One-A-Day Brand) Vitamins, Elkhart, Ind.; Alberto-Culver Co. of Hollywood (Alberto VO-5), Chicago; Miles California Co., (Bactine) Los Angeles, Calif.; Joe Maggio, Inc., Holtville, Calif.; See's Candy Shops, Los Angeles & San Francisco, National Van Lines, Los Angeles; Paper Prod. Co. (Napkins, etc.), Los Angeles.

HUGO WAGENSEIL & ASSOC. CO.

Talbott Bldg., Dayton 2, Ohio
Phone: HEmlock 5542

AAAA—ABP—APA—PPA—ANPA
CAAN

President .....Hugo Wagenseil
Vice President.....Paul B. Willis
Vice President.....W. H. Ford
Radio Director.....F. R. Harwood
V.P., Creative Dir.....Harley C. Case

W. S. WALKER ADVERTISING CO.

Oliver Bldg., Mellon Sq., Pittsburgh 22, Pa.
Phone: GRant 1-1900

ABP—ANPA

President.....C. P. Richardson
Exec. V.P.....F. L. Newmeyer, Jr.
Vice Presidents.....A. F. Young, Norman Burk
Sec'y.-Treas.....George Luchik
Radio-TV Dir.....Robert B. Stevens

Radio Accounts: Aunt Hannah's Bakery (Food Products) Pittsburgh, Pa.; Sterling Oil Div. of Quaker State Oil Refining Corp. (Gas & Oil) Emlenton, Pa. & St. Marys, W. Va.; Disco Div. of Pittsburgh Consolidation Coal Co., Pittsburgh, Pa.; I. N. Hagan Co. (Milk and Ice Cream) Uniontown, Pa.; Pittsburgh Coke & Chemical (Insecticides) Pittsburgh, Pa.; Allegheny Ludlum Steel Corp. (Stainless & Special Alloys, Steels) Pittsburgh, Pa.; Blackstone Corp. (Laundry Equipment) Jamestown, N. Y.; Niagara Therapy Mfg. Corp. (Massage Equipment) Adamsville, Pa.

TV Accounts: Aunt Hannah's Bakery, Sterling Oil Div. of Quaker State Oil Refining Corp., Blackstone Corp., Niagara Therapy Mfg. Corp., I. N. Hagan Co., Pittsburgh Coke & Chemical, Allegheny Ludlum Steel Corp., Disco Div. of Pittsburgh Consolidation Coal Co.

NORMAN D. WATERS & ASSOCIATES, INC.

6 East 39th St., N. Y. 16, N. Y.
Phone: MUrray Hill 5-8950

ABP—ANPA—PPA

President.....Norman D. Waters
Vice Presidents....Bliss Woodward, Marvin Sherres
Secretary.....Elaine L. Waters
Space Buyer.....Bernard Beallor
Production Mgr.....Herbert Jacobs
Office Manager.....Mimi Luden
Art Director.....Robert Bergman
Mechanical Art.....Robert R. Brown
Account Execs.....Norman Waters, Bliss Woodward, Leonard Koven, Marvin Sherres, Roy Friedlander

Paris, France, 1 Ave. Franco-Russe
Manager .....Faith Shipway

WILLIAM WARREN, JACKSON & DELANEY

45 W. 45th St., New York 36, N. Y.
Phone: JUdson 6-0350

ABP—APA—ANPA

Partners.....Harry Solow, Jr., William W. Solow, S. P. Jackson
Radio Dir.....Harry Solow, Jr.
TV Director.....S. P. Jackson
Asst. to Director.....William W. Solow
Mgr. TV Commercials.....Harry Alleva
TV Program Dir.....Edward O'Brien
Copy Chief.....Dorothy Scheler
Account Executives.....William Solow, S. P. Jackson, J. C. Silverman, Jack Wilson, Paul Kopp, George Deller, Jack Halloran, John Callis

Radio Accounts: Sachs Quality Stores (Dept. Store); Flag Pet Food Corp. (Dog & Cat Food); Herbert's Jewelry (Jewelry); Sofia Bros. (Movers); Federal Life & Casualty Co. (Insurance); Rikers Restaurants; Roberts Technical & Trade School; Alexander's Dept. Stores; Monarch Buick Co., Inc.; Ritz Thrift Shop; Bookfind Club; Dale Dance Studios; Relaxacizor Sales Co.; Mason & Hamlin Piano Co.; Modell Jewelers; Michaels Brothers (Dept. Store), Schane Pontiac Corp., Sonotone of New York; Big 4 Buick

Dealers; Radio-TV Training Assn.; Nat'l. Home Study School; Zenith Radio Corp., Tri-State Buick Dealers Assn., all New York, N. Y.

TV Accounts: Sachs Quality Stores; Vim Stores; Ritz Thrift Shop; Warren Connolly (Dist. Norge, Motorola, Vornado); Sofia Brothers Inc.; Relaxacizor; Fruit of the Loom; Stevens & Thompson Paper Co.; Wing & Fin Pet Center; Dale Dance Studios; Davega Stores; Monarch Buick Co., Zenith Radio Corp. of N. Y.; Schane Pontiac Corp., all New York, N. Y.

Estimated Radio-TV Billings: $900,000.

WARWICK & LEGLER, INC.

230 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 4-5800
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA—AFA

President.....H. Paul Warwick
Vice-Presidents .....Henry Legler, S. O. Youngheart, Arthur Deerson, Thomas H. Shanley, C. E. Staudinger
Radio & TV Director...William P. Warwick
Asst. Radio-TV Dir...Robert Steen, Joe Gratz

Radio Accounts: Jacob Ruppert (Knickerbocker Beer) New York, N. Y.; Ex-Lax, Inc. (Chocolated Laxative) Brooklyn, N. Y.; Williams Baking Co. (Bread and Baked Goods) Scranton, Pa.

TV Accounts: Ex-Lax, Inc. (Laxative), Brooklyn, N. Y.; Jacob Ruppert (Knickerbocker Beer) New York, N. Y.; Schick, Inc. (Electric Shavers) Lancaster, Pa.

Estimated Radio & TV Billings: $6,350,000.

WASSER, KAY & PHILLIPS, INC.

1231 Banksville Rd., Pittsburgh 16, Pa.
Phone: LOcust 3-1570

President.....G. S. Wasser
Vice Pres.....E. J. Laughlin
Media Director.....Harry Anderson
Art Dir.....A. S. Ziaukas
Radio, Television Director.....Alvin Roth
Acct. Execs.....Owen Daley, Paul LeBoeuf
Copy Chief.....Sally Kohl

Radio & TV Accounts: Country Belle Coop. (Farmers Dairy Products), Krogers (Food Markets), Coca Cola Bottling Co. of Pittsburgh, Pittsburgh, Pa.; City Products Corp. (Ice), Pittsburgh, Pa.; Rosenbaums Dept. Store, Pittsburgh, Pa.; Timken Silent Automatic Div. of Scaife Co. (Furnaces) Oakmont, Pa.; Morrison & McCluan (Frozen Foods) Pittsburgh, Pa.

WATTS, PAYNE—ADV., INC.

900 S. Main St., Tulsa 3, Okla.
Phone: DIamond 3-8108
AAAA

Chairman of the Board.....Don Watts
Pres., Treas.....Oscar E. Payne
Vice Presidents.....Leslie S. Hauger, Don Dyer
Secy., Radio-TV Dir.....Don S. Mitchell
Asst. Treasurer.....Jack Buchman
Account Executives.....Don Watts, Oscar E. Payne, Leslie S. Hauger, Don Dyer, Don S. Mitchell, Thurman Glenn, George Breidenbach.
Radio-TV Coordinator.....Larry Bettis
Radio-TV Copy Writer.....Sally Milstead
Radio-TV Traffic.....Carolyn Johns
Radio-TV Director.....Don Mitchell

Radio Accounts: Oklahoma Tire & Supply Co., Mid-West Chevrolet, Prather's Prescriptions, 7-Up Distributors, Mason's Furniture & Appliances, Pepsi Cola Distributors, United Federal Savings & Loans, Watts, Plumbing & Electric, Bell Oil & Gas, Hawks Dairies, Angel's Drive-In, Commonwealth Life Ins., Downtown Tulsa, Unlimited, Brown-Dunkin Dept. Store, Tulsa, Okla.

TV Accounts: Oklahoma Tire & Supply, Mid-West Chevrolet, Bell Oil & Gas, Mason's Furniture & Appliance, Jitney Jungle, (Grocery Chain); Hanna Lumber Co., Burt's Ice Cream, Okla. Natural Gas, all Tulsa, Okla.

WEBB ASSOCIATES, INC.

330 Fifth Ave., New York, N. Y.
Phone: LO 5-6462

President .....M. A. Weiss
Sec'y., Treas.....Andrew Weiss
Art Director.....Trudy Kadisch
Production Mgr.....Irwin Bogin
Media Director.....Audrey Bernfeld
TV Director.....Bernard Schiff
Acct. Execs.....M. A. Weiss, Andrew Weiss, L. Sturms, Vi Porte

EDWARD H. WEISS & CO.

London Guarantee Bldg.
360 N. Michigan Ave., Chicago, Ill.
Phone: CEntral 6-7252

President .....Edward H. Weiss
Exec. Vice Pres.....Irving D. Auspitz
V.P., Dir. of Media.....Jack Bard
V.P., Copy Dir.....Byron A. Bonnheim
V.P., Acct. Supvr.....Bernard J. Gross
Dir. Motivation Research .....Mary Jane Grunsfeld
V.P., Acct. Supvr.....Robert Harris
V.P., Acct. Supvr.....Jerome Joss
V.P., Creative Dir.....Lee King
V.P., Sec'y., Radio-TV Dir., Acct. Supvr. .....Marvin L. Mann
V.P., Acct. Supvr.....Kenneth Murison
Treas., Business Mgr.....Ernest Stern

Branch Office
460 Park Ave., New York, N. Y.

Accounts: American National Bank & Trust Co., Amity Leather Products Co., Rolfs Div. (Personal leather goods); Autopoint Co. (Ballpoint Pens); James B. Beam Distilling Co. (Jim Beam Bourbon, Beam Bottled in Bond Bourbon, Beam's Pin Bottle Bourbon); Clear Springs Distilling Co. (Baranof Vodka, Bhukov Vodka, Chateaux Vodka, Chateuax Flavored Vodkas, Dark Eyes Vodka, Ph. Boilieux Brandy); John B. Canepa Co.. (Red Cross Macaroni, Spaghetti, Elbow Macaroni, Mostaccioli, Rigatoni and Shells); Carr, Adams & Collier (Bilt-Well Kitchen and Storage Cabinets, Bilt-Well Windows); College Inn Food Products Corp., Cromwell Paper Co., Helene Curtis Industries; Kings Men; Lentheric, Inc.; Jose Escalante & Co.; General American Transportation Corp.; Parker Kalon; H. W. Gossard Co.; Inland Steel Co.; Mogen David Wine Corp.; Perk Dog Food Co.; Purex Corp.; Manhattan Soap Co.; Sealy, Inc.; Sealy Mattress Co. of Chicago; Selby Shoe Co.; The Solvents & Chemical Group; Visking Co.

E. TAYLOR WERTHEIM

347 Madison Avenue, New York 17, N. Y.
Phone: MUrray Hill 4-7545

Owner, Media Dir.....E. Taylor Wertheim
Copy Chief, Space Buyer.....Ray Buras

WESLEY ASSOCIATES, INC.

247 Park Ave., New York 17, N. Y.
Phone: ELdorado 5-2680
ABP—ANPA—PAP—NBP—PPA—NOAB

President.....Leland G. Wesley
Exec. V.P.....Lindsay Fairweather
Chm. Plans Bd.....Atherton Pettingell
Vice President.....LeGrand L. Redfield
Art Director.....C. A. Rathkopf
Fashion Art Dir.....G. Heller
Prod. Mgrs...Herman Hecker, Ed Fitzgerald
Media Dir.....Jos D. Knap Jr.

WESTERN ADVERTISING AGENCY, INC.

4848 Wilshire Blvd., Los Angeles 5, Calif.
Phone: WEbster 8-2681
APA—ABP—NOAB

President.....Edward E. Keeler
Vice Presidents.....William Willson, C. M. Grove
Sec'y. .....Frederick Botsford
Prod. Mgr.....Leo Carillo
Media Dir.....Norrine Freeman

WEXTON COMPANY, INC.

11 East 47th St., New York, N. Y.
Phone: MU 8-4050
ABP—ANPA

President .....Larry Schwartz
Vice Presidents.....Ted Gravenson, Ed Greenberg
Secy.-Treas. .....Howard Wechsler
Acct. Supervisor.....George Gilbert
Radio-TV Dir.....Larry Schwartz

Radio Accounts: W. Gobel (Hummel Figurines), Bavaria.

TV Accounts: Burndy Engineering Co. (Electrical Products), Norwalk, Conn.; Metal Foil Products Mfg. Co., (Broil-A-Foil Trays) Linden, N. J.; O'Quin Charcoal Sauce, N. Y. C.

Estimated TV Billings: $200,000.

WHERRY, BAKER & TILDEN, INC.

919 North Michigan, Chicago 11, Ill.
Phone: DElaware 7-8000
AAAA—ABC—ABP—ANPA

President .....Larry Wherry
Vice Presidents.....Bruce A. Baker, Louis E. Tilden, Clifford Bolgard, Charles A. Wilcox
Dir. of Radio & TV.....Louis E. Tilden
Media Dir.....Gordon Hendry
Vice Pres., Creative Dir.....James D. Nevins

Radio Accounts: American Investment Co. of Ill. (Loan Corp.), St. Louis; Boatmen's Bank, St. Louis; H. C. Cole Milling (Flour), Chester, Ill.; Manhattan Coffee Co., St. Louis, Mo.; Kerr-McGee Oil Industries, (Deep Rock Oil) Oklahoma City, Okla.; Carling Brewing Co. (Black Label Beer) Cleveland, Ohio; Chevrolet Dealers Assn. of Greater St. Louis; Miller Products Co. (Insect Repellent); Katy Railroad, St. Louis.

TV Accounts: American Investment Co. of Ill.; Chevrolet Dealers of Greater St. Louis; Manhattan Coffee Co., Carling Brewing Co., Miller Products Co. (Insect Repellent), all St. Louis, Mo.; Kerr-McGee Oil Industries, Oklahoma City, Okla.

WINIUS-BRANDON COMPANY

1706 Olive St., St. Louis 3, Mo.
Phone: CHestnut 1-6380

President.....Enno D. Winius
Sr. Vice-Pres.....C. A. Brandon
Vice-President, Treas.....W. L. Sanborn
Media Dir.....George R. Bishop
V.P., Radio-TV Dir.....V. L. Morelock
Asst. Radio-TV Dir.....Herbert P. Halpern
Vice Pres., Acct. Exec.....Walter Winius
Vice Pres.....William H. Austin

WOODWARD & BYRON, INC.

50 West State St., Westport, Conn.
Phone: CApital 7-9554

Ch. of Bd., Treas.....Mark B. Byron
Pres., Media Dir...Van Lear Woodward, Jr.
Vice Pres.....Thomas F. Cosgrove
Secretary .....John Boyd
Pub. Rel. Dir.....Thomas McNeil
Vice Pres. .....Edw. Wade

WYATT ADVERTISING AGENCY

401 Navarro St., San Antonio 5, Texas
Phone: CA 6-2226
SNPA

Owner.....William I. Wyatt
Art Dir.....William J. Lytle
Prod. Mgr.....James Thompson
Copy Chief, Radio Dir.....A. J. Lewis
Acct. Execs.....Tim Collins

YOUNG & RUBICAM, INC.

285 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 9-5000
AAAA

President.....Sigurd S. Larmon
Exec. V.P., Co-Chmn. Plans Brd.....Louis N. Brockway
V.P., Co-Chmn. Plans Brd., A. V. B. Geoghegan
V.P., Art Director....Frederick S. Sergenian
Senior Vice President.....Frank Fagan
Sr. V.P., Contact Dept.....Harry Harding
Sr. V.P., New Business..William H. Howard
V.P., Dir. Radio-TV....Robert P. Mountain
V.P., Mgr., Radio-TV Pub.....Harry Rauch
V.P., Mgr. Copy Dept...John B. Rosebrook
V.P., Dir. Int'l. Div.....Lorimer B. Slocum
V.P., Gen. Counsel.....David Miller
V.P., Merchandising Dir.....Samuel Cherr
V.P., Dir. Pub. Rel.....Ken R. Dyke
V.P., Dir. Research.....Dr. Peter Langhoff
Mgr. of Radio-TV Oper.....D. Y. Bradshaw
V.P., Dir. Copy, Radio-TV Com's.....George H. Gribbin
V.P., Dir. Radio-TV Commercials .....Charles Feldman
V.P., Asst. to Pres.....Thomas Lapham
Vice-Presidents .....Milford Baker, Harry B. Carpenter, George B. Dippy, J. Brooks Emory, Jr., Frank L. Henderson, Alexander Kroll, A. Gardiner Layng, Walter K. Nield, William L. Shinnick, Walter B. C. Washburn, Edward Bood, Robert Clayton, Montagu G. Miller, Bernard Pagenstecher, Paul Richardson, Louis P. Weil, J. P. Wilkerson, Thomas W. Clark, H. Kierstead, Randolph McKelvey, William D. Thompson, Thomas Cox, Douglas Murphey, Edgar Van Winkle.

Branch Offices

333 No. Michigan Ave., Chicago 1, Ill.
Phone: FInancial 6-0750
V.P., Mgr.....Eldon E. Smith
V.P., Mgr.....John F. Whedon
645 Griswold St., Detroit 26, Mich.
Phone: WOodward 1-0067
V.P., Mgr.....Aldis P. Butler
6253 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-2731
V.P. Radio-TV Dir.....Walter Bunker
120 Montgomery St., San Francisco 4, Calif.
Phone: EXbrook 7-1838
V.P., Mgr.....Edward A. Merrill, Jr.
611 Wilshire Blvd., Los Angeles 17, Calif.
Phone: MAdison 6-7641
V.P., Mgr.....Jack W. Smock

Radio Accounts: Thomas J. Lipton, Inc.; Piel Bros., Inc.; General Foods Corp.; General Electric Co.; Gulf Oil Corp.; Procter & Gamble Co.; American Home Foods, Inc.; Metropolitan Life Insurance Co.; Bristol-Myers Co.; Duffy-Mott; Calso Water Co.; Union Oil Co.; Simoniz Co.; Borden Co.; Drackett Co.; General Cigar Co., Inc.; Hunt Foods, Inc.; Singer Sewing Machine Co.; Time Inc.; P. Lorillard Co.; American Bakeries Co.; Johnson & Johnson; Northern Paper Mills; Simmons Co.

TV Accounts: Thomas J. Lipton, Inc.; Piel Bros., Inc.; Duffy-Mott Co., Inc.; Procter & Gamble Co.; General Electric Co.; General Cigar Co., Inc.; Singer Sewing Machine Co.; Borden Co.; General Foods Corp.; Gulf Oil Corp.; Simmons Co.; Johnson & Johnson; Goodyear Tire & Rubber Co., Inc.; Bristol-Myers Co.; P. Lorillard Co.; American Home Foods, Inc.; Sanforized Div. of Cluett, Peabody & Co., Inc.; Drackett Co.; Hunt Foods, Inc.; Remington-Rand, Inc.; American Bakeries; Time, Inc.; Northern Paper Mills; Kaiser Aluminum Co.; Metropolitan Life; National Shawmut Bank; Lincoln Div. of the Ford Motor Co.; Hammond Organ Co.; Calso Water Co.; W. P. Fuller Co.; United Vintners; Union Oil Co.; Simoniz Co.

YOUNT COMPANY

12 East 10th Street, Erie, Pa.
Phone: 2-2816

Owner.....M. A. Yount
Acct. Executive.....M. John Yount
Production Mgr.....Richard A. Lewandoski
Secretary .....Luella Drenning
Art Director.....Richard Bitting
Artist .....Lee Tillman

Radio Accounts: The Erie Brewing Co., Erie, Pa.

TV Accounts: The Erie Brewing Co., Erie, Pa.; Harris Inc. (New and Used Automobiles), Erie, Pa.

ZANPHIR, PETER, ADVERTISING

565 5th Ave., New York 17, N. Y.
Phone: PL 3-8340
ABP

Radio & TV Accounts: TV Programs of America, The Katz Agency.

WHO'S WHO in AD AGENCY TIME BUYERS

BIOGRAPHICAL SKETCHES OF SOME OF THE TOP-LEVEL TIME BUYERS

1957

SULLIVAN, JEANNE, head time buyer at Norman, Craig & Kummel, Inc. B., 1924, New York, New York. Single. Entered agency field in 1943 at Duane Jones, as secretary. Promoted to time buyer post in 1945. She moved to Wyatt & Schuebel in 1951 as head time buyer. Left agency with Miss Schuebel in April, 1956, for Norman, Craig & Kummel as head time buyer. Member of Radio and Television Executives Society.

SCHUBERT, GENEVIEVE, time buyer, Compton Advertising, Inc. B. in N.Y.C. Single. Attended Columbia University Evening Session. Entered Badger, Browning & Hersey Advertising Agency in 1945 as estimator. She moved to Ted Bates & Co. as time buyer in 1949, and switched to Compton in 1951 as time buyer. She services Nehi Corp., Remington-Rand & Sterling Brewers now.

ZEMLOWITZ, JEAN, media director and time buyer at Bermingham, Castleman & Pierce. B. 1930, N. Y. C., N. Y. Attended City College, BBA, 1951. Single. Entered Lewin, Williams & Saylor, 1951 as copy typist. Then she progressed to traffic manager and finally copywriter. She moved to Ritter, Sanford & Price as copy chief in 1954, and in 1956 came to Bermingham, Castleman & Pierce as media director.

LINDEN, HEINZ, time and space buyer, Benton & Bowles, Inc., B. 1923, Berlin, Germany. Attended Marburg University, LLB., 1948. Entered the agency field in 1953 at Benton & Bowles as a trainee. In 1954 he moved to the media analysis group. The same year Linden became assistant print buyer and was made print buyer in 1955. He became time and space buyer in 1956. Services Crest Toothpaste.

WASSERMAN, ANITA, time buyer at Lawrence C. Gumbinner Advertising Agency, Inc. B., New York City. Attended Hunter College, B.A., 1948. Single. Did free-lance writing for radio. In 1947, was associated with Worldwide Broadcasting Foundation. Joined Gumbinner in 1949 as secretary. Became an assistant time buyer. In 1953, was named time buyer. Accounts serviced are Chap Stick, Q-Tips, Sacramento Tomato Juice, Roi-Tan Cigars, and Filter Tip Tareyton Cigarettes.

BRAY, JACK T., time buyer at Cunningham & Walsh, Inc. B., 1931, Bronx, N.Y. Attended Fordham University, B.A., 1952. Single. Entered agency field in 1956 as assistant buyer at Benton & Bowles. At one time Bray was a page at NBC. Following 10 months association with B&B, he joined Cunningham & Walsh as a time buyer on their new account, Texaco. Also services Chase Manhattan Bank, N.Y. Daily News, Narragansett Beer, Pax Lawn Mower, & Brooklyn Union Gas.

GONSIER, IRA, time buyer at Sullivan, Stauffer, Colwell & Bayles, Inc. B. 1928, New York City. Attended CCNY, BS, 1949, New York University, M.A., 1951. M. Nora Lowenthal, 1952; Children, Amy Lee, 1955. Entered agency field in 1951 as research assistant at The Biow Co. Moved to Harry B. Cohen in 1952 as estimator, then assistant time buyer then time buyer. In 1956, switched to SSC&B as a time buyer.

LA MONTAGNE, A. LEO, time buyer at Product Services, Inc. B. 1925, Boston, Mass. Attended University of Chicago. Single. Entered agency field in 1954 at Product Services, Inc., in research department. Became an estimator in 1955, and was promoted to time buyer in 1956. Primarily buy time for Dermagene and Tintair. LaMontagne currently resides in Manhattan. Resided in various countries, including France, England, and Mexico, where he attended various schools.

DUCEY, JAMES J., media buyer at Cunningham & Walsh, Inc. B. 1926, Bronx, N. Y. Attended St. Johns Univ., B.A. 1950. M. Anna Marie Smith, 1954. Entered agency field with William Esty in 1952 as assistant buyer. In 1954, joined Cunningham & Walsh as media buyer. Services Brisk and Super Suds, both Colgate products; also services C. R. Squibb and Folgers Coffee. Served in U.S. Navy, 1954-1956.

HACKETT, JAMES J., time buyer at Frank B. Sawdon, Inc. B., 1929, New York City. Attended Swarthmore College. M. Joan Parkins, 1954; children, Dennis Reynolds, 1957. Entered agency field in 1953 at Cecil, Presbrey & Co., as media trainee. Following association with organization, Sept., 1953, joined Sawdon as radio-TV coordinator. Services Robert Hall Clothes. Served in U.S. Army, 1950-1952 as corporal. Member of Delta Upsilon, college fraternity.

CLAPP, ROGER H., time buyer at Benton & Bowles, Inc. B., 1928, Scarsdale, New York. Attended Amherst College, B.A., 1954. M. Patricia Townshend, 1954. Entered agency field in 1954, when he came to Benton & Bowles in the mail room. In May, 1955, he moved to media analysis as an assistant time and print buyer, and the following year, was named time buyer on Regular Maxwell House Coffee, Yuban and Bliss.

SUREN, STEPHEN M., time buyer at Sullivan, Stauffer, Colwell & Bayles, Inc. B. Brinkerton, Pa. Attended University of Kentucky, and graduated from University of Illinois, B.A., 1940. M. Clara Szauter; children, Barbara Ann, 1956. Entered agency field in 1947 at SSC&B in checking department. Moved to estimating department in 1948, became head estimator in 1950. The following year, was named time buyer.

SPRAGUE, JEREMY D., time buyer at Cunningham & Walsh, Inc., B., New York City. Attended Columbia University, B.A., 1955. Single. Entered agency field in 1949 in mail room at Compton. He became radio-TV estimator while there, then joined media research and was promoted to time buyer. In 1954 he joined Cunningham & Walsh as time buyer. Sprague served in the U.S. Navy, 1951-1952, petty officer. Member of New York Athletic Club.

STEARNS, JAN. G., time buyer at Doyle Dane Bernbach, Inc. B., 1917, Bangor, Me. Attended Greenbriar College. M. Luellen L. Stearns, 1957. Entered broadcasting in 1943, at WMAS, Springfield, Mass. In 1945 went to Harold Cabot, Boston ad firm, to set up radio department, followed by TV. Became media dir. at Cabot in 1951. Left in 1952 to go to Sherman Marquette, which later became Bryan Houston. Joined present agency in 1955.

ZUVER, RICHARD, time buyer at Compton Advertising, Inc. B., 1931, Massillon, Ohio. Attended Trinity College, class of 1955. Single. Zuver entered the agency field in 1954, at Young & Rubicam, Inc. where he was located in the merchandising department. The following year, he moved to Compton in media statistics. He worked as an assistant time buyer, and in 1956, was named time buyer handling Ivory Soap, and Dash Detergent accounts.

O'DEA, THOMAS J., time buyer at Sullivan, Stauffer, Colwell & Bayles. B. 1930, New York City. Attended New York Univ., M. Joan Cook, 1954; children, Noreen, 1955, Eileen, 1956. Entered agency field in mail room of Wm. Esty, 1949. In 1951 was associated with U.S. Air Force, until 1952. Rejoined Esty as media coordinator. Became network time buyer in 1953-1954. From 1954-1956, did spot time buying. Joined SSC&B in 1956.

WALSH, JOHN JR., time buying manager, D. P. Brother Advertising Agency. B., 1922, Detroit. Attended University of Detroit, and Sacred Heart Seminary College, B.A., 1945. M. Marjorie Convery, 1950; children, Elaine, 1951, Terrence, 1955, Jane, 1956. Walsh was first affiliated with the Maxon Advertising Agency, as an assistant to the media director in the agency's Detroit office. He spent nine years as assistant to the media director, and joined D. P. Brother, 1956.

KANE, MARTIN T., manager of broadcast of media, Ogilvy, Benson & Mather, Inc., B. 1921, Stamford, Conn. Attended Dartmouth, B.A., 1943. M. Marie Naphen, 1949; children, Thomas, 1950; Peter, 1953; Elizabeth, 1955; William, 1956. Entered advertising at Ruthrauff & Ryan as assistant buyer, 1948. Moved to McCann-Erickson in 1950 as time buyer and two years later became a time buyer to Ogilvy, Benson & Mather. Made a manager in 1955.

RICHARDSON, EDWARD S., time buyer at Geyer Advertising Agency, Inc., B. 1922, Denver, Colo. Attended CCNY, BBA, 1949. M. Estelle Barash, 1946; children, Kerry, 1950, Scott, 1954. Entered agency field in 1950 in accounting dept. at James A. Coveny, Inc. Moved to W. Earl Bothwell, 1951 in accounting dept. in 1952, to Geyer Adv. as an estimator, then space buyer. In July, 1956, made a space and time buyer.

DEKKER, WILLIAM C., vice president and director of all media, McCann-Erickson Inc., New York Home Office. Attended Univ. of New Hampshire, B.A., 1933; married, 3 children. Joined McCann-Erickson in 1943 to form Central Radio Dept., after serving with Procter and Gamble, New York Herald Tribune and Ted Bates Inc. Made director of radio time and station relations in 1949; director of all media in the home office, 1952.

LAMBERT, DAVID L., time buyer at Benton & Bowles, Inc. B. 1924, Washington, Pa. Attended University of Pennsylvania (Wharton), B.S., 1949. Joined Benton & Bowles in 1954 after various associations with manufacturers. He worked in Benton & Bowles' media research department and became assistant media buyer in 1956. Lambert was made a full time and space buyer in 1956. Services Parliament Cigarettes, Benson & Hedges Cigarettes & Association of Am. Railroads.

DE LUCA, VINCENT T., manager, media time buying division, Ruthrauff and Ryan, New York. Attended Manhattan College, BBA, 1951. M. Ann Harnaga, May 1954; children, Rosanne. DeLuca entered broadcasting at Kenyon and Eckhardt in 1951. His other time buying experience includes employment at Foote, Cone and Belding in 1953 and in 1954 he entered Cecil and Presbrey Advertising Agency. Services the Flav-r Straws, Sun Oil Co. and New Jet Bon Ami accounts.

BESS, JERRY, V.P. in charge of radio & TV at Frank B. Sawdon, Inc., B., 1921, South Orange, N. J. Attended Indiana University, B.S., 1943. M. Jean Abelson, 1948; children, John, 1951, Andrea, 1953. Served in U.S. Army 1943 - 1946, First Lt. pilot in air force. Following discharge, went to Louis G. Cowan, Inc. In 1947, he joined Sawdon as time buyer. Member of Radio & Television Executives Society.

CATHCART, EDNA, time buyer at J. M. Mathes, Inc. B., New York City. Widow; children, Mrs. James R. Hutchins, 1927. Entered agency field at Young and Rubicam in station relations department as secretary in 1934. Three years later, joined J. M. Mathes as secretary, working with radio director. In 1942, was promoted to time buyer. Handles all radio and television time buying for all J. M. Mathes accounts. Member of RTES.

RATNER, EDWARD, radio-TV director of Friend-Reiss. B. 1924, Brooklyn, N.Y. Attended New York University, B.A. 1948. M. Frances Granoff, 1947; children, Debra Anne, 1952, Linda Joan, 1955. Has had varied career in writing. Entered advertising as radio-TV copy chief at Product Services, Inc. Lives in Jersey City. Is member of Radio Writers Guild and director of Metropolitan Advertising Men.

SIMPSON, JEAN L., radio-TV time buyer for Doyle, Dane and Bernbach. B. 1926, Passaic, N. J. Oberlin College, B.A., 1947. M. John E. Crocco, 1952. Entered agency field in 1950 at Anderson, Davis & Platte, continuing after merger as Anderson & Cairns. She is a member of Radio-Television Executives Society. Handles spot radio, spot TV and network TV. Her outside interests lie mainly in the field of architecture, her husband's profession.

JONES, EVELYN LEE, business manager and head time buyer radio-TV departments, Donahue & Coe, Inc. B., 1910, Baltimore, Md. Attended Rochester University, Columbia University. M. Charles Reed Jones, 1934. Handled advertising, publicity, exploitation for independent motion picture companies 1933-1942. Joined Donahue & Co in 1943, worked as copy writer. Shifted to radio-TV department in 1946. Publicity chairman, 1953. Board of directors 1954-56 of Advertising Women of New York, Inc. Prior to joining the agency, she was at City Hall as Civilian Defense Volunteer Aide to the late Fiorello H. LaGuardia.

MARSICH, JOHN P., ass't. media director in charge of radio-TV time buying at the Kudner Agency, 575 Madison Ave., N. Y. Attended New York University. B.S. in Business Administration, 1939. M. Gaye Reed, 1954; no children. Entered broadcasting via NBC in 1940 serving through 1949 with 3 year hiatus in United States Navy. By 1949 he had advanced to supervisor of production costs on all NBC network shows. He served in that capacity until August of the same year, when he joined Kudner Agency.

GLADNEY, NORMAN, V.P. in charge of TV and radio, Reach, Yates & Mattoon, Inc. B. Sept. 5, 1922, New York City. Attended New York Univ. M. Marion Sonder, 1948; children, Jeffery and Liza. Entered broadcasting as a radio announcer for WLIB, New York City. From there he went to WITH, Baltimore, then to WWDC, Washington, D. C. Served as director of TV and radio sales promotion for the Bulova Watch Co. until May, 1956 when he joined Reach, Yates & Mattoon, Inc.

DAY, ROBERT W., vice president in charge of radio & television, head time buyer, Albert Frank-Guenther Law, Inc. B. 1917, Springfield, Mass. Attended Harvard University, B.A. 1939. M. Joan Thompson, 1939; children, Carolyn, 1941, Susan, 1943, Robert W., 1945, Linda, 1951. Entered advertising in 1942 with Broadcast Advertising, Boston; U. S. Navy, 1942-45; Advertising Manager, John Hancock, 1945-49; H. B. Humphrey, New York, 1949-50; Albert Frank-Guenther Law, 1950-57.

REINER, MORT, time buyer at Product Services, Inc., B., 1926, New York, N.Y. Attended Syracuse University, B.S., 1950. Single. Entered agency field in 1950 at Pedlar and Ryan, Inc., in media department. Became an assistant time buyer and left agency in 1952 for the Biow Co. Joined Biow as assistant time buyer. Left there in Nov., 1955 for Product Services, Inc. as time buyer. Services Glamorene, Tintair and Continental Wax.

GORDON, ROSANNE, time buyer at Product Services, Inc. B., 1928, New York, N. Y. Attended New York University, 1949. Single. Entered broadcasting at Headley-Reed Co., 1949. Left in 1954 for Franklin Bruck Agency. In 1955, moved to Street & Finney, Inc., as assistant time buyer and estimator. Left in 1956 for Television Advertising Associates, Inc. as time buyer. Joined Product Services, Inc., in Feb., 1957. Handles Tintair and Dermagene.

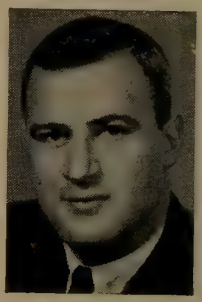
BAER, NORMAN, radio-TV director & time buyer, Lewin, Williams & Saylor, Inc. B., 1926, New York City. Attended Cornell Univ., University of Missouri and New York Univ., B.A., 1946 (NYU). M. Jo Bernstein, 1949; children, Ellen, 1953. Entered broadcasting in 1948 as writer for DuMont Television Network. Did free lance work until 1952. Went into packaging business with Jerry Gross, and was radio-TV dir. at Hilton & Riggio. In 1956, he came to his present position.

BERLA, PETER A., time buyer at Benton & Bowles, Inc., B. 1930, Newark, N. J. Berla attended Cornell University, receiving a B.A. degree in 1952. Single. He entered the advertising agency field in 1954, in the research department at Benton & Bowles. Two years later, in 1956, he moved to the media department as a time and space buyer. Served as a first lieutenant in the U.S. Air Force, from 1952-1954.

HUGHES, GORDON R., time buyer, Marschalk & Pratt. B. 1931, New York, N. Y. Attended Columbia University, B.S., 1953. Single. Entered broadcasting in 1953 at Ruthrauff & Ryan. Came to Marschalk & Pratt in February, 1956. He services Coca-Cola Bottling Co., Bulova Razor and Mennen Stick Deodorant accounts. In 1951, Hughes was employed in the mail room at Ruthrauff & Ryan while continuing his studies at night. At R & R he was a member of RTES.

ZIEGLER, ISABEL, time buyer at N. W. Ayer & Son, Inc. B., Bayonne, N. J. Attended Simmons College, B.S., 1950. Single. Entered agency field in 1950 at J. Walter Thompson as a secretary. Was then promoted to estimator and assistant buyer. In 1951, moved to the Biow Co., as estimator and assistant buyer. Was later promoted to time buyer. Left Biow in March, 1956 for N. W. Ayer. Services Philip Morris, Inc.

ROSS, ALICE, radio-TV time buyer, Franklin Bruck Adv. B. London, England. Attended Columbia University, B.A. 1932. M. Harry J. Alderman, 1946; entered agency work at Lawrence C. Gumbiner Agency in 1937; then to Franklin Bruck as space buyer in 1943; left in 1945 for book business and a year later returned to advertising at Joseph Katz. Came to Franklin Bruck in 1953. Services Coty, Sitrue Tissues, Charles Chester Shoes, North American Accident Insurance, Artistic Cards, Fashion Frocks, Rad Bleach.



GERSTLE, JUSTIN T., media buyer at Benton & Bowles, Inc. B. 1930, New York, N. Y. Attended Yale University, B.A., 1951. Single. Entered agency field in 1952, working in the mail room at Benton & Bowles. Six months later, he moved into the agency's store research department. In April, 1954, he moved to media dept. as an assistant time buyer. In July, 1955, was named time buyer. Account handled now is Procter & Gamble's Tide.

DAVIS, HAL, time buyer, Compton Advertising, Inc. B. 1925, Newburgh, N. Y. Attended Marietta College, B.A. 1949. M. Jeanne Rothschild, 1950; children, Wendy Jean, 1952, Gregory Joseph, 1955. Entered advertising as time buyer for Benton & Bowles, 1949-50. Served as time buyer for Doherty, Clifford, Steers & Shenfield, Inc., 1951-53; came to the Erwin Wasey Agency in 1953-56. Joined Compton Advertising, Inc. in 1956.

PETERS, LEONORA F., time buyer at N. W. Ayer & Son. B. Edinburgh, Scotland. M. Charles Peters, 1947; entered agency field in 1946 as estimator at Kastor, Farrell, Chesley & Clifford. Became an assistant time and space buyer. Moved to Biow Co. in 1951 as estimator and assistant time buyer. Was promoted to time buyer. Left in July, 1956 and in Dec., 1956, joined Ayer as assistant on Philip Morris Account.

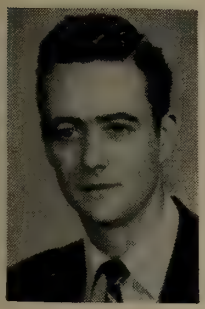
MULLIGAN, BERTRAND F., head time buyer at Compton Advertising, Inc. B. 1925, Staten Island, N. Y. He attended University of Miami. M. Thelda Cordani, 1955. Entered broadcasting as an announcer with radio stations. He served in Sales Service Department of the American Broadcasting Co., New York, and joined Compton Advertising, Inc. in 1953, and became the head time buyer in February 1957.

LIDDEL, ROBERT, time buyer at Compton Advertising, Inc. B. 1929, Washington, D. C. Attended University of Virginia, B.A. 1952. M. Virginia Sheaff, 1952; children, Robert, Jr., 1956. Entered broadcasting at Compton in 1952 as media research clerk. Became a time buyer in January, 1954. Services the Comet, Crisco, Drene and Duz accounts for Procter & Gamble.

BRADY, JONATHAN, media buyer, Fuller & Smith & Ross, Inc. B. 1925, New York City. Attended Columbia University. M. Mary Leech, 1951; entered agency work in 1944 at Federal Agency, then to BBDO and Cunningham & Walsh as media buyer. Joined Wilding Picture Prod. as sales executive. Moved to Fuller & Smith & Ross in 1956. Services Aluminum Cooking Utensil, Borden Co., Commercial Solvents, Grumman Aircraft, Westinghouse, Hercules Powder. Belongs to Amateur Comedy Club.

GALKER, WILLIAM, media director and time buyer at Ben Sackheim, Inc. B. 1925, Brooklyn, N. Y. Attended Brooklyn College and Long Island Univ., B.A., 1948. Single. Entered advertising field in 1952 in production at Ben Sackheim. Became traffic manager at the agency in 1953; moved to space and time buyer in 1955. Later became media director. Member of Alpha Mu Sigma, college fraternity, and Long Island University Alumni Association.

O'LEARY, TIMOTHY J., head time buyer at Calkins & Holden, Inc. B. 1930, New York City. Attended Fordham University, B.S., 1954. M. Isabelle Smaldone, 1955. Entered agency field in 1949 as office boy at William Esty. In 1951, moved to Esty's media department as assistant buyer, later becoming time buyer. In 1954, joined Calkins & Holden as head time buyer. Professional member of Ben Duffy Chapter of Alpha Delta Sigma, advertising honorary.



PETTICK, BEN, time buyer at Product Services, Inc. B. 1916, New York City. M. Selma Persky, 1942; children, Barbara, 1946, Norah, 1947, Donna, 1956. Entered agency field in 1954 in the research department at Product Services, Inc. He was named time buyer in 1956 and is still working in research. Served U. S. Army, 1941-1945. Pettick resides with his family in Fresh Meadows, N. Y.

GRIFFITH A. HUNDLEY, director radio and TV, Doremus & Co. B. 1929, Buena Vista, Va. Attended Virginia Military Institute, Columbia University, BFA, 1956. M. Charlotte B. Burford, 1951; children, Lizabeth, 1956. Korean War, 1950-53, Coast Guard. Entered advertising at Doremus. Member Radio-TV Executives Society, Sons of the American Revolution; is a Boy Scout Master. Hobbies are photography, amateur hi fi, flying, carpentry.

ERHARDT, WARREN R., media buyer, Fuller & Smith & Ross, Inc., B. 1924, Milwaukee, Wis. Attended Marquette University, Milwaukee, Wis. Ph.B., 1950. M. Selma Gerber, 1957. Worked in publicity and public relations for legitimate theaters from 1950-54. Entered advertising at Fuller & Smith & Ross in the media department. Services Alcoa Steamship, Commercial Solvents Corp., Hewitt-Robins Co., Inc., Tile Council of America, Commercial Factors Corp., Package Machinery Co., Westinghouse X-ray. Interests include legitimate theater.

OSTRANDER, KAY, time buyer for Dan B. Miner Company in Los Angeles, went to work as a secretary for McNeil & McCleery in 1948, where she remained until 1950. She first became interested in advertising agency work while employed by CBS-KNX in the post-war days. The vice president in charge of radio and television at the Miner Company, Hilly Sanders, offered her the job as time buyer for the agency.

POWELL, ELIZABETH, time buyer at Geyer Advertising Agency. B. New York City. Attended the University of Toronto, B.A. Single. Entered agency field in 1940 as secretary at Duane Jones. In 1942 joined the Biow Company as assistant time buyer. Joined BBDO as time buyer in 1946. Went to the Humphrey Company in 1948 as time buyer, then to the Geyer Company in 1950.

FULTON, MILDRED, broadcast supervisor for McCann-Erickson's Bulova Watch Company, has served in the same capacity for 10 years. M. George G. Backus. Mildred moved with Bulova from the Biow Company to McCann-Erickson in January 1955. During the war she worked as secretary and administrative assistant to Edward W. Barrett, former assistant Secretary of State with the Office of War Information. She moved to New York in 1945 to work with Free & Peters.

GLYNN, THOMAS J., supervising buyer, J. Walter Thompson. B. 1927, Queens Village, Long Island, N. Y. Attended St. John's University in Brooklyn, BBA, 1950. M. Fairlie Fraser, 1951; child Barbara Jeanne, 1953. Entered agency work in 1950 at J. Walter Thompson in traffic dept., market research, then buying. Service Ford Motor Co. account. Member of RTES, St. John's Alumni Club. Golf, music, interior decorating, woodworking. Lives in Westport, Conn.

GEFFERT, JAMES T., time buyer at Cunningham & Walsh, Inc. B. 1930, Hazleton, Pa. Attended Pennsylvania State Univ., B.A., 1952. Single. Entered agency field in 1954 as clerical assistant to the creative director at Dowd, Redfield & Johnstone, Inc. Moved to media department as estimator and assistant space buyer. Left in 1956 for Cunningham and Walsh as space and time buyer. Member of Beta Kappa Phi, and Alpha Delta Sigma, professional ad honorary.

BURBECK, JOSEPH G., time buyer, Compton Advertising, Inc. B. 1931, Bayshore, L. I. Attended Dartmouth College, B.A. 1953. Single. Served in U.S. Navy 1953-55. Joined Compton Advertising, Inc. in 1955 starting in media statistics, working up to assistant time buyer and finally time buyer. Services Big Top Peanut Butter and Peanuts, Ivory Flakes, Duncan Hines Cake Mixes. Sailing, skiing and golf are his hobbies.

PEARSON, TONI, time buyer at Parker Advertising, Inc. B. 1923, Sunol, Neb. Attended George Washington University. Children, Glenn Edwards, Jr. Entered Agency field in 1946 at Kal, Erlich and Merrick Advertising, Washington, D. C. Became radio-TV director for Alvin Epstein in 1949. Joined Advertising Consultants in 1954. Came to New York to Parker Advertising. Buys time for Sun'n Soil, Scott Mitchell House, Benton Typewriter, Lobex Corporation.

GAVIN, JOE, media buyer at Cunningham & Walsh. B. 1927, Parsons, Pa. Attended Seton Hall Univ., B.S., 1951. M. Joan Burke, 1951; children, Thomas, 1953, Michael, 1955, Joseph, 1956. Entered agency field in 1950 as office boy at Franklin Bruck through 1953, moving up from office boy to time buyer. Moved to Cunningham & Walsh in 1953 as time buyer. Service Sunshine Biscuits, Smith-Corona.

WEIDER, ETHEL, head time buyer of Compton Advertising, Inc. B. 1917, New York, N. Y. Served as time buyer and supervisor of time buying section at the Biow Advertising Agency from 1945-56. Joined Compton Advertising, Inc., as head time buyer in 1956. Services Gleem and all Procter and Gamble products in Canada. Special interests are reading and theater.

PRANZO, GARY, time buyer at Cunningham and Walsh, Inc. B. 1932, Brooklyn, N. Y. Attended CCNY, B.B.A., 1955. M. Rose Meci, 1955. He entered agency business in Feb., 1956 as an estimator for Cunningham & Walsh, In Jan., 1957 he was named time buyer at the organization. Pranzo served in U.S. Army 1953-1955 as corporal. He majored in advertising at CCNY.

FROST, ALICIA B., media buyer for St. George & Keyes, Inc. B. 1920, Plainfield, N. J. Entered advertising in 1946 with Spitzer & Mills in Toronto. Employed in their public relations office. Miss Frost joined Platt-Forbes Agency (now Platt, Dyson & O'Donnell, Inc.) working in the media department from 1948-51. Entered similar capacity at Ruthrauff & Ryan in 1951. In 1953 she joined St. George & Keyes working up to present position of media buyer.

DALTON, PETER J., time buyer at Benton and Bowles, Inc. B. 1929, New York City. Attended University of Pennsylvania (Wharton), B.S., 1951. M. Joan Potter, 1956. Entered advertising agency field in 1952 in the mail room of Benton and Bowles. Later he moved to the Store Audit Research Department in 1953. He then moved to media department in media analysis in 1954. He became time buyer in 1956. Services Ivory Snow.

GREIG, HUMBOLDT J., head time buyer at C. J. La Roche & Co. B. 1906, Boise, Id. Attended University of Oregon, B.A., also Univ. of Washington Law School. M. children; Gail, 1937. Came to La-Roche & Co. from WIBG, Philadelphia, where he was vice president. Prior to this he was president and general manager of Eastern Radio Corp., in Reading, Pa. Was sales manager and assistant to president for network division of DuMont TV, 1948-1949.

SACHS, JEROME M., time buyer at Doyle Dane Bernbach, Inc. B. 1927, New York, N. Y. Attended CCNY B.B.A., 1955. Single. Entered agency field in 1945 with J. D. Tarcher Co. Stayed at agency until 1950, assuming various posts. Served in U.S. Army, 1951-1952. Joined Cecil & Presbrey, Inc. in time buying division, 1953-1954. In 1955, moved to Franklin Bruck as time buyer. In the same year, joined present agency as time buyer.

GAYSTER, NAT, TV time buyer, Ted Bates & Co. B. 1926, New York City. City College of New York, B.B.A., 1951. M. Roberta Sherr, 1953. Children, Elaine, 1954. Entered agency work in 1947 with Ruthrauff & Ryan in accounting department working as asst. dept. head of estimating. Left in 1952 to The Biow Co. as radio-TV time buyer, leaving in 1956 to join Ted Bates as time buyer. Services Whitehall Pharmacal company. Likes golfing.

RITTER, VAL C., time buyer at Cunningham & Walsh. B., 1926, New York City. Attended Hofstra College, B.S., 1951. M. Priscilla Oster, 1956. Entered agency field in 1951 as media coordinator at William Esty. Left in 1953 to Dancer-Fitzgerald-Sample as an assistant time buyer. Became time buyer at D-F-S. In 1955, left to go to N.W. Ayer & Son as time buyer. Stayed at D-F-S until March 1, 1957. Services Folger Coffee.

PICKETT, RICHARD, radio-TV buyer, Foote, Cone & Belding. B. 1929, New York, N. Y. Attended Fordham University, B.A., 1952. Single. Pickett began his career in February, 1953 at William Esty Agency as a time buyer. In July 1955 he left Esty to join Foote, Cone & Belding as time buyer. Accounts serviced are Lever Brothers and Savarin Coffee. Hobby is boating.

RASMUSSEN, BERNIE, manager of broadcast media, Fuller & Smith & Ross. B. 1919, Brooklyn, N. Y. Attended Fordham University, B.S. 1940. M. Mary Dooley, 1946; children, Paul, 1947; Catherine, 1950; John, 1953; Steven, 1954; James, 1957. Entered agency work in 1946 with Ruthrauff & Ryan as asst. time buyer, becoming business mgr. of radio-TV dept. Came to Fuller & Smith & Ross in 1952. Services Alcoa, Hercules Powder, Sherwin-Williams, Linen Thread Co., Commercial Solvents Corp., Edison Electric Institute.

ISRAEL, SOL, time buyer at N.W. Ayer & Son. B. 1930, New York, N. Y. Attended City College of N.Y., B.B.A., 1957. M. Bea Yasnoff, 1951; children, Steven, 1955. Entered agency field 1953 with Biow Co. as a research analyst. Promoted to assistant time buyer. Left in 1956, for N.W. Ayer as time buyer. Now services Armour, Avis Rent-A-Car, and Electric Companies of America Adv. Program.

SINNOTT, JEANNE, time buyer at N.W. Ayer & Son, B. 1930, New York, N. Y. Attended Our Lady of Good Counsel College, B.S. 1951. M. John J. Sinnott, Jr., 1956. Entered broadcasting, 1951, Paul H. Raymer Co., moved to Blair TV in 1954; joined N.W. Ayer as time buyer in 1955. Handles Whitman Chocolates, Yardley of London, Gen. Electric Telechron Clock Div., Insurance Co. of N. Am., Hamilton Watch, Charles Hires Co., First Penn Co. for Banking & Trust

SIMMONS, PENELOPE, radio-tv time buyer, Foote, Cone & Belding. B. New York City. Attended New York University. Widow. children, John Simmons; Patricia Giardini; John Campbell; Entered advertising in 1935 with Federal Advertising Agency as buyer, and remained until 1952. In June 1952 joined Foote, Cone, & Belding as time buyer. Works on Imperial Spreez, Clairol. Interested in crocheting, hiking, and her grandchildren.

GLATZER, ROBERT A., time buyer at Ben Sackheim, Inc. B. 1932, New York, New York. Attended Haverford College, B.A., 1954. Single. Entered agency field in March, 1956 at Ben Sackheim as a trainee. Became Ben Sackheim's assistant in May, 1956, and was named time buyer in Sept., 1956. Handles Peter Pan Foundations, Inc., Nationwide Insurance Co., American Cyanamid Co., Burlington Mills, Inc., Autoyre Division of Ekco Productions Co.

SISK, JOHN J., Jr., radio-TV time buyer, J. Walter Thompson. B. 1929, New York City. Attended Iona College, New Rochelle, N. Y. B.A. 1951. Single. Started at Al Paul Lefton Agency in 1952 as a time buyer, leaving there in 1954 to Kudner Agency as time buyer, then moved to J. Walter Thompson in Oct. 1956. Services Lever Brothers, New York Athletic Club, Iona College Alumni Assn., Baseball.

MARSHALL, FRANK, time buyer, J. Walter Thompson Co. B. 1924, Paterson, N. J. Attended Holy Cross College, Worcester, Mass., B.S., 1948. M. Lois Metcalf, 1953; children, Kevin, 1955; Richard, 1956. Started agency work at J. Walter Thompson in 1951 as time buyer. Services Aluminium of Canada, Atlanta Sales, Blue Cross, Blue Shield, Ciba Pharmaceutical, Francis I. DuPont, Johns-Manville, Owens-Illinois, U.S. Lines Co., W. F. Young, Inc. Member of RTES.

DIAMOND, LYNN, radio and television time buyer for the Emil Mogul Company, joined the agency's time buying department in March of 1953 as executive assistant and was upped to radio and television time buyer in July of the same year, working primarily on the Rayco Auto Seat Cover account. She joined the agency after two years at Cecil & Presbrey, where she was assistant to the account executive on Tintair.

HIRSCH, DANIEL, media supervisor and time buyer, Sullivan, Stauffer, Colwell & Bayles. B. 1930, New York City. Attended Columbia College, B.A. 1951, Columbia University, M.B.A., 1954. Single. In 1951 entered agency work with The Biow Company in research, merchandising and media. In 1953-1956 for the Harry B. Cohen Agency as time buyer. In 1956 he came to Sullivan, Stauffer, Colwell & Bayles. Services Gunther Brewing Co., Best Foods, Inc., Whitehall Pharmacal Co.

CLARK, PAUL, radio-TV time buyer, Foote, Cone & Belding, B. 1928, Jamestown, N. Y. Attended Alfred University, Alfred, N. Y., B.A., 1953. M. Polly Griffen, 1954; children, Elliot, 1955. Entered agency business in 1953 at Mc-Cann-Erickson as time buyer. In August 1956 went to Foote, Cone & Belding as time buyer. Services TWA, General Foods, Rheingold, and Watchmakers of Switzerland. Hobbies are golf, tennis and photography.

SINNOTT, JACK, radio-TV time buyer, Ted Bates & Co., Inc. B. 1927, Terrytown, N. Y. Attended University of Miami, (Fla.) B.A., 1951. M. Jeanne Nolan, 1956; Entered agency work in March, 1951 at BBDO in mail room advancing to time buyer. In 1953 to Benton & Bowles as time buyer, then joined Ted Bates in 1955 as time buyer. Services Kool Cigarettes, Tube Rose Snuff. Member of CARTA, and Young Republican Club.

FOR COMPLETE ADVERTISING AGENCY LISTINGS OF PERSONNEL, ADDRESSES, TELEPHONE NUMBERS AND RADIO AND TV ACCOUNTS, SEE PAGE 135

Agency's Production Role Is Many-Sided Challenge

By MARION HARPER, JR.
President,
McCann-Erickson, Inc.

WE ALL know that good television has several well-established sources. Whether a program is produced by an advertising agency, a package producer, or a network is, in our judgment, secondary to the question: What program and production standards will provide the most effective vehicle for our clients' sales? Our concern with programming is that simple.

Television sponsors enjoy gratifying results with programming from all three sources. None has a monopoly in quality and effective programming.

Television does, of course, present uniquely complicated and specialized challenges. Its programming involves one of the most speculative areas in all business investment —namely, show business. The very cliches, "hottest thing in show business," or "box-office poison" (which may be applied to the same personality or format within a period of months) indicate the unpredictability of public taste. As in any art or entertainment form, there is no sure-fire formula in television.

Moreover, while investors in other forms of show business profit from a show's popularity alone, the television sponsor must depend upon more than popularity. Through both program and commercial he must create a favorable image for his company, which will be translated into actual sales.

It is such considerations as these which compel a responsible agency to take all possible steps to see that television is employed on the sponsor's behalf with the greatest expertness and economy, whatever the program source. As the agency with the largest commitment in television, we regard this as basic.

A reflection of this policy at McCann-Erickson is that Terence Clyne, Vice President in Charge of Television, is also chairman of the Plans Review Board. In this dual role, he is able to bring a broad perspective to the client's specific requirements, and to the best uses of television to meet them.

Under his leadership we have carried out a program of developing both staff and facilities to serve our clients' needs with self sufficiency. The result is an assembly of talent capable of conceiving, planning, building, writing, and producing all kinds of television shows.

The criterion of sales development requires that an agency have competence not only in programming, but in other major areas of television: appraisal of all kinds of television properties; evaluation of network, national spot, and local television; and the whole specialized field of producing commercials. All these areas require specialized and skilled staff.

Our interest in television is as strong in the international as in the domestic field. Here we have even greater responsibility for competence in all phases of television, since the medium is so new in most countries beyond our borders. In many cases, complete agency service is required from starting date to air-time, not just to insure sales effectiveness, but simply to get a program on the air. Already, we have had gratifying success in Latin America, where television has found an immediate welcome. In the British Isles, despite a non-commercial tradition, we have made encouraging progress; as we have on the European continent, where commercial television is just beginning.

In all this activity, our purpose remains the same: to employ television, as we employ all other media, in a way that will bring the best return on our clients' investment. We have no ambition for a "corner" on the programming provided for our clients. We believe that healthy and vigorous competition for programming excellence between networks, agencies, and package-producers should be encouraged. We believe it can lead to advances both in programming and in economy—and make television an ever better and more effective sales-development instrument for our clients.

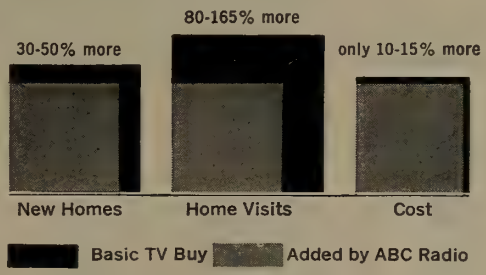
why

two?

One is for television... one is for radio. They go together. Most homes have both — and use both.

They sell together, too. These days you don't use television to reach one audience and radio to reach another. Most of the time they're selling to exactly the same prospects... but at different times, in different ways. Today, radio and television are a team.

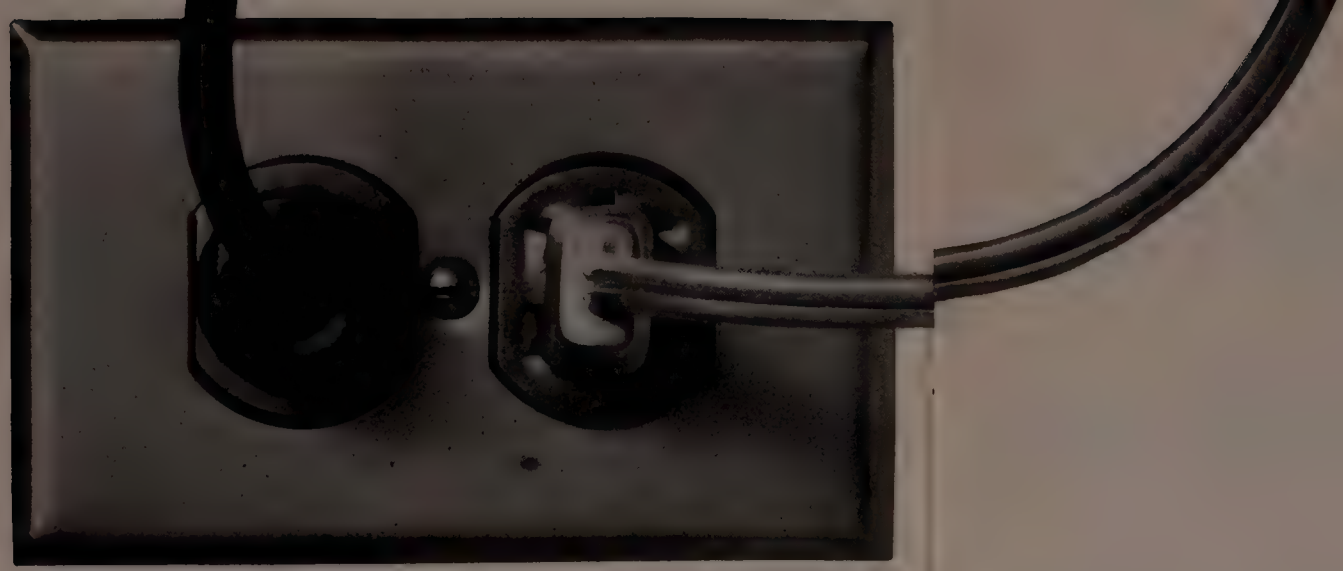
That's why today's Nielsen-minded TV advertiser has come more and more to consider, in conjunction with his basic TV buy, the ideally complementary medium of network radio. He sees in network radio not the "old" medium of "filling in where TV isn't" (a fast-shrinking 21% of U. S. homes), but a "new" medium that **adds** important audience in terms of TV homes not otherwise reached by the basic TV properties and **adds** important frequency and multiple-home visits to those homes reached by TV. For example, special Nielsen duplication analyses show what ABC Morning Radio or ABC Weekend Radio add in one month to a prime TV franchise*:



That's why today the new medium for television advertisers is network radio!

*Based on actual duplication analyses of ABC Radio and representative TV shows — Studio One, Groucho Marx, Lawrence Welk, Robin Hood, Alfred Hitchcock, Do You Trust Your Wife?, etc. Special analysis of your TV franchise on request.

abc radio network



why two?

One is for television... one is for radio. They go together. Most homes have both — and use both.

They sell together, too. These days you don't use television to reach one audience and radio to reach another. Most of the time they're selling to exactly the same prospects... but at different times, in different ways. Today, radio and television are a team.

That's why today's Nielsen-minded TV advertiser has come more and more to consider, in conjunction with his basic TV buy, the ideally complementary medium of network radio. He sees in network radio not the "old" medium of "filling in where TV isn't" (a fast-shrinking 21% of U. S. homes), but a "new" medium that **adds** important audience in terms of TV homes not otherwise reached by the basic TV properties and **adds** important frequency and multiple-home visits to those homes reached by TV. For example, special Nielsen duplication analyses show what ABC Morning Radio or ABC Weekend Radio add in one month to a prime TV franchise*:

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abc radio network

CANADIAN ADVERTISING AGENCIES

Following Is a List of CARTB Sanctioned Advertising Agencies

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
Aikin, Earl, Ltd.	35 Hayden Street	Toronto	WA. 2-3138	Phyllis Judson	Ken Wright
Ardiel Advertising Agency, Ltd.	4 Lawton Blvd.	Toronto	MA. 6541	Don DeNike	Don DeNike
	37 James Street S.	Hamilton	JA. 7-9284	Jim Elliott	Jim Elliott
Associated Broadcasting Co. Ltd.	1139 Bay St.	Toronto	WA. 4-1111	—— ——	Martin Maxwell
Atherton & Currier, Inc.	100 Adelaide St. W.	Toronto	EM. 3-5418	Eleanor Austen	Eleanor Austen
Baker Advertising Agency, Ltd.	1315 Yonge St.	Toronto	WA. 4-2101	Dick King (Radio) Don Farrow (TV)	Jack Horler
	1557 Mackay St.	Montreal	HA. 9247		Roger Lack
Batten, Barton, Durstine & Osborn Inc.	160 Bloor St. E.	Toronto	WA. 4-3787	—— ——	S. Ramsey Lees
Bennett & Northrop, Inc.	Maritime Life Bld.	Halifax	3-8164		—— ——
Bingham, John McKenney, Ltd.	32 Front Street W.	Toronto	EM. 2-2641	Llewellyn Lewis	Llewellyn Lewis
	4643 Cavendish Blvd.	Montreal	WA. 5032	McCrae J. Cooper	McCrae J. Cooper
	541 William Street	Preston	OL. 3-4464	Stan Lorriman	Stan Lorriman
	257 Osborne St.	Winnipeg	422564	E. Gordon Lowen	E. Gordon Lowen
	1664 West Broadway	Vancouver	CE. 4154	Ranald A. Kearns	Ranald A. Kearns
Bleasdale Advertising, Ltd.	1104 Douglas Street	Victoria	2-6741	Harry Bleasdale	Harry Bleasdale
Breithaupt, Milsom Ltd.	44 Eglinton Ave. W.	Toronto	HU. 1-5251	—— ——	D. L. Breithaupt
Brooks Advertising, Ltd.	21 Dundas Square	Toronto	EM. 8-2396	Roy Partridge	Roy Patridge
Brown and Mitchell Ltd.	735 Davie St.	Vancouver	TA. 7277	—— ——	Elwyn Morton
Burnett, Leo Co. of Canada, Ltd.	133 Richmond St. W.	Toronto	EM. 6-5801	John Maxwell	James B. McRae
Burns Advertising Agency, Ltd.	1247 Guy Street	Montreal	FI. 5257	Ralph Novek	Ralph Novek
	556 Yonge St.	Toronto	WA. 2-6698	Arnold Clare	Robert McCausland
Caldwell, Spence Agency	447 Jarvis Street	Toronto	WA. 2-2103	John Heaton (Radio) Doc Savage (TV)	S. W. Caldwell
Canadian Advertising Agency, Ltd.	Sun Life Building	Montreal	UN. 6-7711	John Blandford	John Blandford
	80 King Street W.	Toronto	EM. 3-3051	Irvin Teitel	Irvin Teitel
	Electric R'lw'y Chambers	Winnipeg			
	615 Dominion Bank Bld.	Vancouver	TA. 1938	K. L. Johnson	K. L. Johnson
Cardon, Rose Ltd.	1231 St. Catherine St. W.	Montreal	PL 9581	—— ——	Norman Cardon
Carter, Garry J. of Canada, Ltd.	59 Avenue Road	Toronto	WA. 4-2505	Bob Howe	Bob Howe
Cockfield, Brown & Co., Ltd.	Canada Cement Bld.	Montreal	UN. 1-1771	Earl Box	Wm. B. Hannah
	185 Bloor St. E.	Toronto	WA. 4-5492	Cam Logan	Wis McQuillin
	Electric R'lw'y Chambers	Winnipeg	923538	John Burke-Gaffney	John Burke-Gaffney
	1164 Melville St.	Vancouver	PA. 1111	Geoff Halloway	Geoff Holloway
Collyer Advertising, Ltd.	822 Dominion Sq. Bld.	Montreal	UN. 6-3411	Nan Frazer	Nan Frazer

Copeland, Don H. Advertising, Ltd.	442 Sherbourne St.	Toronto	WA. 2-5969	(Mrs.) Vera Copeland	(Mrs.) Vera Copeland
Crombie Advertising Co., Ltd.	391 St. James Street W.	Montreal	MA. 5246	Vic Gray	Vic Gray
	24 King Street West	Toronto	EM. 4-7204	Ed Davey	Ed Davey
Dancer-Fitzgerald-Sample Advertising (Canada, Ltd.)	200 St. Clair Avenue W.	Toronto	WA. 4-8425	Gilbert Nunns	Gilbert Nunns
Denne, A. J. & Co., Ltd.	90 King St. W.	Toronto	EM. 4-3444	Lillian Ryan	Ralph McKeown
Desbarats Advertising Agency	480 Legauchetiere St. W.	Montreal	UN. 6-4835	Duncan Desbarats	Duncan Desbarats
Dominion Broadcasting Co.	4 Albert Street	Toronto	EM. 3-3383	Hal B. Williams	Hal B. Williams
Erwin Wasey of Canada, Ltd.	610 Church Street	Toronto	WA. 1-5187	Tom Reid	Bruce Gale
George Ferguson Assoc. Ltd.	985 Sherbrooke St. W	Montreal	AV. 8-8102	Wanda Turowsky	G. R. Ferguson
Ferres Advertising, Ltd.	63 Duke Street	Hamilton	JA. 9-1116	E. Boyd Heaven	E. Boyd Heaven
Foote, Cone & Belding, Canada, Ltd.	80 Richmond St. W.	Toronto	EM. 2-2686	E. Shinnick	H. R. Hutchins
Foster Advertising, Ltd.	149 Alcorn Avenue	Toronto	WA. 4-4681	Joan St. Croix	Alex MacKay
					Mary Newton
	Sun Life Bld.	Montreal	UN. 6-7901	Charlotte Toupin	Charlotte Toupin
	165 McDermot Avenue	Winnipeg	922151		
Gibbons, J. J., Ltd.	46 St. Clair Avenue E.	Toronto	WA. 4-8391	Walter Reeves	Walter Reeves
	Dominion Sq. Bld.	Montreal	UN. 6-5805	Rupert Burdick	Rupert Burdick
	272 Main Street	Winnipeg	927373	Bruce Johnston	Bruce Johnston
	1840 McIntyre St.	Regina	3-2787	R. P. Wilson	R. P. Wilson
	513 8th Avenue West	Calgary	2-5437	Bill Bell	Bill Bell
	206 Petroleum Bld.	Edmonton	2-7512	Tom McMillan	Tom McMillan
	1533 West Pender St.	Vancouver	PA. 0157	(Mrs.) Hazel Bakes	(Mrs.) Hazel Bakes
Gislason-Reynolds, Ltd.	651 Church Street	Toronto	WA. 4-7364	Dick Canney	Jack Reynolds
Goodwin Advertising Ltd.	207 W. Hastings St.	Vancouver	PA. 3474	—— ——	T. H. Goodwin
Grant Advertising (of Canada) Ltd.	90 Richmond St. W	Toronto	EM. 3-3396	Mrs. L. Taylor	J. G. Wren
	1324 Sherbrooke St. W.	Montreal	MA. 7515	—— ——	P. Petel
Grosberg, Pollock & Gwartzman Ltd.	78 Charles St. W.	Toronto	EM. 8-7081	—— ——	H. J. Pollock
Hayhurst, F. H. Co., Ltd.	7 King Street East	Toronto	EM. 6-0731	Mary Goletz	Bob Amos
	1510 Drummond Street	Montreal	HA. 0131	Tom Deans	Marcel Dubuc
Heggie Advertising Co., Ltd.	57 Bloor Street West	Toronto	WA. 2-5125	John Chilman	John Chilman
Huot, J. E. Publicitee Ltee	353 St. Nicholas	Montreal	PL. 4131	B. E. Rioux	B. E. Rioux
Hutchins Advertising Co. of Canada, Ltd.	35 Hayden Street	Toronto	WA. 4-3753	Pat Hennessy	Pat Hennessy
Imperial Advertising, Ltd.	407 Barrington Street	Halifax	3-9373	I. M. MacLeod	A. H. Evelyn
Industrial Advertising Agency, Ltd.	631 Spadina Avenue	Toronto	WA. 4-6671	(Mrs.) Vera Percival	(Mrs.) Vera Percival
Jarvis, Albert, Ltd.	94 Yonge Street	Toronto	EM. 3-2438	Evan Morton	Evan Morton
	1265 Stanley Street	Montreal	UN. 6-4806	George Temple	George Temple
Kelley, Russell T. Co., Ltd.	447 Main Street E.	Hamilton	JA. 2-1155	Gordon Hinch	Gordon Hinch
	480 Legauchetiere St. W.	Montreal	UN. 6-4835	Duncan Desbarats	Duncan Desbarats
	1455 West Georgia St.	Vancouver	PA. 9174	M. Tyler	M. Tyler
Kenyon & Eckhardt, Ltd.	80 King St. W.	Toronto	EM. 3-8314	Lloyd Hefford	Donald E. Smith
Locke, Johnson & Co., Ltd.	255 Davenport Road	Toronto	WA. 4-8481	John Holden	John Holden
Lovick, James & Co., Ltd.	1178 West Pender St.	Vancouver	TA. 6221	William E. Bellman	William E. Bellman
	800 Bay Street	Toronto	WA. 3-9887	S. B. Hayward	S. B. Hayward

CANADIAN ADVERTISING AGENCIES

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
	402 Montreal Trust Bld.	Winnipeg	931629	John Hart	John Hart
	Toronto Gen. Trusts Bld.	Calgary	24445	Leslie White	Leslie White
	401 Kerr Block	Regina	37570	George R. Bothwell	George R. Bothwell
	Imperial Bank Bld.	Edmonton	24072	—— ——	—— ——
	623 Dominion Sq. Bld.	Montreal	UN. 6-8391	Dave McMaster	Dave McMaster
MacLaren Advertising Co., Ltd.	111 Richmond St. W.	Toronto	EM. 4-0231	Mary Moran	Hugh Horler
	410 Dominion Sq Bld.	Montreal	UN. 6-9751	Larry Trudel	Larry Trudel
	237 Queen Street	Ottawa	5-4301	W. F. Harrison	W. F. Harrison
	911 Elec. R'l'y Chambers	Winnipeg	926321	E. P. Thomson	E. P. Thomson
	1240 West Pender St.	Vancouver	MA. 6268	John Hoyland	John Hoyland
McCann-Erickson, Inc.	200 Bloor Street East	Toronto	WA. 2-2133	Shirley Carter (Radio) Greg Paul (TV)	Alan B. Cullimore
	1980 Sherbrooke St. W.	Montreal	GL. 6121	Gabby Langlais (Radio) Mary Kaye (TV)	Larry Dampier
McCauley-Knight Ad. Agency	6 Adelaide St. E.	Toronto	EM 6-3939	—— ——	W. E. McCauley
McConnell Eastman & Co., Ltd.	Huron & Erie Bldg.	London	44528		
	147 University Ave.	Toronto	EM. 3-7004	Alex B. Shepherd	Austin Moran
	Dominion Sq. Bldg.	Montreal	UN. 6-7941		
	173 Portage Ave.	Winnipeg	935541		
	1198 West Pender St.	Vancouver	MA. 2161		
McCracken, W. A., Ltd.	153 St. Clair Ave. W.	Toronto	WA. 4-6681		
McGregor-Deaville Advertising	1175 Bay St.	Toronto	WA. 2-4864	—— ——	A. E. McGregor, F. J. Deaville
McGuire Advertising, Ltd.	Bank of Commerce Bldg.	Windsor	CL. 2-7297	(Mrs.) Evelyn Duncan	Glen Smith
	371 Richmond St.	London	3426	John Finn	Andy McGuire
McKim Advertising, Ltd.	1510 Drummond St.	Montreal	MA. 4152	Bill Mills	Bill Mills
	47 Fraser Ave.	Toronto	KE. 3561	Joan Bridge	Wilf Charland
	250 Portage Ave.	Winnipeg	923491	Beverly Nicholl	Keith Chase
	591 Burrard St.	Vancouver	MA. 3284	Andy Brown John Cummings	Don MacMillan Andy Brown
Muter, Culiner, Frankfurter & Gould, Ltd.	112 1 Bay Street,	Toronto	WA. 4-5736	Phyllis Scott Kay Schneider	John Cummings Eddie Gould
Nattall & Maloney, Ltd.	209 Shaldo Bldg.	Calgary	692370	D. Ryan	Gerald Wren
		Edmonton	44910	M. Tyler	E. Maloney
O'Brien Advertising, Ltd.	1455 West Georgia St.	Vancouver	PA. 9174	Michael Jackson	M. Tyler
Orr, William R., Ltd.	464 Yonge Street	Toronto	WA. 4-3708	Joyce Rhodes	Michael Jackson
Otto, Robert & Co. (Canada), Ltd.	222 Simcoe Street	Toronto	EM. 6-9266	George Vale	Wib Perry

Paul-Phelan, Ltd.	380 Victoria Street	Toronto	EM. 3-6047	P. E. Giguere	George Vale
Payeur-Publicite	639 8th Avenue	Quebec	43549		
Pennell, Margaret Advertising	81 Queen St. W.	Toronto	EM. 4-2079	Mary Barrer	Mary Barrer
Plant, Elton M., Co.	303 Bartlet Bldg.	Windsor	CL. 4-1159	E. M. Plant	E. M. Plant
Poyntz, Alford R. Advertising, Ltd.	95 King St. E.	Toronto	EM. 3-8716	Bob Poyntz	Bob Poyntz
	4109 St. Catherine St. W.	Montreal	GL. 4245	Maurice Lalonde	Maurice Lalonde
Purkis, Thornton, Ltd.	1200 St. Denis St.	Toronto	EM. 3-3762	Gladys Race	Gladys Race
Quebec Advertising Agency	1290 St. Danis St.	Montreal	MA. 9401	Jack Philton & M. Seni	Guy Pinsonneault
Reynolds, E. W., Ltd.	355 King St. W.	Toronto	EM. 8-6157	Henry Karpus	Henry Karpus
	1440 St. Catherine St. W.	Montreal	UN. 6-1775	Hal Tingle	Hal Tingle
Ronalds Advertising Agency, Ltd.	Keefer Bldg.	Montreal	UN. 6-9471	Jerry Lodge Bob Stampleman	Peter Golick
	108 Peter St.	Toronto	EM. 3-0237	Doug Loney	Doug Loney
	409 Petroleum Bldg.	Edmonton	28356	Art Bishop	Art Bishop
Ross Roy of Canada, Ltd.	Canada Trust Bldg.	Windsor	CL. 6-2371	Carl E. Hassell	Carl E. Hassell
Schneider Cardon, Ltd.	2024 Peel St.	Montreal	MA. 8024	Monty A. Isaacs	Monty A. Isaacs
	501 Yonge St.	Toronto	WA. 4-9779	Gordon Allen	Gordon Allen
Sills, Allan R. & Co.	137 Wellington St. W.	Toronto	EM. 8-6434	Allan R. Sills	Allan R. Sills
Smith, R. C. & Son, Ltd.	380 Victoria St.	Toronto	EM. 4-9396	G. Alec Phare	G. Alec Phare
Spitzer & Mills, Ltd.	40 King St. W.	Toronto	EM. 6-2811	Susie McCullagh	Ralph Hart
	3405 Addington Ave.	Montreal	WA. 0344	Pauline Goyette (Radio) Paul Corbeil (TV)	Paul Corbeil
Stanfield, Harold F., Ltd.	Dominion Square Bldg.	Montreal	UN. 6-8741	Ernie Smith	Ernie Smith
	67 Richmond St. W.	Toronto	EM. 6-5454	Olive Jennings	Olive Jennings
Stevenson & Scott, Ltd.	1260 University Ave.	Montreal	UN. 6-9361	Sheldon Lodge	Sheldon Lodge
	100 Adelaide St. W.	Toronto	EM. 3-5773	Burf Kaye	Burf Kaye
	402 West Pender St.	Vancouver	PA. 5824	Roy Hunter	Roy Hunter
Tandy Advertising Agency, Ltd.	20 Carlton St.	Toronto	EM. 3-6362	Mary-Ellen Freeborn	A. C. Haight
Thompson, J. Walter Co., Ltd.	602 Dominion Sq. Bldg.	Montreal	UN. 6-6771	Ron Kirkwood	Mariette Mineau
	600 University Ave.	Toronto	EM. 3-9402	Phyllis Sivell	Frank Flint (Radio) John Lingman (TV)
Thompson-Peterson Advertising Agency, Ltd.	215 Victoria St.	Toronto	EM. 8-8091	David Fenn	David Fenn
	913 Sun Life Bldg.	Montreal	UN. 6-9745		
Vamplew Advertising	1175 Bay St.	Toronto	WA. 3-5589	Thomas Vamplew	Thomas Vamplew
Vickers & Benson, Ltd.	1440 St. Catherine St. W.	Montreal	UN. 67701	Henault Champagne	Henault Champagne
	110 Church St.	Toronto	EM. 4-6301	(Mrs.) Laura Jensen	Leonard J. Kennedy
Walsh Advertising Co., Ltd.	1787 Walker Rd.	Windsor	CL. 6-2671		
	44 King St. W.	Toronto	EM. 3-3053	(Mrs.) Muriel Murray	(Mrs.) Muriel Murray
	660 St. Catherine St. W.	Montreal	UN. 6-8921	Jean Monte	Jean Monte
Whitehall Broadcasting, Ltd.	1510 Drummond St.	Montreal	MA. 4152	Wilf Charland	Wilf Charland
Willis Advertising	220 Richmond St. W.	Toronto	EM. 3-2073	Victor C. Snack	Victor C. Snack
A. D. Wood Advertising	620 Eighth Ave. W.	Calgary	2-4767	—— ——	A. D. Wood
Young & Rubicam, Ltd.	660 St. Catherine St. W.	Montreal	UN. 6-8941	Helen Quinn	Bill Byles
	44 King St. W.	Toronto	EM. 2-2341	Doreen Dunlop	

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 Gregory Hall, Urbana, Illinois

Urbana 7-6611, Ext. 3394

OFFICERS FOR 1956 YEAR

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Vice-President

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Secretary

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Region III

Ola Hiller, Station WFBE-FM, Flint Public Schools, Flint, Michigan

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Region IV

Richard A. Vogl, WOI-AM-FM, Iowa State University, Ames, Iowa

Region V

Robert Schenkkan, Director Radio-TV, University of Texas, Austin, Texas

Region VI

Edwin Adams, Director, School of Communication, University of Washington, Seattle, Washington

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Associate Director

Harold E. Hill, 14 Gregory Hall, Urbana, Ill.

NAEB MEMBERSHIP LIST

Active Membership of the National Association of Educational Broadcasters

City	Call Letters	Licensee	Executive
		ALABAMA	
Andalusia	WAIQ (TV)	Alabama Educational TV Commission	Raymond D. Hurlbert, Gen. Mgr.
Birmingham	WBIQ (TV)	Alabama Educational TV Commission	Raymond D. Hurlbert, Gen. Mgr.
University	WUOA (FM)	Univ. of Alabama	Graydon Ausmus, Director Radio-TV
		CALIFORNIA	
Berkeley	KPFA (FM)	Pacifica Foundation	Lewis Hill, President
Los Angeles	KUSC (FM)	Univ. of Southern California	Kenneth Harwood, Hd. Telecommunic. Dept.
San Bernardino	KVCR (FM)	San Bernardino Valley College	M. Rod Shepherd, General Manager
San Diego	KSDS (FM)	San Diego Jr. College & Vocational School	Paul R. Roman, Program Dir.
San Francisco	KQED (TV)	Bay Area ETV Assn. 165 Post Street	James Day, General Mgr.
Stockton	KCVN (FM)	College of the Pacific	John Crabbe, Dir.
		COLORADO	
Colo. Springs	KRCC (FM)	Colorado College	Woodson Tyree, Dir. Speech, Drama, Radio
Denver	KRMA (TV)	Denver Public Schools	James Case, Prod. Dir., Mgr.
		FLORIDA	
Miami	WTHS (FM)	Dade City Bd. of Public Instr.	Vernon Bronson, Asst. Dir.
Tallahassee	WFSU (FM)	Florida State University	Roy Flynn, Dir., Commun. & Radio
Tampa	WTUN (FM)	University of Tampa	Franklin Moody, Director of Radio
Winter Park	WPRK (FM)	Rollins College	M. P. Frutchey, Director of Radio
		GEORGIA	
Atlanta	WABE (FM)	Board of Education	Haskell Boyter, Dir. Radio Ed.
		ILLINOIS	
Carbondale	WBTV (FM)	Southern Ill. Univ.	B. C. Robbins, Dir. Bcstg.
Chicago	WBEZ (FM)	Board of Education	George Jennings, Director Div. Radio-TV
Chicago	WTTW (TV)	Chicago Educational TV Assn.	John W. Taylor, Exec. Dir.
DeKalb	WNIC (FM)	Northern Illinois St. Teachers College	Robert V. Esmond, Dir., Radio-TV
Elgin	WEPS (FM)	Elgin Public Schools	E. H. Hoke, Dir. Audio-Visual Education
Evanston	WNUR (FM)	Northwestern Univ.	Donley Fedderson, Chrm. Radio-TV
Macomb	WWKS (FM)	Western Ill. State Coll.	Jennette Terrill, Dir.
Urbana	WILL (AM)	Univ. of Illinois	Frank E. Schooley, Dir. Univ. Broadcasting
Urbana	WILL (TV)	University of Illinois	Frank E. Schooley
Urbana	WILL (FM)	Univ. of Illinois	Frank E. Schooley
		INDIANA	
Bloomington	WFIU (FM)	Univ. of Indiana	Elmer Sulzer, Dir. Radio & TV Communication
Gary	WGVE (FM)	School City of Gary 524 Garfield St.	Mitchell Gerbick, Manager
Greencastle	WGRE (FM)	DePauw University	Herald T. Ross, Manager
Huntington	WVSH (FM)	School City of Huntington	M. McCabe Day, Director Audio-Visual Center
Indianapolis	WIAN (FM)	Indianapolis Pub. Schools	Betty Barth, Dir. Radio-TV
Lafayette	WBAA (AM)	Purdue Univ.	Jim Miles, Dir. of Broadcasting
Muncie	WWHI (FM)	Wilson Jr. H.S.	John V. Maier, Principal
New Albany	WNAS (FM)	New Albany City Schools	Vernon McKown, Director Audio-Visual Instr
New Castle	WYSN (FM)	New Castle-Henry Twnsp. Schools	Miss J. J. Rucker, Station Mgr.
Wabash	WSKS (FM)	School City of Wabash	James R. Oliver, Dir. Audio-Visual Ed.
		IOWA	
Ames	WOI (AM)	Iowa State College	R. C. Mulhall, Mgr.
Ames	WOI (FM)	Iowa State College	R. C. Mulhall, Mgr.
Decorah	KWLC (AM)	Luther College	Esther J. Olson, Dir.
Des Moines	KDPS (FM)	Des Moines Public Schools 629 Third St.	Clifton F. Schropp, Dir. Audio-Visual
Iowa City	WSUI (AM)	State Univ. of Iowa	Carl H. Menzer, Director
Iowa City	KSUI (FM)	State Univ. of Iowa	Carl H. Menzer
		KANSAS	
Emporia	KSTE (FM)	Kansas State Teachers College	Tex Smiley, Dir., Radio-TV

City	Call Letters	Licensee	Executive
Lawrence	KFKU (AM)	Univ. of Kansas	R. Edwin Browne, Director Radio-TV
Lawrence	KANU (FM	Univ. of Kansas	Bruce A. Linton
Manhattan	KSAC (AM)	Kansas State College	Kenneth Thomas, Director
Manhattan	KSOB (FM)	Kansas State College	Ken Thomas
Ottawa	KTJO (FM)	Ottawa University	W. D. Bemmels, Dean of the College
Wichita	KMUW (FM)	Univ. of Wichita	G. D. Goodrich, Manager
		KENTUCKY	
Lexington	WBKY (FM)	Univ. of Kentucky	Mrs. Camille Halyard, Director of Radio-TV
Louisville	WFPK (FM)	Louisville Free Public Library	Dorothy L. Day, Head Audio-Visual Dept.
Louisville	WFPL (FM)	Louisville Free Public Library	Dorothy L. Day, Head Audio-Visual Dept.
		LOUISIANA	
Baton Rouge	WLSU (FM)	Louisiana State University	Mrs. Lucile Ruby, Coordinator, Radio-TV
		MARYLAND	
Baltimore	WBJC (FM)	Baltimore Jr. College Alameda & 33rd St.	Clarence T. DeHaven, Manager
		MASSACHUSETTS	
Amherst	WMUA (FM)	Univ. of Mass.	Janet P. Nichols, Manager
Boston	WBUR (FM)	University of Boston	Melvin Brodshaug, Act. Chr., Div. Communication Arts
Boston	WERS (FM)	Emerson College	Charles Dudley, Chrmn. Dept. Broad
Boston	WGBH (FM)	Lowell Instit. Co-op Broadcasting Council	Parker Wheatley, Manager
Boston	WGBH (TV)	Lowell Instit. Co-op	Parker Wheatley, Manager
		MICHIGAN	
Ann Arbor	WUOM (FM)	Univ. of Michigan	Waldo Abbot, Director of Broadcasting
Detroit	WDTR (FM)	Board of Education	Kathleen N. Lardie, Supervisor, Radio-Television
Detroit	WDET (FM)	Wayne University	Paul B. Rickard, Director, Radio-Television
Detroit	WTVS (TV)	Detroit Ed. TV Found., Inc.	William A. Wood
East Lansing	WKAR (AM)	Michigan State Univ.	Robert J. Coleman, Dir. of Broadcasting
East Lansing	WKAR (FM)	Michigan State Univ.	Robert J. Coleman
East Lansing	WKAR (TV)	Michigan State Univ.	Armand L. Hunter, Director
Flint	WFBE (FM)	Board of Education	Miss Ola Hiller, Dir. Radio Educ.
Flint	WFUM (FM)	Univ. of Michigan	Waldo Abbot, Dir. of Broadcasting
Highland Park	WHPR (FM)	School District of Highland Park	Robert A. Stevens, Prog. Dir.
Kalamazoo	WMCR (FM)	Western Michigan College of Educ.	Wallace Garneau, Dir. of Broadcasting
		MINNESOTA	
Minneapolis	KUOM (AM)	Univ. of Minnesota	Burton Paulu, General Manager
Northfield	WCAL (AM)	St. Olaf College	Milford C. Jensen, General Manager
		MISSOURI	
St. Louis	KETC (TV)	St. Louis Ed. TV Association	George Arms, Operations Mgr.
St. Louis	KSLH (FM)	Board of Education 517 S. Theresa Ave.	Miss Marguerite Fleming, Director
		NEBRASKA	
Lincoln	KUON (TV)	University of Nebraska	Jack J. McBride, Dir. of Ed. TV
		NEW JERSEY	
Newark	WBGO (FM)	Board of Education 31 Green St.	Marie Scanlon, Supervisor Radio-Television
South Orange	WSOU (FM)	Seton Hall College	A. Paul Klose, Program Director
		NEW MEXICO	
Albuquerque	KANW (FM)	Board of Education	Mrs. Rose J. Jones, Director
		NEW YORK	
Bronx	WFUV (FM)	Fordham Univ.	Ralph M. Rourke, Prog. Mgr.
Brooklyn	WNYE (FM)	Board of Education 29 Fort Greene Pl.	James F. Macandrew, Dir. of Broadcasting
Floral Park	WSHS (FM)	Sewanhaka H.S.	W. A. Gregory, Director of Radio
Ithaca	WITJ (FM)	Ithaca College	Robert Earle, Dir. of Radio
New York	WKCR (FM)	Columbia College	Jeffrey P. Kuklin, Gen. Mgr.
New York	WNYC (AM)	Municipal Broadcasting System 2500 Municipal Bldg.	Seymour N. Siegel, Director
New York	WNYC (FM)	Municipal Broadcasting System	Seymour N. Siegel
Springville	WSPE (FM)	Griffith Instit. & School 85 Buffalo St.	Henry Bartkowski, Director
Syracuse	WAER (FM)	Syracuse University	Kenneth G. Bartlett, Dir. of Broadcasting
Troy	WHAZ (AM)	Rensselaer Polytechnic Institute	Hiram D. Harris, Manager
		NORTH CAROLINA	
Chapel Hill	WUNC (TV)	Consolidated Univ. of North Carolina	

City	Call Letters	Licensee	Executive
Chapel Hill	WUNC (FM)	Univ. of North Carolina	John Young, Manager
Greensboro	WGPS (FM)	Greensboro Public Schools	R. Thorpe Jones, Dir. Audio-Visual Educ.
High Point	WHPS (FM)	High Point H.S.	D. P. Whitley, Principal
		NORTH DAKOTA	
Grand Forks	KFJM (AM	Univ. of North Dakota	Myron Curry, Director
		OHIO	
Akron	WAPS (FM)	Akron Public Schools	Cyril Jones, Dir. Radio-TV Ed.
Athens	WOUI (FM)	Ohio Univ.	Archie Greer, Acting Dir. of Radio
Bowling Green	WBGU (FM)	Bowling Green State Univ.	Sidney Stone, Director
Cincinatti	WCET (TV)	Greater Cinci. TV Ed. Foundation	Uberto Neely, General Mgr.
Cleveland	WBOE (FM)	Board of Education	Katherine Matchett
Columbus	WCBE (FM)	Bd. of Educ., City School District	John H. Sittig, Dir.
Columbus	WOSU (AM)	Ohio State Univ.	Richard B. Hull, Director
Columbus	WOSU (FM)	Ohio State Univ.	Richard B. Hull
Delaware	WSLN (FM)	Ohio Wesleyan Univ.	Gerald Kroeger, Dir., Radio-TV
Kent	WKSU (FM)	Kent State Univ.	Walton D. Clarke, Dir. of Radio
Oxford	WMUB (FM)	Miami Univ.	Stephen C. Hathaway, Dir., Radio-TV
Toledo	WTDS (FM)	Toledo Public Schools 1901 Central Ave.	Harry D. Lamb, Dir. Radio-TV
		OKLAHOMA	
Norman	WNAD (AM)	Univ. of Oklahoma	Hugh Mix, Dir., Educ. Best. Services
Norman	WNAD (FM)	Univ. of Oklahoma	Hugh Mix
Norman	KETA (TV)	Okla. Ed. TV Authority	John Dunn, Director
Norman	KOKH (FM)	Board of Education	Miss Elaine Tucker, Program Director
Norman	KOED (TV)	Oklahoma Ed. TV Authority	John Dunn, Director
Stillwater	KAMC (FM)	Oklahoma Ed. TV	John Woodworth
Tulsa	KWGS (FM)	Univ. of Tulsa	Edward S. Dumit, Dir., Radio-TV
		OREGON	
Corvallis	KOAC (AM)	Oregon State College	James M. Morris, Program Director
Eugene	KWAX (FM)	Univ. of Oregon	E. A. Kretsinger, Acting Dir. of Radio
Portland	KBPS (AM)	Portland Public Schools	Mrs. Patricia Swenson, Manager
		PENNSYLVANIA	
Grove City	WSAJ (AM)	Grove City College	Dale O. Smock, Chief Engineer
Philadelphia	WPWT (FM)	Philadelphia Wireless Tech. Instit.	William W. Zerfing
Philadelphia	WHYY (FM)	Radio & TV Corp. Metro. Phila. Educ.	R. S. Burdick, Dir.
Philadelphia	WRTI (FM)	Temple Univ.	John B. Roberts, Dir., Radio-TV
Pittsburgh	WDUQ (FM)	Duquesne Univ.	B. Kendall Crane, Director
Scranton	WUSV (FM)	Univ. of Scranton	Rev. Richard F. Grady, S.J., Director
Pittsburgh	WQED (TV)	Metrop. Pittsburgh Ed'l TV Station	John F. White, Mgr.
		SOUTH CAROLINA	
Columbia	WUSC (FM)	Univ. of S. Carolina	Lawton G. Wiles, Director, A-V Aids
		SOUTH DAKOTA	
Vermillion	KUSD (AM)	Univ. of S. Dakota	Edward J. Slack, Director
		TENNESSEE	
Knoxville	WUOT (FM)	Univ. of Tennessee	Kenneth D. Wright, Dir. of Broadcasting
Memphis	WKNO (TV)	Memphis Comm. TV Foundation	Harold Martin, Mging. Dir.
		TEXAS	
Abilene	KACC (FM)	Abilene Christian College	Lowell G. Perry
El Paso	KVOF (FM)	Texas Western College	Virgil C. Hicks, Radio Instructor
Houston	KUHF (FM)	Univ. of Houston	
Houston	KUHT (TV)	Univ. of Houston	
		UTAH	
Logan	KVSC (FM)	Utah State Agri. College	Burrel F. Hansen, Director
		VIRGINIA	
Norfolk	WMTI (FM)	College of William & Mary	B. C. Dickerson, Head
		WASHINGTON	
Pullman	KWSC (AM)	State College of Washington	Allen Miller, Manager
Seattle	KCTS (TV)	Comm. TV Service	Loren Stone, Mgr.
Seattle	KUOW (FM)	Univ. of Washington	Ken Kager, Director, Div. of Radio-Television
Tacoma	KTOY (FM)	Tacoma Public Schools	Merle Kimball, Program Mgr.
		WISCONSIN	
Madison	WHA (AM)	Univ. of Wisconsin	H. B. McCarty, Director
Madison	WHA (FM)	Univ. of Wisconsin	H. B. McCarty
Madison	WHA (TV)	Wisconsin State Radio Council	H. B. McCarty, Director
		HAWAII	
Honolulu	KUOH (FM)	University of Hawaii	Louis Steed, Dir., Univ. Radio
		PUERTO RICO	
San Juan	WIPR (AM)	Oficina de Radio-emision Publica	Francisco Arrivi, Manager

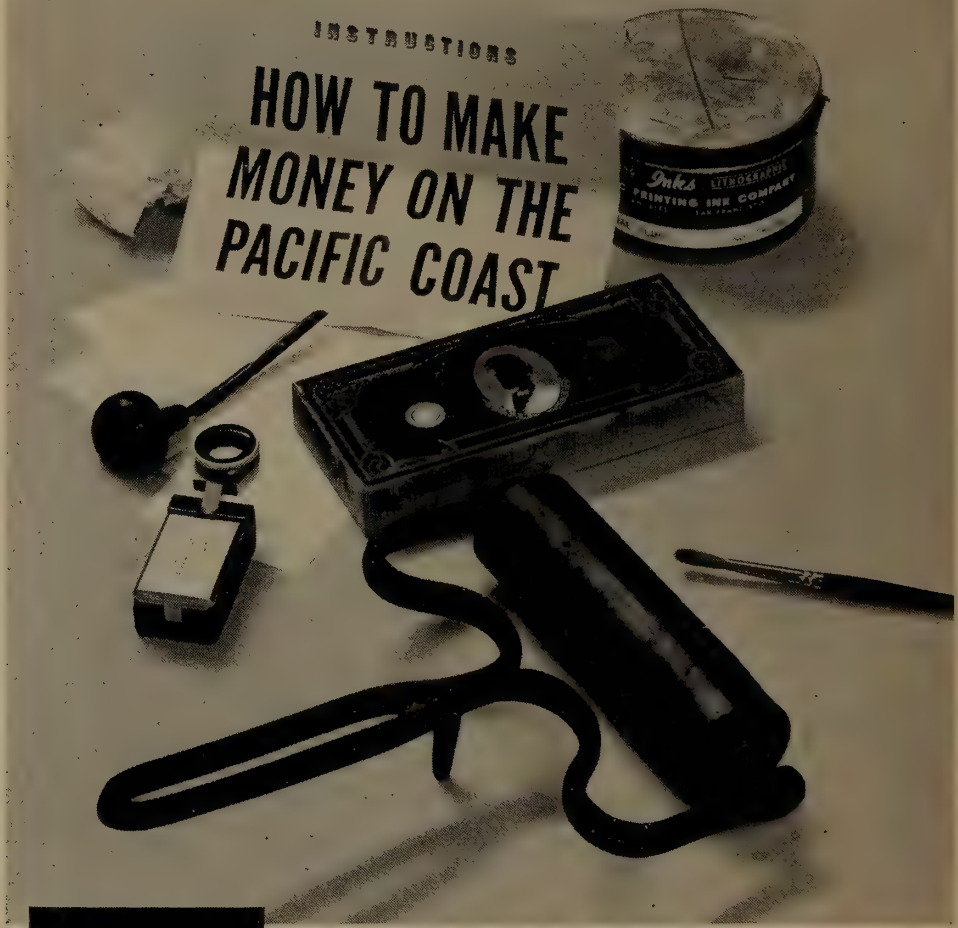
Equipment and Costs for Low Power TV Station

The following material is taken from the hearings, in 1956, before the Senate Committee on Interstate and Foreign Commerce, and refers specifically to Station KINY-TV in Juneau, Alaska. It is typical, however, of many low power TV broadcasting operations.

Item	*Quantity*	*Description*	*Price*
1	1	VST-150 VHF transmitter, 150 watts, specify VHF channel, including 1 set of operating tubes and crystals	$ 6,450.00
1A	1	Substitute for item 1 if station is to be UHF: UST-150 UHF transmitter, 150 watts, specify UHF channel, including one set of operating tubes and crystals, at $11,370	.....
2	1	AV12-DM demodulator, VHF. Add $10 for UHF channel, specify channel. Requires 7-inch rack space	275.00
3	2	Design 614 CBVM Bell-Howell 16 millimeters TV projectors, includes pedestal and remote operation facility, at $1,995	3,990.00
4	1	Gray Telojector, 2 by 2 slide projector	695.00
4A	1	Optional substitute for item 4, Selectro-Slide Jr., 2 by 2 slide projector, with 7-inch lens, Spindler & Sauppe, at $297	.....
5	1	VA-19 video clamp amplifier	185.00
6	1	2,200 TIC synchronizing generator, for rack mounting, including PS-12C regulated power supply and PS-14 bias power supply. Includes built-in linearity pattern generator. Requires 38½-inch rack space	2,650.00
6A	1	410-A synchronizing generator, for rack mounting binary counter type, includes built-in power supply. Requires 10½-inch rack space, at $1,850	.....
6B	1	Optional substitute for item 6, 400-B synchronizing generator, portable type, complete at $1,500	.....
7	1	VSTA-4 VHF vee antenna, 4 stacked elements, omnidirectional, 5 decibal power gain, specify VHF channel	1,900.00
7A	1	Substitute for item 7 if station is to be UHF: USTA-8 UHF antenna, 8 stacked elements, omnidirectional, 9 decibel power gain, specify UHF channel, at $3,500	.....
8	2	300-D Vidicon camera chains, portable, at $4,600	9,200.00
8A	2	Optional substitute for item 8, 300-D Vidicon camera chains, studio type, at $4,900	.....
9	1	A-069-3 film camera lens, 3-inch, F/2.5	88.00
10	1	A-069-1 live camera lens, 1-inch, F/1.5	98.00
10A	—	Optional additional lenses:	
		A-069-2 camera lens, ½-inch, F/1.5 at $99	.....
		A-069-4 camera lens, 2-inch, F/1.9 at $88	.....
11	1	B-052-1 interconnecting cable, pulse, 1 required per camera chain in excess of 10	60.00
12	1	C-077-1 optical multiplexer, complete with stand and single field lens	245.00
13	1	C-080 fi m camera mounting pedestal	120.00
14	1	Gray Telojector mounting pedestal	195.00
14A	1	Optional substitute for item 14, slide projector mounting pedestal for item 4A consisting of C-0922 base, C-022 pedestal, and B-541 adapter plate, at $100	.....

Item	*Quantity*	*Description*	*Price*
15	1	AVC-L audio-video operating console providing audio, video, and projection switching control, with facilities for handling 4 audio and 4 video inputs with monitor and preview switching, and remote control of 2 film projectors and 2 slide projectors; includes CP-11, CP-14, and CP-15 panels, CH-2B console and audio amplifiers (2 preamps, 1 program amplifier and 1 monitor amplifier)	2,100.00
15A	1	Video mixing option: Add video fade and lap dissolve facilities, includes conversion of CP-15 to CP-15A by addition of switch row and fader mechanism, 2 VA-18 modular amplifiers for mixing and RA-8 rack mounting chassis (installed in AVC-1 at factory if ordered with AVC-1, otherwise available as a field modification kit), at $330	.....
15B	1	TT-14B 3-speed 12-inch transcription turntable with cabinet, 106SP tone arm, 2 reluctance cartridges and diamond stylii, 602B equalizer, complete	350.00
15C	1	Audio preamplifier option: Add preamplifier (5116) and tray (5106) to AVC-1 console for converting high-level input to low-level input; includes operating tubes (installed in AVC-1 at factory if ordered with AVC-1, otherwise supplied as field kit), at $109	.....
16	1	M16A master monitor	2,150.00
17	2	PS-12C regulated power supplies for M16A and audio-video amplifiers, requires 10½ inches rack space, at $280	560.00
18	1	CH-3A console housing with sliders, blower and filter; for M16A master monitor	370.00
19	1	CH-2A console housing, flat top, for portable Vidicon camera controls and power supplies	160.00
20	1	Relay kit for remote control of slide projector, item 4A, at $30	.....
21	1	PS-13 low-voltage power supply, 24-volt direct current, 5 amperes, requires 7 inches rack space	235.00
22	2	K-56 Setchell-Carlson 17-inch picture monitors (camera monitors), at $199	398.00
23	1	K-56S Setchell-Carlson 17-inch picture and sound monitor (announce monitor)	214.00
24	2	R-1 racks, with rear doors	184.00
25	1	A-072-1 camera tripod and friction head, heavy duty	150.00
26	1	B-030-1 3-wheel dolly	45.00
27	1	Senior Colortran lighting kit, code KSR	265.00
28	1	TA-3 plug-in meter for checking power supplies and calibrating M16A master monitor	60.00
29	2	SP-2 side panels for operating console lineup, left and right, at $5	10.00
30	2	SP-1 side panels for R-1 rack, left and right, at $14	28.00
31	1	Hewlett-Packard model 335 E TV station monitor, aural modulation, and aural/visual carrier frequency monitor	2,050.00
32	1	AV12 rebroadcast receiver, VHF. Add $10 for UHF channel, specify channel	225.00
33	2	635 EV microphone dynamic, omnidirectional, at $41.40	82.80
33A	2	420 EV desk stand for microphone, at $12	24.00
34	—	Towers, on application	.....
35	—	Transmission line, on application	.....
36	—	Other accessories, on application	.....
		Total	$35,811.80

Don Lee's Do-it-yourself Hints



Mutual
DON LEE
RADIO

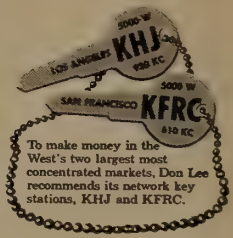
1313 North Vine Street
Hollywood 28, California

DON'T MISUNDERSTAND US, WE DON'T RECOMMEND COUNTERFEITING...

We're talking about the best advertising medium on the Pacific Coast—Don Lee Radio.

In a recent survey Dr. Ernest Dichter asked Pacific Coast merchants which radio network, in their opinion, people listen to most—60% said Don Lee.

Use the Radio Network both merchants *and* listeners prefer—the nation's greatest regional network—Don Lee.



To make money in the West's two largest most concentrated markets, Don Lee recommends its network key stations, KHJ and KFRC.

DON LEE IS PACIFIC COAST RADIO

Represented nationally by H-R Representatives, Inc.

RADIO NETWORKS

AFFILIATED STATIONS

OWNED & OPERATED

STATIONS

EXECUTIVE PERSONNEL

U. S. A. NETWORK MAPS

1957

Resurgence of Network Radio Striking, Yet Understandable

GEORGE COMTOIS
Vice-President, Sales
ABC Radio Network

THE outlook for network radio is so good for 1957 that Dec. 28, 1956 ABC Radio announced an increase in network radio rates effective April 1, 1957.

ABC Radio's decision to raise rates on the segmented programs in our Morning Bloc under the ABC-Dispersion Plan is based on the fact that progress on the road back for network radio can best be accelerated by providing the industry at large with a more accurate reflection of the real worth of a network radio buy in the rates charged for that buy. While the ABC Radio rate increases are modest, they signify the increasing recognition, importance and value of network radio as a national medium.

Radio has passed through a difficult period over the past decade because it has taken advertisers time to discover that $1,000 spent in 1956 to reach 1,500,000 homes per minute is an even better buy than $5,000 spent in 1946 to reach 5,000,000 homes per minute. While this may seem to be a very simple thing to "discover," one must remember that the buyer of advertising has traditionally been used to buying something that *assembles* a crowd for him—like the high rated radio show of yesterday and the high rated TV show of today.

In 1956, while fewer crowds were *assembled* at any one time by radio, radio as an individual listening medium *followed* more individuals than ever before—in 47,000,000 homes with radios in 35,000,000 autos with radios, in 142,000,000 individual radio set locations throughout America. With radio rates lowered in keeping with the smaller crowds *assembled,* the point was finally reached where radio was at once broad enough (thanks to the phenomenal continuing growth of set circulation) in minute-by-minute cost to actually enable an advertiser to economically pursue the media man's dream of *following* the individuals wherever they are.

Moreover, this technique of mass penetration and saturation, made possible by the new pattern of radio's cost and circulation today, furthers one of the most important selling techniques of advertising — namely, *repetition.* Not only does the radio advertiser get more homes per minute for less money today than he did ten years ago, he broadcasts his message more often, with greater frequency than ever before possible for that money. The advertisers who know about radio's change—in *method* of buying and *costs* of buying—are enthusiastic about radio because it is the most successful, economical medium they have ever used. Small advertisers have perhaps been the first to learn about radio's change and new vitality, because their inability to afford TV on a large scale has made them more expert on the use of radio and other media. Also, the small advertiser can usually feel results and trace those results to his use of radio more handily than the large advertiser.

The sheer weight of research evidence brought to bear in network radio's behalf has operated in the past year to saturate the buyers of advertising with the realization of network radio's strength. The demonstrable power of the medium has, in 1956, helped move network radio from the Time buyer's desk to the Plan Board table. Similarly, the advertiser is concerning himself more and more with his radio appropriations and not delegating complete responsibility for "fill-in" coverage. The great thing for network radio has been the growing realization by both agency and advertiser in case after case that with over 75% of all homes now TV-equipped the only way to consider network radio is on the basis of total U.S. homes delivered.

The resurgence of network radio is really not so surprising. Actually, trade opinion on the value of the medium has tended to follow public opinion—which has certainly changed. Advertest Research has asked TV owners every year since 1949 in a continuing study if they think TV will replace radio and if they think they will continue to listen to radio. In 1949 52% said TV would replace radio. In 1956 only 11% thought so and 89% reported they will continue to listen to radio.

In all areas, on all fronts 1957 will be a year of greater strength for the radio medium, greater progress for networks and greater rewards and advantages for those who make use of its facilities.

AMERICAN BROADCASTING COMPANY, INC.

(A Division of American Broadcasting-Paramount Theatres, Inc.)

7 West 66th Street, New York 23, N. Y.
Telephone Number: SUsquehanna 7-5000

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New York 23, New York

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George Milne .....Traffic Coordinator
Clure Owen.....Administrative Assistant
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Omar Elder.....Secy. & Asst. General Counsel
Richard L. Freund.....Dir. of Labor Relations

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Donald Coe.....Director of Special Events & Operations
Ruth Crawford .....Librarian
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Ray Diaz.....National Program Director
Walter A. Gustafson.....Supr. of Sound Effects
William Hamilton....Eastern Program Manager
James McConnochie....Mgr. of Announcing Div.
J. Ward Mitchell.....Mgr. of Script

AMERICAN BROAD

LEGEND

REVERSIBLE LINE

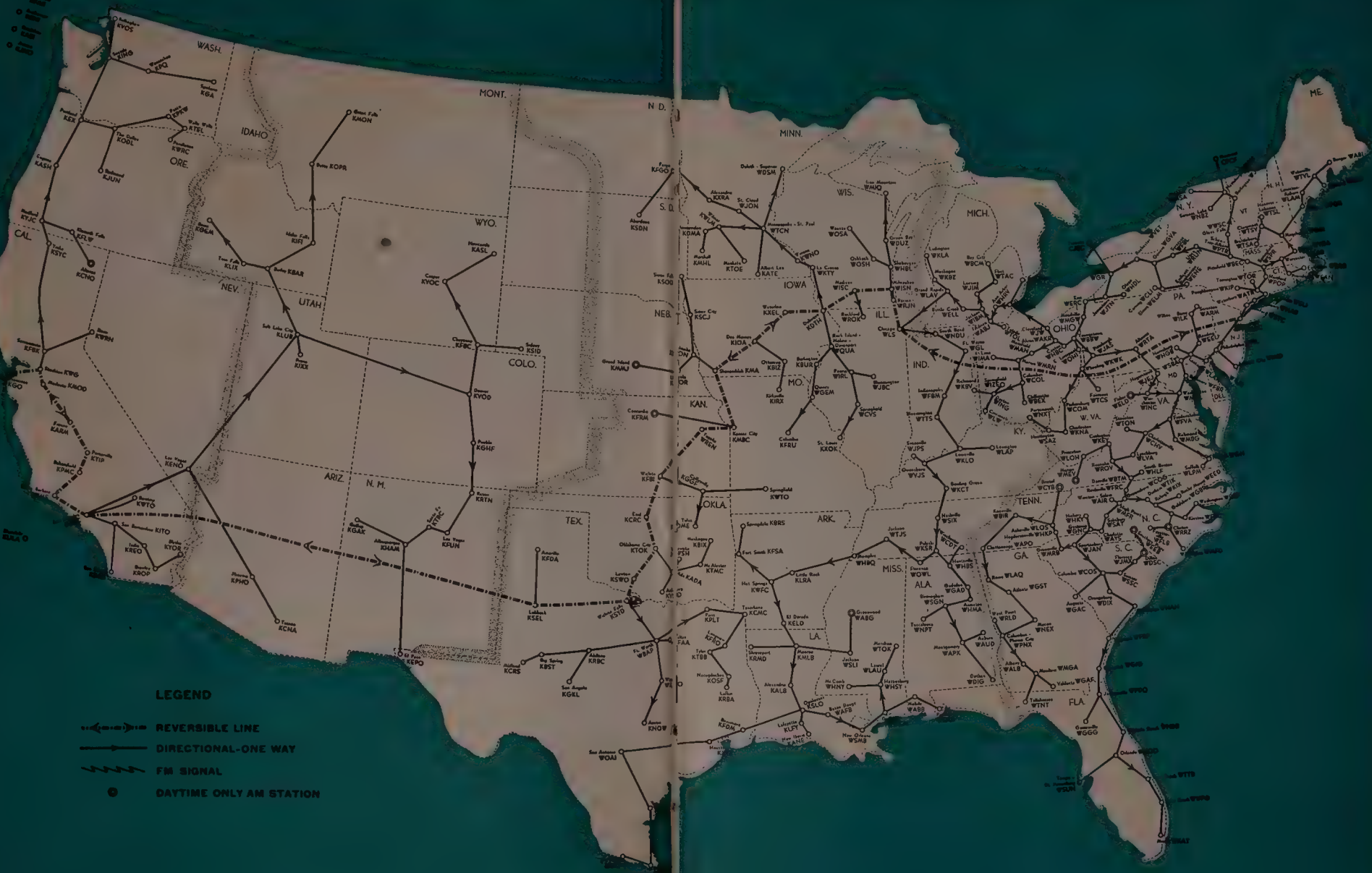
DIRECTIONAL-ONE WAY

F.M. SIGNAL

DAYTIME ONLY A.M. STATION

CASTING COMPANY

AMERICAN BROADCASTING COMPANY



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Frank Vagnoni....Manager of Music Division—Radio

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Michael J. Foster....Vice President in Charge Press Information, Advertising
John H. Eckstein.....Director of Advertising
Hank Warner.....Dir. Press Information

Continuity Acceptance

Grace Johnsen.....Dir. of Continuity Acceptance

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Edward Armsby.....Mgr. of Sales Development
Lawrence Pollock.....Manager of Research

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George Comtois.....V.P., Charge of Sales
S. William Aronson.....Director of Sales Service
Margaret Fischer.....Mgr. of Order Processing
Leslie Harris.....Eastern Sales Manager
Peter Wade.....Director of Station Clearance

Station Relations

Edward DeGray..V.P., Charge of Station Relations

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20 North Wacker Drive
Chicago 6, Illinois

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Elliott W. Henry, Jr.....Director of Publicity & Promotion
William P. Kusack.....Manager of Engineering Department
Ernest Walker.....Sales Mgr., Central Division

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1700 Stroh Building
Detroit 26, Michigan

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Robert Baker.....Radio Studio Manager
Joseph C. Cassel.....Controller
Harold Christian.....V.P. in Charge of Merchandising & Research
Page Heldenbrand.....Promotion Manager
Charles Kocher.....Chief Engineer
Harold Neal.....V.P. in Charge of Radio
Olive Davis.....Traffic Manager, Radio

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1539 N. Vine Street
Hollywood 28, California

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J. Clifford Anderson...Director of Labor Relations
William P. Baxley....Sales Manager, KABC Radio
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Dresser Dahlstead....Program Manager, Western Division
Ralph C. Denechand.....Asst. to Chief Engineer, Western Division
Theodore Grenier.....Chief Engineer, Western Division
John S. Hansen.....General Manager of KABC
Allen E. Maynard.....Purchasing Agent and Building Maintenance Supervisor
Courtney McLeod.....Dir. of Network Traffic, Station Clearance & TV Sales Service, Western Division
Robert P. Myers.....Pacific Coast Counsel—ABC
Daniel P. O'Reilly.....News Editor, Western Div.
Florence T. Schiro.....Personnel Director
John C. Wagner.....Controller, Western Division
Harry Woodworth.....Director of Radio, Western Division

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277 Golden Gate Ave.
San Francisco 2, California

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Russ Baker.....Program Manager
Jon Barkhurst.....Dir. of Station & Program Exploitation
Harry Jacobs.....Chief Engineer & Building Maintenance Manager
Edith Kirby.....Traffic Manager
David E. Lundy.....Asst. Sales Mgr., KGO
Lorraine Pederson..Continuity Acceptance Editor
Victor Reed.....Manager of News & Special Events & Advertising, Promotion & Publicity
David Sacks..Sales Manager—KGO and KGO-TV
Henry Saroyan....Controller & Purchasing Agent
Edward Smith.....Production Manager
Mary Jean Wolf.....Sales Service Manager

WASHINGTON
1735 DeSales Street, N.W.
Washington, D. C.

Robert H. Hinckley.....Vice President in Charge of Washington Office

NEW YORK
7 West 66th Street
New York 23, New York

Stewart Barthelmess.....General Manager
Myrtle Tower.....Program Director
Robert Noble.....Sales Manager

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District 4..C. B. Locke, KFDM, Beaumont, Texas
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District 7.....James Wallace, KPQ, Wenatchee, Washington
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Network Radio Suits Needs of Major Advertising Firms

By
ARTHUR HULL
HAYES
President
CBS Radio

THE trend for radio is upward. Almost 14,000,000 new radios were sold last year which indicates that more listeners are listening. More advertisers are buying time. Why? I think the reason is that radio has maintained its unique effectiveness for entertaining, informing and persuading large audiences. Certainly, if the developments of the past year are a reliable barometer, the CBS Radio Network, in particular, has every reason to look forward confidently during the ensuing months.

One of the first principles of advertising is that, in order to be effective, it must be repetitive and it must reach a lot of people. Because the radio medium does fulfill this function, more and more national advertisers are recognizing this fact, and they recognize further that they can secure effective advertising at the right price.

At any given moment, for example, the entire nation-wide audience for radio *can* be reached only through the use of virtually all of the 2971 commercial AM radio stations deployed across the country. But how many—if any—advertisers can buy time on *all* of these stations on a consistent and repetitive basis? Here, therefore, is where network radio is tremendously advantageous and demonstrates its effectiveness. And this is why, for an increasing number of advertisers, the answer continues to lie in network radio. Although only about 42 per cent of the commercial radio stations are affiliated with networks, these network stations account roughly for about two-thirds of the families listening to week-day, mid-day radio—a formidable percentage figure.

In this area the CBS Radio Network is dominant. CBS Radio's 201 affiliated stations, representing about seven per cent of all commercial stations in the United States, account for more than 26 per cent of the week-day, mid-day listening. This is more than the listening commanded by *any* other network and as much as the listening to the next two networks combined. CBS Radio has retained and has increased its audience dominance because it has maintained the quality of its programs and has not slackened its alertness to listeners' tastes and preferences. This emphasis on the importance of programming is, in fact, the foundation on which CBS Radio has rested from its very beginnings. And attention to programming quality gives advertisers access, not only to larger audiences, but to more responsive ones.

These factors are the basis for the confidence which major advertisers are displaying in radio as a potent selling medium. CBS Radio, for example, can point to a number of tremendously important business organizations which have allocated a sizable portion of their advertising dollar to impressive time purchases on the network. Gross time purchases of a million dollars or more were made by the following in recent months: Colgate-Palmolive, $3 million; Lever Brothers, $3 million; Slenderella International $1 million; Standard Brands, $1½ million; Scott Paper Co., $1,000,000. In addition, time purchases from the CBS Radio Network included renewals by such companies as Chevrolet, Delco, Brown & Williamson and the Wm. Wrigley Co. Where such advertisers lead, it is inescapable that others follow. The reason is simple: it's good business to buy radio!

The final barometer of advertising interest in network radio is the fact that, at this writing, 91 per cent of the CBS Radio Network's daytime programming is sold out—an improvement of more than 100 per cent on the status which was reported six months ago.

There can be little doubt about radio's continued growth and vitality. Certainly the developments of the past year seem to be a reliable indicator toward the continued growth and health of radio, both for 1957 and the years beyond.

CBS RADIO

KIRO Seattle
KXLY Spokane
KIMA Yakima
KWIE Kennewick
KOIN Portland
KERG Eugene
KRNR Roseburg
KYJC Medford
KFLW Klamath Falls
KHUM Eureka
KVCV Redding
KHSL Chico
KOLO Reno
KROY Sacramento
KCBS San Francisco
KMBY Monterey
KFRE Fresno
KERN Bakersfield
KNX Los Angeles
KCMJ Palm Springs
KFMB San Diego
KGVO Missoula
KFBB Great Falls
KBOW Butte
KOOK Billings
KBOI Boise
KID Idaho Falls
KSL Salt Lake City
KSUB Cedar City
KLAS Las Vegas
KOOL Phoenix
KCKY Coolidge
KOPO Tucson
KNOG Nogales
KROD El Paso
KCJB Minot
KSJB Jamestown
KOTA Rapid City
KSPR Casper
KOLT Scottsbluff
KLZ Denver
KVOR Colorado Springs
KVSF Santa Fe
KGGM Albuquerque
KSIL Silver City
KAVE Carlsbad
KOSA Odessa
KLYN Amarillo
KFYO Lubbock
KWFT Wichita Falls
KENS San Antonio
KFQD Anchorage
KFRB Fairbanks
KINY Juneau
KTKN Ketchikan
KIBH Seward
KIFW Sitka
KGMB Honolulu
KHBC Hilo
DYSU Cebu
DZPI Manila

NETWORK

KDAL Duluth
WCCO Minneapolis
WBAY Green Bay
KGLO Mason City
WMT Cedar Rapids
KRNT Des Moines
WKOW Madison
WBBM Chicago
WJEF Grand Rapids
WKZO Kalamazoo
WJR Detroit
WSBT South Bend
WANE Fort Wayne
WIOU Kokomo
WBAT Marion
WLBC Muncie
WHBF Rock Island
WMBD Peoria
WDWS Champaign
WDAN Danville
WISH Indianapolis
WHBU Anderson
WKRC Cincinnati
WTAD Quincy
WTAX Springfield
WSOY Decatur
WTHI Terre Haute
WHIO Dayton
KCMO Kansas City
WIBW Topeka
KMOX St. Louis
WEOA Evansville
WHAS Louisville
KTTS Springfield
KSWM Joplin
WPAD Paducah
WHOP Hopkinsville
WLAC Nashville
WHUB Cookeville
WNOX Knoxville
KFPW Fort Smith
WREC Memphis
KTHS Little Rock
WBRC Birmingham
WCOC Meridian
WGWC Selma
WCOV Montgomery
KWKH Shreveport
WJQS Jackson
WKRG Mobile
WBSR Pensacola
WWL New Orleans
KTRH Houston
CFRB Toronto
WHEC Rochester
WBEN Buffalo
WHCU Ithaca
WELM Elmira
WHEN Syracuse
WROW Albany
WNBF Binghamton
WNY Watertown
WIBX Utica
WENT Gloversville
WHYN Springfield-Holyoke
WBRY Waterbury
WDRC Hartford
WPRO Providence
WEEI Boston
WTAG Worcester
WFEA Manchester
WKNE Keene
WKXL Concord
WGAN Portland
WGUY Bangor
CXAC CJAD Montreal
WCAX Burlington
WGAR Cleveland
WKBN Youngstown
WADC Akron
WCED Du Bois
WDAD Indiana
WVAM Altoona
WWPA Williamsport
WGBI Scranton
WKOK Sunbury
WHP Harrisburg
WSAN Allentown
WCBS New York
WCAU Philadelphia
WFPG Atlantic City
KOV Pittsburgh
WMBS Uniontown
WARD Johnstown
WARK Hagerstown
WHUM Reading
WCBM Baltimore
WBNS Columbus
WWVA Wheeling
WCUM Cumberland
WFMD Frederick
WTOP Washington
WPAR Parkersburg
WMMN Fairmont
WPAY Portsmouth
WCHS Charleston
WCMI Ashland
WJLS Beckley
WRVA Richmond
WTAR Norfolk
WDBJ Roanoke
WBIG Greensboro
WFMA Rocky Mount
WTOB Winston-Salem
WDNC Durham
WGTM Wilson
WJHL Johnson City
WWNC Asheville
WBT Charlotte
WFAI Fayetteville
WSPA Spartanburg
WOOK Greenville
WAIM Anderson
WMSC Columbia
WDOD Chattanooga
WAGA Atlanta
WGAU Athens
WRDW Augusta
WCSC Charleston
WMAZ Macon
WRBL Columbus
WGPC Albany
WTOC Savannah
WTAL Tallahassee
WMBR Jacksonville
WFOY St. Augustine
WDBO Orlando
WDAE Tampa
WSPB Sarasota
WJNO West Palm Beach
WINK Fort Myers
WGBS Miami
WKAQ San Juan

CBS RADIO NETWORK

CBS, INC.
CBS RADIO DIVISION

Executives and Staff

485 Madison Avenue, New York 22, N. Y.
Telephone: PLaza 1-2345

Registered Telegraphic Address—COLUMBIA NEW YORK

BOARD OF DIRECTORS
CBS, INC.

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William Froug.....Vice President in Charge of Network Programs, Hollywood
Horace R. Guillotte.....Vice President in Charge of Operations
Louis Hausman.....Vice President in Charge of Advertising and Promotion
John J. Karol.....Vice President in Charge of Network Sales
William A. Schudt, Jr.....Vice President in Charge of Station Relations
Geraldine B. Zorbaugh.....Vice President and General Attorney
Walter P. Rozett.....Director of Adminstratve Operatons

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George B. Stadtmuller....Director of Accounting

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I. S. Becker.....Vice President in Charge
Preston Pumphrey.....Asst. to V.P.
Sherman McQueen.....Asst. Dir., Hollywood
Anne Nelson.....Director of Business Affairs, Hollywood

Editing

Don Ball .....Director

Legal

Geraldine Zorbaugh.....V.P., General Attorney
Robert Danne.....Asst. General Attorney

Network Programs

Howard G. Barnes.....Vice President, Network Programs
Gerald Maulsby.....Manager of Network Broadcasts
Harlan Dunning.....Program Supervisor
James Fasset.....Supervisor of Music
Charles Monroe.....Director, Program Writing

Network Sales

John Karol.....Vice President in Charge of Network Sales
Ben S. Lochridge.....Network Sales Manager
William W. Firman.....Eastern Sales Manager
Frank Nesbitt....Director of Sales Development
Edward E. Hall....Business Manager of Network Sales
Lillian Selb....Manager, Contracts and Estimates
Jack Martin.....Manager, Sales Service

Pacific Coast Office

Jack Donahue.....Sales Manager

Chicago Office, 410 Michigan Ave.

Roger K. Huston.....Manager

Los Angeles Office, 6120 Sunset Blvd.

Jack Donahue .....Manager

San Francisco Office, Palace Hotel

Robert Price .....Manager

Detroit Office, Fisher Bldg.

Alexander Knox, Jr.....Manager

News and Public Affairs

Sig Mickelson.....Vice President in Charge
John F. Day.....Director of News
Irving Gitlin.....Director of Public Affairs
George Crothers.....Dir. of Public Service Broadcasts
Robert Skedgell....Assistant Director of News, Radio
John Jefferson...Assistant Director, Public Affairs
Theodore Koop.....Director of News and Public Affairs, Washington
William C. MacPhail.....Director of Sports
Helen Sioussat.....Director of Talks
Lewis Shollenberger.....Director of Special Events, Washington

Operations

Horace Guillotte.....Vice President in Charge
James Sirmons.....Manager of Network Operations
Davidson Vorhes.....Manager, Technical Operations and Chief Engineer, WCBS
Julius Mattfield.....Director of Music Library
Lucile Singleton.....Manager of Record and Script Library
W. C. Harrington....Manager, Music Clearance
Albert Bryant.....Manager, Office Services
Laurette Banks....Supervisor of Ticket Bureau

Press Information—Audience Promotion

Charles S. Steinberg.....Director
Lloyd Brownfield.....Director of Press Information, Hollywood
Sid Garfield.....Director of Exploitation
Anne Harding.....Manager, Service Division
Raymond Hughes....Manager, Magazine Division
Howard Berk.....Trade News Editor
Melvin Spiegel .....Manager

CBS-OWNED STATIONS

WCBS and WCBS-FM

485 Madison Ave., New York 22

Carl Ward.....General Manager
George E. Hurst.....Sales Manager
Sam Slate.....Program Manager
Dave Driscoll.....Director of News and Public Affairs
Murray Gross.....Promotion Manager
Milton Rich.....Manager, Press Relations

KCBS and KCBS-FM

Palace Hotel , San Francisco 5

KCBS and KCBS-FM

Henry Untermeyer.....General Manager
Roland Kay .....Sales Manager
Evelyn Clark.....Promotion Manager
Pede Worth.....Program Director
Don Mozley.....News Director

KMOX

401 S. Twelfth Blvd., St. Louis 2

Robert Hyland.....General Manager
Charles Burge.....Sales Manager
Mark Russell.....Program Manager
Foster Brown.....Promotion Manager
Frank Zwgart .....News Director

KNX and KNX-FM and Columbia Pacific Network

6121 Sunset Blvd., Los Angeles 28

Bert West .....General Manager
Donald Ross.....Sales Manager
Robert Sutton .....Program Manager
John Asher.....Promotion Manager
John Beck.....News Director
Maury Webster.....Director of Operation

WBBM and WBBM-FM

410 N. Michigan Ave., Chicago 11

H. Leslie Atlass.....Vice President in Charge of Central Division, General Manager of WBBM
E. H. Shomo.....Assistant General Manager
James Hensley.....Sales Manager
Thomas A. Bland.....Program Director
C. W. Doebler.....Promotion Manager
Will Garry.....News Director

WEEI and WEEI-FM

182 Tremont St., Boston 12

Thomas Gorman.....General Manager
Robert Sinnent .....Sales Manager
Ken Ovenden .....Program Manager
Joseph Cullaine .....Promotion Manager
Charles Ashley.....News Director

HOUSEWIVES' PROTECTIVE LEAGUE PRODUCTIONS

Edward W. Wood Jr...General Sales Manager and General Manager, HPL Program Services Inc.

CBS RADIO SPOT SALES

Gordon Hayes.....General Manager
Milton F. Alliston.....Eastern Sales Mgr.
Ray Kremer.....Manager, Sales Department
Richard Hess.....Research Manager
Fred Heywood.....Sales Promotion Manager

Chicago Office, 410 N. Michigan Ave.

Thomas Peterson.....Western Sales Manager

Atlanta Office, 800 Peachtree St.

George R. Swearinger, Jr.....Sales Manager

Detroit Office, Fisher Bldg.

Ralph H. Patt.....Sales Manager

Los Angeles Office, Columbia Square

Roland H. McClure.....Sales Manager

San Francisco Office, Palace Hotel

Byron Nelson .....Sales Manager

Station Relations

William A. Schudt, Jr.....V.P. in Charge
Eric Salline .....Manager

Research

Harper Carraine.....Director of Research
Edward Reeve.....Sales and Promotion Research Manager
Howard Miller.....Manager, Coverage and Marketing Research

Sales Promotion and Advertising

Louis Dorfsman .....Director
Murray Salberg.....Manager of Program Promotion
Arnold Benson.....Director Station Promotion Service
Richard Golden.....Director, Network Sales Presentations
Edward Kaytin.....Associate Director, Network Sales Presentations
Naomi Andrews.....Network Copy Chief
Irving Miller.....Director, Art Service, CBS-Owned Stations Promotion
Joseph Tole.....Production Manager

Network Radio Structure Seen as Filling Manifold Needs

By
JOHN B. POOR
President
Mutual Broadcasting
System

RADIO'S resurgence is the misnomer that's making the rounds.

It is not a resurgence. Dictionaries define the word as a "rising or a tendency to rise." And where radio is concerned that is definitely incorrect.

The phrase that should be used these days is "radio's recognition." For that is what we have today—a recognition by all advertisers that radio is the big medium for flexible and elastic impact on the biggest possible mass audience in the world. And it is done by network radio at a minimum in cost.

This year 1957 actually marks a carry-over of a rekindled interest by national advertisers in network radio's commercial impression impact. This closer attention to network radio's potentials became markedly apparent in 1956 when our own Research Department checked the commercial minute impressions on network radio ordered over a specified period of time that year against a similar period in the preceding year 1955 — and showed there was a big increase.

I have constantly harped on the fact that network radio's big problem was the simple fact it was being eclipsed by network television. And, taking my theme from Mark Twain's famed Connecticut Yankee story, I point out these days that network radio's solution to the problem is to remove itself from the picture medium's shadow.

We did that in 1956. And we are setting our sights not to increase that campaign throughout 1957 and the years ahead. We know we're on the right track.

We have many criteria to prove our points. Firstly, last year appliance makers made and sold twice as many radio sets as they did television. As I noted above, last year more and more advertising agencies began counseling clients to spread advertising dollars more sagely by increasing allocations for network radio. We know, too, that now as never before the great American public is a mobile force—constantly on the move via new cars and newer highways.

All these are signs of the times that none of us—whether we be network operators, affiliates or national and regional advertisers —can overlook. Americans are moving out of their homes these evenings. They're traveling. They're attending drive-in theaters and enclosed theaters. They're visiting people. They've stopped hibernating.

And wherever they go there's radio. When these words are printed there will be upwards of 150 million radio sets in use throughout the country. There are more than 40 million radio-equipped cars, trucks and busses. It's the biggest mass audience in the world. And it can only be reached by radio—with network radio most efficient in this process.

There are skeptics who talk down the advantages of network radio. Fortunately, they are few today.

I have seen at first hand that local programming kept strictly on a local level has manifold limitations and is far from the answer to good programming, economically sound and progressive radio programming.

That has to be an interlocking of local interests between the specifics for neighborhood (areas of 100 to 200 square miles within the radial transmitting distances of average a.m. stations) and local programming and the spectacular, colorful broadcasting that radio listeners have come to depend on these days—the type of interstudded programming that only a network can provide.

Only a network can go round the world—for news where it is actually happening—for events as they actually occur. This is network radio's *big* plus.

And never again in our lifetime will we see it overshadowed.

MUTUAL BROAD

ALABAMA

WCTA Andalusia
WSFC Anniston
WILO Birmingham
WEBJ Brewton
WMUL Cullman
WMSL Decatur
WNAL Demopolis
WDIG Dothan
WJOI Florence
WCAS Gadsden
WBIB Haleyville
WBHP Huntsville
WPOB Jackson
WNAB Mobile
WAPX Montgomery
WJHO Opelika
WFEB Tuscaloosa
WHTB Talladega
WTBF Troy
WTBC Tuscaloosa

ARIZONA

KSUN Bisbee
KAWT Douglas
KVNA Flagstaff
KOY Phoenix
KTUC Tucson
KVNC Winslow
KYMA Yuma

ARKANSAS

KVRC Arkadelphia
KBTA Batesville
KAMD Camden
KAGH Clinsett
KGRH Fayetteville
KFSA Fort Smith
KFFA Helena
KXAR Hope
KWFC Hot Springs
KBTM Jonesboro
KXLR Little Rock
KVMA Magnolia
KOTN Pine Bluff
KXRJ Russellville
KUOA Siloam Spings
KWAK Stuttgart

CALIFORNIA

KAFY Bakersfield
KXOC Chico
KXO El Centro
KIEM Eureka
KYNO Fresno
KHJ Los Angeles
KWYC Marysville
KYOS Merced
KPRL Paso Robles
KRDG Redding
KXOA Sacramento
KSBW Salinas-Monterey
KFXM San Bernardino
KGB San Diego
KFRC San Francisco
KVEC San Luis Obispo
KTMS Santa Barbara
KCOK Tulare-Visalia
KVEN Ventura

COLORADO

KGIW Alamosa
KRLN Canon City
KIMN Denver
KIUP Durango
KGLN Glenwood Spings
KREX Grand Junction
KGHZ La Junta
KLMR Lamar
KGHF Pueblo
KVRN Salida
KCRT Trinidad

CONNECTICUT

WNAB Bridgeport
WPOP Hartford
WNLC New London
WTOR Torrington
WWCO Waterbury

DISTRICT OF COLUMBIA

WGMS Washington

FLORIDA

WNOB Daytona Beach
WFNM De Funiak Springs
WRUF Gainesville
WKWF Key West
WONN Lakeland
WLBE Leesburg
WTYS Marianna
WMMB Melbourne
WKAT Miami
WEBY Milton-Pensacola
WORZ Orlando
WNPF Palatka
WPCF Panama City
WCHK Quincy
WTSP St. Petersburg-Tampa
WJCM Sebring
WSTU Stuart
WTNT Tallahassee
WNTM Vero Beach
WIRK West Palm Beach
WSIR Winter Haven

GEORGIA

WQXI Atlanta
WBBQ Augusta
WBHF Cartersville
WPNX Columbus-Phenix City
WMLW Cordele
WBLJ Dalton
WBHB Fitzgerald
WGGA Gainesville
WKEU Griffin
WLAG La Grange
WNEX Macon
WMVG Milledgeville
WCOH Newnan
WRGA Rome
WCCP Savannah
WMNS Statesboro
WSFT Thomaston
WTWA Thomson
WMGS Tifton
WLET Toccoa
WGOV Valdosta
WAYX Waycross

IDAHO

KBAR Burley
KVNI Coeur d'Alene
KIFI Idaho Falls
KRLC Lewiston
KFXD Nampa-Boise
KWIK Pocatello
KLIX Twin Falls
KWAL Wallace

ILLINOIS

WKRO Cairo
WLS Chicago
WJPF Herrin
WIRL Peoria
WCVS Springfield

INDIANA

WKJG Fort Wayne
WFBM Indianapolis
WASK Lafayette
WSAL Logansport
WJVA South Bend
WAOV Vincennes

IOWA

KCRG Cedar Rapids
KROS Clinton
KSTT Davenport
KWDM Des Moines
WDBQ Dubuque
KVFD Fort Dodge
KFNF Shenandoah
KWWL Waterloo

KANSAS

KFRM Concordia
KGNO Dodge City
KVOE Emporia
KWGB Goodland
KIND Independence
KSAL Salina
WIOF Topeka
KAYE Wichita

KENTUCKY

WCBL Benton
WLBJ Bowling Green
WCTT Corbin
WHIR Danville
WFKY Frankfort
WHLN Harlan
WKIC Hazard
WVLK Lexington
WGRC Louisville
WFTM Maysville
WOMI Owensboro
WSIP Paintsville
WPKE Pikeville
WEKY Richmond
WSFC Somerset

LOUISIANA

WAFB Baton Rouge
KEUN Eunice
KJEF Jennings
KAOK Lake Charles
KLIC Monroe
KNOC Natchitoches
WTPS New Orleans
KENT Shreveport

MAINE

WFAU Augusta
WABI Bangor
WIDE Biddeford
WCOU Lewiston-Auburn
WPOR Portland

MARYLAND

WWIN Baltimore
WJEJ Hagerstown
WBOC Salisbury

MASSACHUSETTS

WNAC Boston
WALE Fall River
WEIM Fitchburg
WHAI Greenfield
WLLH Lowell-Lawrence
WNBH New Bedford
WBRK Pittsfield
WMAS Springfield
WARE Ware
WOCB West Yarmouth
WAAB Worcester

MICHIGAN

WATZ Alpena
WBCK Battle Creek
WATT Cadillac
CKLW Detroit
WDBC Escanaba
WDBC Flint
WKMI Jackson
WDMJ Marquette
WMBN Petoskey
WSGW Saginaw-Bay Cit
WTCM Traverse City

MINNESOTA

KAUS Austin
KBUN Bemidji
WDSM Duluth-Superio
WEVE Eveleth
KSUM Fairmont
KGDE Fergus Falls
KOZY Grand Rapids
WDGK St. Paul
KWAD Wadena

MISSISSIPPI

WLOX Biloxi-Gulfport
WJMB Brookhaven
WROX Clarksdale
WCJU Columbia
WCBI Columbus
WCMA Corinth
WJPR Greenville
WNAG Grenada
WHSY Hattiesburg
WRBC Jackson
WLAU Laurel
WNAT Natchez
WELO Tupelo
WQBC Vicksburg
WROB West Point

MISSOURI

KFVS Cape Girardeau
KFMO Flat River
KHMO Hannibal-Quincy
KWOS Jefferson City
WMBH Joplin
KMBC Kansas City
KLWT Lebanon
KXEO Mexico
KFEQ St. Joseph
KMOX St. Louis
KDRO Sedalia
KICK Springfield

MONTANA

KBMY Billings
KOPR Butte
KMON Great Falls
KOJM Havre
KCAP Helena
KGEZ Kalispell
KXLQ Lewistown
KPRK Livingston
KATL Miles City
KBTN Missoula
KTYI Shelby
KGCX Sidney

NEBRASKA

KGFW Kearney
KLIN Lincoln
KBRL McCook
KBON Omaha
KVHC O'Neill
KNEB Scottsbluff

NEVADA

KELK Elko
KORK Las Vegas
KATO Reno

NEW JERSEY

WLDB Atlantic City

NEW MEXICO

KALG Alamogordo
KSVP Artesia
KICA Clovis
KVBC Farmington
KWEW Hobbs
KOBE Las Cruces
KRSN Los Alamos
KGFL Roswell
KTNM Tucumcari

NEW YORK

WOKO Albany
WMBO Auburn
WBTA Batavia
WKOP Binghamton
WEBR Buffalo
WENY Elmira
WLEA Hornell
WJOC Jamestown
WKNY Kingston
WICY Malone
WOR New York
WSLB Ogdensburg
WIRY Plattsburg
WBBF Rochester
WALL Rome-Utica
WNDR Syracuse

NORTH CAROLINA

WLOS Asheville
WBBB Burlington
WBT Charlotte
WBLA Elizabethtown
WFAI Fayetteville
WGBG Greensboro
WGTC Greenville
WHKC Henderson
WJRC Jacksonville
WLOE Leaksville
WJPI Lenoir
WTSB Lumberton
WSYD Mt. Airy
WHIT New Bern
WKIX Raleigh
WCBT Roanoke Rapids
WSTP Salisbury
WOHS Shelby
WENC Whiteville
WGNI Wilmington
WVOT Wilson
WTOB Winston-Salem

NORTH DAKOTA

KDLR Devils Lake
KVOX Fargo-Moorehead, Minn.
KNOX Grand Forks
KFYR Jamestown
KLPM Minot
KVOC Valley City
WNAX Akron
WBEF Chillicothe
WLW Cincinnati
WSPD Cleveland
WJW Cleveland
WMOA Marietta
WLEC Sandusky
WSTV Steubenville
WHKK Youngstown-Warren

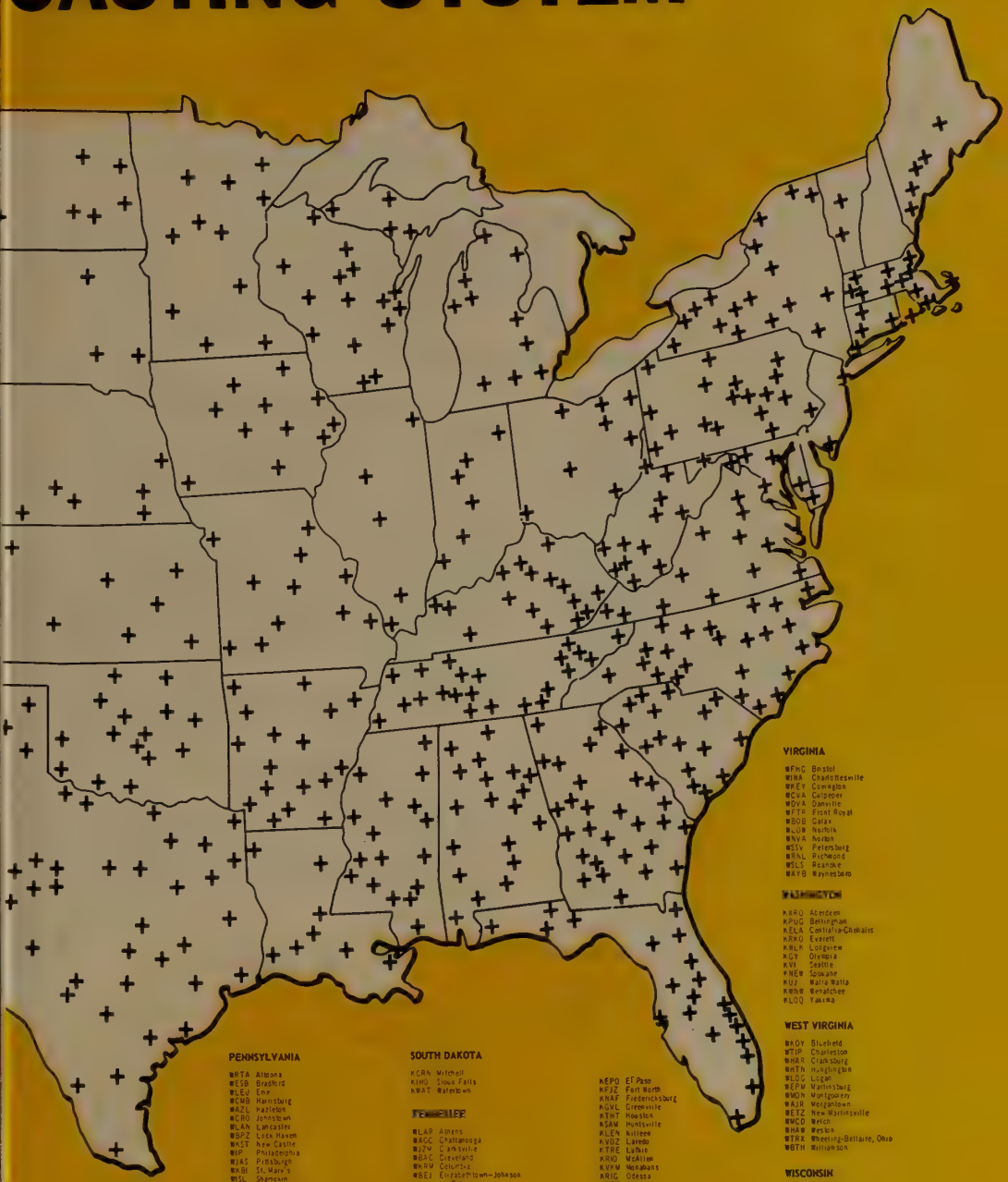
OKLAHOMA

KWHW Altus
KWON Bartlesville
KRXO Duncan
KACA Elk City
KOCY Oklahoma City
WBBZ Ponca City
KGFF Shawnee
KOME Tulsa

OREGON

KWIL Albany
KWIN Ashland
KAST Astoria
KBND Bend
KOOS Coos City
KORE Eugene
KUIN Grants Pass
KFJI Klamath Falls
KPOJ Portland
KRNR Roseburg
KSLM Salem

CASTING SYSTEM



PENNSYLVANIA

WRTA Altoona
WESB Bradford
WLEU Erie
WCMB Harrisburg
WAZL Hazleton
WCRO Johnstown
WLAN Lancaster
WBPZ Lock Haven
WNST New Castle
WIP Philadelphia
WJAS Pittsburgh
WKBI St. Marys
WSL Shamokin
WWAJ State College
WIPA Washington
WNBT Wellsboro
WBRX Wilkes-Barre
WSBA York

RHODE ISLAND

WEAN Providence

SOUTH CAROLINA

WANS Anderson
WBSC Bennettsville
WHAN Charleston
WLAT Conway
WGTN Georgetown
WWRD Greenville
WHSC Hartsville
WJOT Lake City
WKDK Newberry
WDIX Orangeburg
WRHI Rock Hill
WJAN Spartanburg
WFIG Sumter
WALD Walterboro

SOUTH DAKOTA

KCRN Mitchell
KIHQ Sioux Falls
KWAT Watertown

TENNESSEE

WLAR Athens
WAGC Chattanooga
WJZV Clarksville
WBAC Cleveland
WKRM Columbia
WBEJ Elizabethtown-Johnson City
WKNR Fayetteville
WGRV Greeneville
WDXI Jackson
WKGN Knoxville
WLAF Lafollette
WJLW Lewisburg
WMRT McMinnville
WHBQ Memphis
WCRV Morristown
WNAH Nashville
WATO Oak Ridge
WTPR Paris
WHAL Shelbyville
WENK Union City

TEXAS

WWKC Abilene
KVLF Alpine
KAMQ Amarillo
KVET Austin
KIOX Bay City
KTXC Big Spring
KNUZ Borger
KBWD Brownwood
KORA Bryan
KEYS Corpus Christi
KAND Corsicana
WRR Dallas
KEPO El Paso
KFJZ Fort Worth
KNAF Fredericksburg
KGVL Greenville
KTNT Houston
KSAM Huntsville
KLEN Killeen
KVOZ Laredo
KTRE Lufkin
KRIO McAllen
KVFW Menahan
KRIG Odessa
KNET Palestine
KPDN Pampa
KIUN Pecos
KEYE Perryton
KVOP Plainview
KPAC Port Arthur-Beaumont
KWAC San Antonio
KRBY Sherman-Denison
KSNY Snyder
KDNT Stamford
KSST Sulphur Springs
KOSY Texarkana
KCKB Tyler
KVIC Victoria
KWTX Waco
KSYD Wichita Falls

UTAH

KVNU Logan
KLO Ogden
KOAL Price
KOVO Provo
KALL Salt Lake City

VERMONT

WSYB Rutland
WDEV Waterbury

VIRGINIA

WFHC Bristol
WINA Charlottesville
WKEY Covington
WCVA Culpeper
WDVA Danville
WFTR Front Royal
WBOB Galax
WLOW Norfolk
WNVA Norton
WSSV Petersburg
WRNL Richmond
WSLS Roanoke
WAYS Waynesboro

WASHINGTON

KERO Aberdeen
KPUG Bellingham
KELA Centralia-Chehalis
KRKO Everett
KALN Longview
KGY Olympia
KVI Seattle
KHQ Spokane
KUJ Walla Walla
KWNR Wenatchee
KLOQ Yakima

WEST VIRGINIA

WKOY Bluefield
WTIP Charleston
WHAR Clarksburg
WRTH Huntington
WLOG Logan
WEPM Martinsburg
WMON Montgomery
WAJR Morgantown
WETZ New Martinsville
WMCO Welch
WHAW Weston
WTRX Wheeling-Bellaire, Ohio
WBTH Williamson

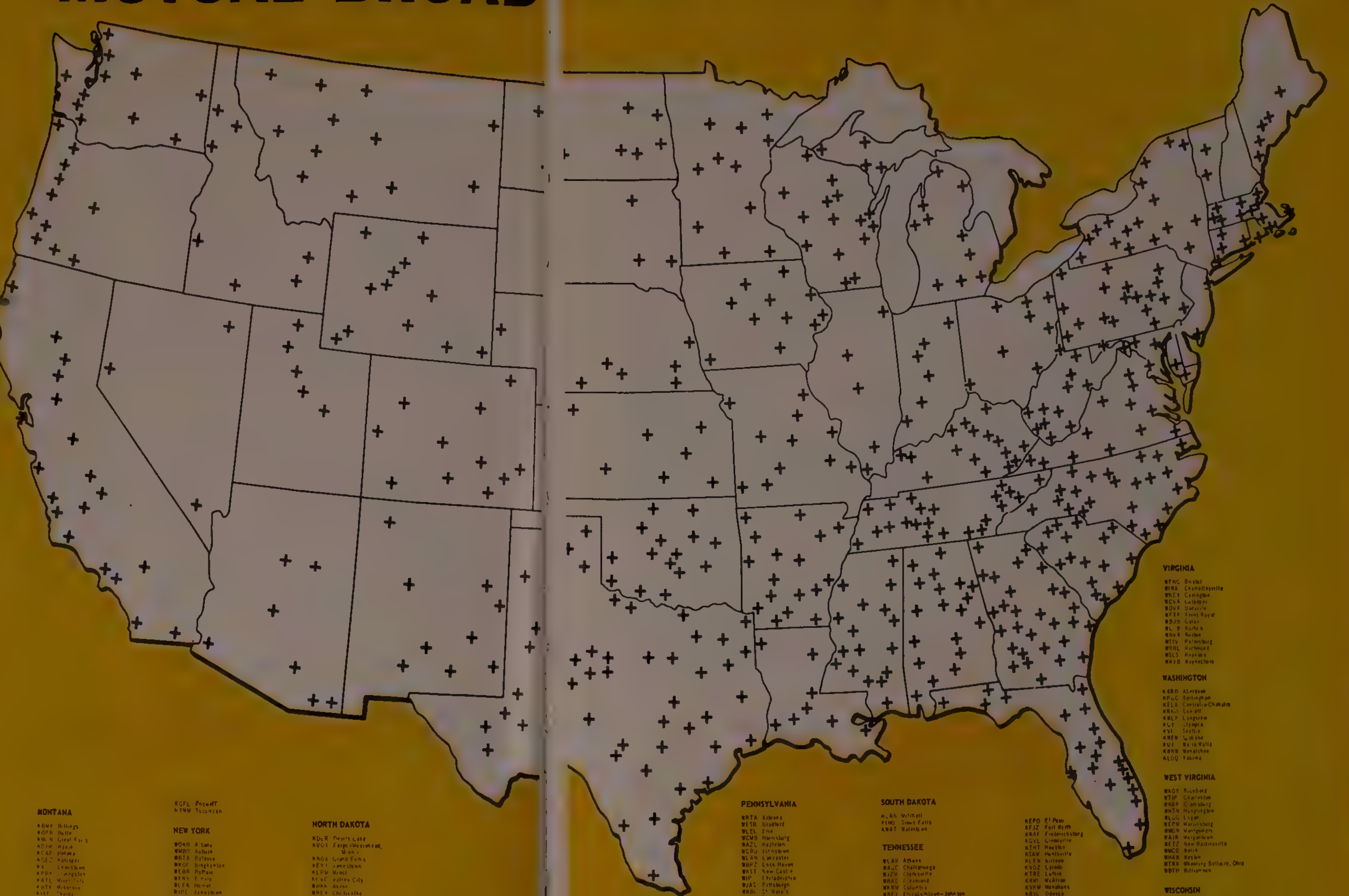
WISCONSIN

WHBY Appleton
WGEZ Beloit
WBIZ Eau Claire
KFIZ Fond du Lac
WJPG Green Bay
WCLO Janesville
WLCX La Crosse
WLDY Ladysmith
WSWT Manitowoc
WISC Madison
WIGM Medford
WJMC Rice Lake
WOSA Rhinelander
WFHR Wisconsin Rapids

WYOMING

KVOC Casper
KVRO Cheyenne
KFBC Cheyenne
KOVE Lander
KOWB Laramie
KPOW Powell
KRAL Rawlins
KWRL Riverton
KVRS Rock Springs
KWYO Sheridan
KRTR Thermopolis
KWOR Worland

MUTUAL BROADCASTING SYSTEM



ALABAMA

ARIZONA

ARKANSAS

CALIFORNIA

COLORADO

CONNECTICUT

DISTRICT OF COLUMBIA

FLORIDA

GEORGIA

IDAHO

ILLINOIS

INDIANA

IOWA

KANSAS

KENTUCKY

LOUISIANA

MAINE

MARYLAND

MASSACHUSETTS

MICHIGAN

MINNESOTA

MISSISSIPPI

MISSOURI

MONTANA

NEBRASKA

NEW JERSEY

NEW MEXICO

NEW YORK

NORTH CAROLINA

NORTH DAKOTA

OKLAHOMA

OREGON

PENNSYLVANIA

RHODE ISLAND

SOUTH CAROLINA

SOUTH DAKOTA

TENNESSEE

TEXAS

UTAH

VERMONT

VIRGINIA

WASHINGTON

WEST VIRGINIA

WISCONSIN

WYOMING

MUTUAL BROADCASTING SYSTEM

Executives and Staff
1440 Broadway, New York 18, N. Y.
Telephone: LOngacre 4-8000

Executive Personnel

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Elbert M. Antrim.....WGN, Chicago, Vice Chairman
Willet H. Brown...Don Lee Network, Hollywood
Gordon Gray.....WOR—WOR-TV Division
Benedict Gimbel, Jr.....WIP, Philadelphia
John B. Poor.....MBS, N. Y.
Ward D. Ingrim....Don Lee Network, Hollywood
J. Glen Taylor.....RKO Teleradio Pictures, Inc.
Robert A. Schmid.....MBS, N. Y.

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Carroll Marts.....Vice President in Charge, Midwest Division
Sidney P. Allen.....Vice President in Charge, Eastern Division
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Ole Morby .....Business Manager
Adolph Opfinger.....Labor Negotiations
Gaile Dody.....Supervisor, Central Steno
Margaret Lanigan..Supervisor, File and Reception
Audrey Zelner....Supervisor, Listeners' Service
Augusta Hall.....Telephone Supervisor
Margaret Riordan .....Supervisor, Wire Communications

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Keith Masters, Andrew C. Hamilton, Percy H. Russel, Jr.....of Kirkland, Fleming, Green, Martin & Ellis, Washington, D. C. & Chicago
Elisha Goldfarb.....MBS, N. Y.

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Harold M. Wagner....Manager of Program Oper.
Robert Maley.Director of Radio and TV Clearance
Ann Brown.....Music Copyright Supervisor
Nathan Abramson....Manager of Entertainment Bureau
John D. Whitmore.....Exec. Producer in Charge of News and Special Events
Art Gleeson.....Director of Sports

Station Relations and Engineering

Robert Carpenter..Vice President in Charge of Station Relations
Charles King.....Director of Station Relations

John Hayes.....Director of Recording
Leslie Learned...Manager of Engineering Traffic

Advertising, Public Relations and Research

Richard Puff.....Vice President in Charge
Harold Gold.....Director of Press Information and Audience Promotion
R. Jackson Foster.....Manager of Graphic Presentations
Nathan Stone.....Manager of Research
John McTigue.....Sales Presentations

Sales

Wendell B. Campbell.....Vice President, RKO Teleradio Pictures, Inc., in Charge
Sidney Allen.....V.P., Eastern Division
Carroll Marts.....V.P., Mid-Western Division
Sally Josephs.....Manager of Commercial Operations

Washington

Robert Hurleigh.....Director of Washington Operations
Jack Gertz..Asst. Director, White House Liaison

Chicago

Carroll Marts.....V.P. in Charge
Virgil Reiter.....Midwest Sales Manager
George Herro, Tom Henry...Account Executives
Dorothy Reynolds.Midwest Sales Service Manager
Myrtle Goulet.....Office Manager and Program Traffic
Joseph Savage.....Mgr., Presentations and Public Relations Rep.

Los Angeles

Bill Barron.....Director of Public Relations, Don Lee Network
Phyllis Doherty....Yankee P. R. Chief (Boston)

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Edward Breen.....KVFD, Ft. Dodge, Iowa
Willard Deason.....KVET, Austin, Tex.
Victor C. Diehm.....WAZL, Hazleton, Pa.
Edward H. Dunbar.....WBBQ, Augusta, Ga.
T. E. Gibbons.....WAFB, Baton Rouge, La.
Cecil Heftel.....KLO, Ogden, Utah
Donald J. Horton.....WVLK, Lexington, Ky.
E. Z. Jones.....WBBB, Burlington, N. C.
Mike Layman.....WSFC, Somerset, Ky.
Richman G. Lewis.....KTRE, Lufkin, Tex.
Ralph McElroy.....KWWL, Waterloo, Iowa
Wayne Phelps....KALG, Alamogordo, N. Mex.
Berton Sonis.....WTIP, Charleston, W. Va.

RKO TELERADIO PICTURE, INC.
(General Teleradio Division)

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Charles L. Glett
J. Miller Walker
John B. Poor
Willet H. Brown
William H. Clark
Joseph J. Laub

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John B. Poor.....Vice President
Willet H. Brown.....Vice President
Norman Knight .....Vice President
George Steffy .....Vice President
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Robert Leder .....Vice President
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Wendell B. Campbell.....Vice President
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Bertram Lebhar.....General Manager, WEAT
John Hayes.....General Manager, Recording Division, New York

This is the Southeastern New England Market... 810,700 Homes!

WJAR-TV Channel 10

Reaches More of These Homes Every Day Than Any Other Television Station*

*A. C. NIELSEN
NCS No. 2 Survey
Spring, 1956
Check your Nielsen for extent of Channel 10 bonus area.

Represented by WEED Television

wjar-tv CHANNEL 10

PROVIDENCE, RHODE ISLAND
A service of The Outlet Company

Turnabout in the Fortunes of Network Radio Described

By
MATTHEW J.
CULLIGAN
Vice President
NBC Radio Network

THE miraculous turnabout in the fortunes of network radio that has occurred during the past few months is definitely not a matter of luck, the failure of competition, or the charity of advertisers and agencies. It is the result, we at NBC think, of identifiable, measurable causes, all of which contribute in varying degrees. As I see it, there are seven forces which have brought about the greatly improved atmosphere for network radio. You can weigh them according to your own orientation:

1. Stability of Audience — Television smashed into radio nine years ago with devastating effect, particularly at night. Night-time radio lost 69% of its audience to television. To a lesser degree, daytime radio was affected. About 27% of radio's daytime audience was lost to television. But happily, the decline in radio audiences was arrested about 18 months ago, and audience levels stabilized for six months, then started a gradual, small increase. Network radio rates, however, declined faster and for a longer period than audience levels, resulting in the phenomenon of an underpriced national advertising medium.

2. Research—Leading national advertisers have completed research studies which have had a drastic effect on their thinking. One large soap company conducted a continuing research project over a two-year period and made a discovery which led to their purchase of $4,000,000 in network radio. Other research is now underway, and we believe the conclusions are inevitable—that as a supplement to an existing campaign, network radio is definitely superior to any other medium—television, print or newspapers.

3. Merchandisability — This is an intangible, but it certainly should be considered. For more than six years television has had an almost unique explosive power with elements of the distributive and retailing trade. Almost any television caused excitement among a sales force and the trade. And no radio advertising had much effect in exciting the trade. This feverish excitement has run its course, and television no longer completely dominates the scene.

4. Economics of Television — The rising costs of television have militated against continuity for many advertisers. There is considerable concern about the "valleys of forgetfulness" between television exposures. Network radio is being used by bellwether advertisers to bridge the gaps between television exposures and print exposures in weekly and monthly magazines.

5. New Equipment—A whole new area of service to the public is being opened via new radio equipment—such as the NBC Hot Line Service which restores to the American scene the electronic equivalent of the old newspaper's EXTRA, which was relegated to the graveyard by the speed and flexibility of radio news coverage.

6. Need for Networks—In recent months there have been ringing confirmations of the need for radio networks by the people whose opinions really matter. Our NBC affiliates demonstrated this beyond all doubt by accepting a change in network option time, permitting us to take under network option the first five minutes of every hour from 7:00 A.M. to 11:00 P.M. Advertisers and agencies, recognizing network radio as a supermarket way to buy, have shown their support by some recent purchases of network radio.

7. "Imagery Transfer"—And finally, a concept . . ."Imagery Transfer," which struck sparks immediately among the best minds in the advertising business. The NBC Radio Network has undertaken a detailed study of "Imagery Transfer" and will shortly publish a book, called "The Scientific Basis for Imagery Transfer." The net effect of Imagery Transfer will be, in my judgment, the acceptance of network radio as a necessary part of any balanced national advertising campaign.

I would like to make three predictions about Network Radio.

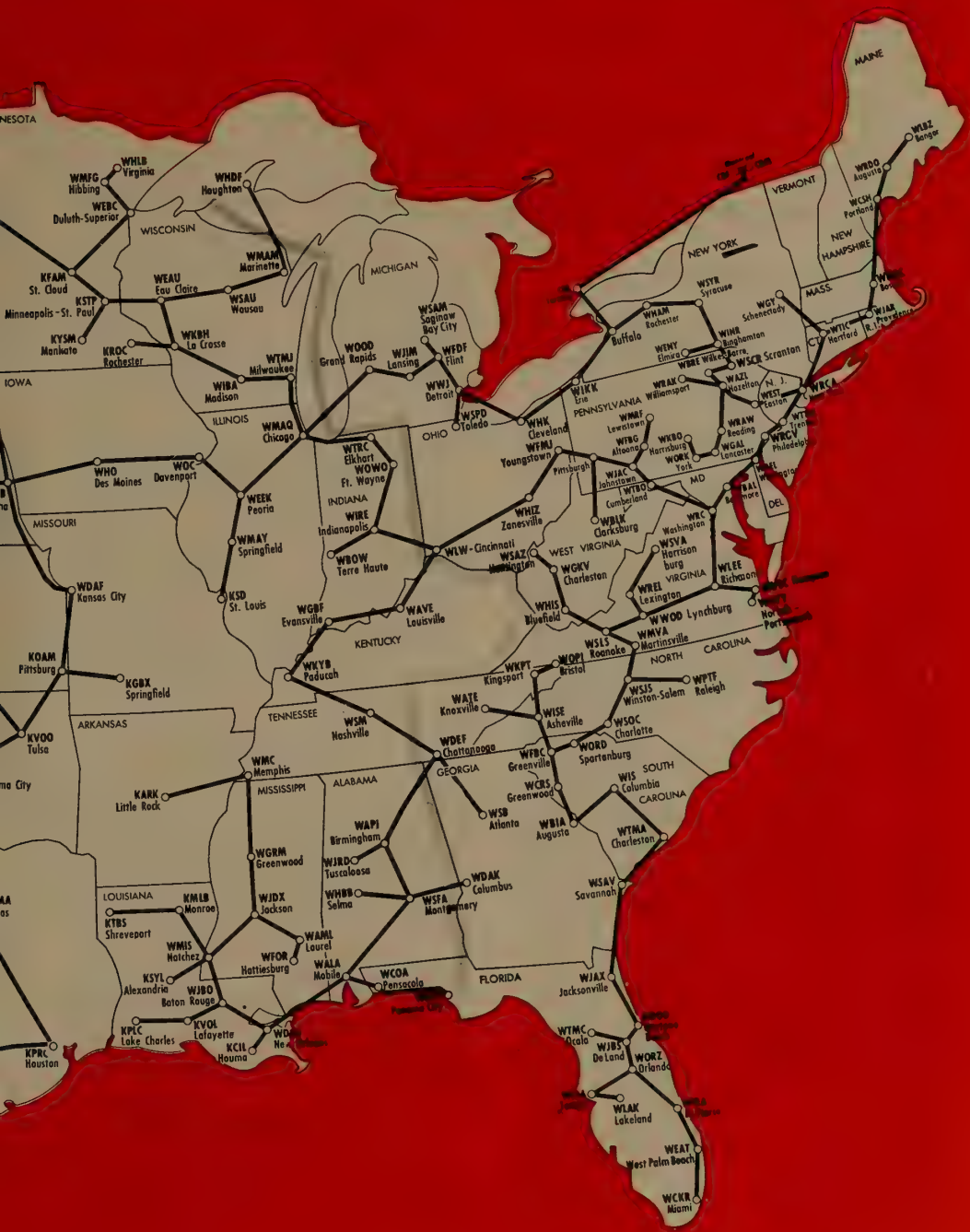
1. Network Radio will be with us at least as long as any present major advertising medium — including television, magazines or newspapers.

2. The period between the Fall of 1956 and the Spring of 1957 was the turning point in the trend of Network Radio.

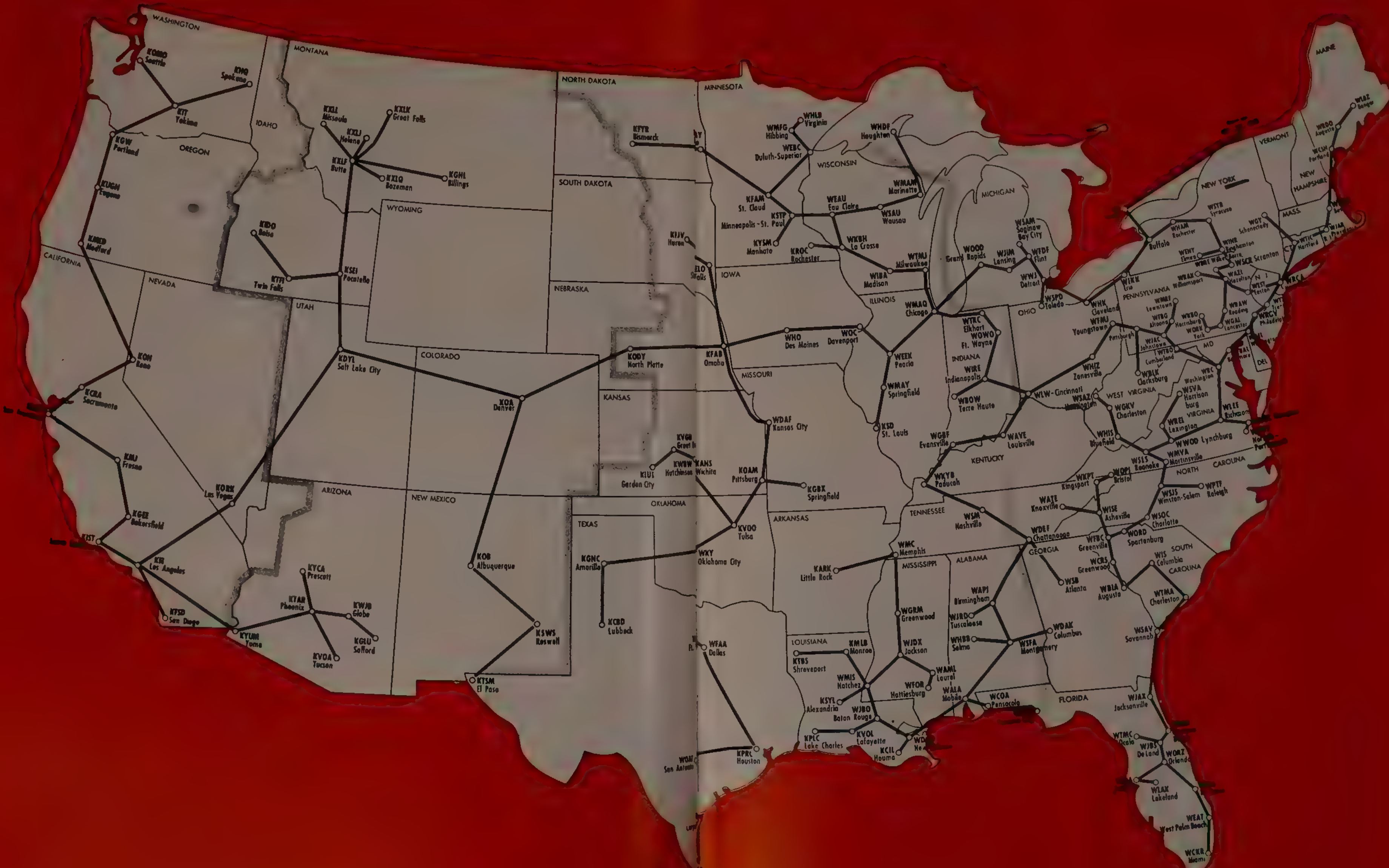
3. New radio audience research will be devised in 1957 which will for the first time illuminate the true audience levels of radio, including portable sets in the home, car radios and out-of-home portables.

NATIONAL BROAD

CASTING COMPANY



NATIONAL BROADCASTING COMPANY



NATIONAL BROADCASTING COMPANY, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Telephone: CIrcle 7-8300
Registered Telegraphic Address: NATBROCAST NEW YORK

BOARD OF DIRECTORS

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David Sarnoff
Walter Bedell Smith
John K. West

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Carl M. Stanton.....Vice President
Davidson Taylor .....Vice President
Mort Werner .....Vice President
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Paul B. Lynch.....Assistant Secretary
John V. Shute.....Assistant Secretary
Raymond E. Simonds.....Assistant Secretary

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Aaron Rubin.....Assistant Controller
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Helen Davis....Manager, General Office Services
Dick T. Hollands....Manager, Operating Budgets and Financial Evaluation
Charles J. Ochsenreiter....Manager, Audits and Systems
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Andrew L. Hammerschmidt....V.P., Engineering and Facilities Administration
Joseph J. Arnone.....Manager, Design and Construction
William A. Clarke.....Manager, Engineering Administration and Services
George K. Graham.....Liaison Engineer
Raymond F. Guy.....Director, Radio Frequency Engineering
Albert Humbert..Manager, Building Maintenance
Edward M. Lowell.....Manager, Administration
Robert F. McCaw.....Director, Facilities Administration
George M. Nixon.....Director, Engineering Development
Chester A. Rackey.....Director, Audio-Video Engineering

Integrated Services Department

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Edwin L. Dunham.....Mgr., Music Library and Services
Willard Frech.....Chief Accountant
Mildred Joy.....Chief Librarian
J. Robert Myers.....Manager, Traffic

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Joseph A. McDonald..Assistant General Attorney
John V. Shute.....Assistant General Attorney
Benjamin D. Raub.....Senior Attorney

Personnel Department

B. Lowell Jacobsen.....Director of Personnel
Charles Boylan. .....Manager, Publications and Communications
David Broadfoot.....Manager, Salary Administration and Records
Richard Connell....Manager, Employee Benefits and Services
William H. Craig.....Manager, Employment
George H. Fuchs.....Manager, Labor Relations
Dr. Bernard Handler.....Company Physician
Eugene J. Hayman..Labor Relations Administrator
H. O. Lumb.....Manager, Personnel
Harvey Stackman.....Manager, Organization Development
Edwin Stolzenberger.....Labor Relations Administrator
Drew Van Dam.....Manager, Training and Procedures
Milton E. Williams.....Manager, Safety

Treasurer's Department

H. Earl Rettig.....Vice President and Treasurer
William A. Williams.....Assistant Treasurer

Operations

Charles R. Denny.....Executive Vice President

ORGANIZATIONS SERVING THE RADIO NETWORK

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Stockton Helffrich.....Director of Continuity Acceptance
Carl Watson.....Manager of Continuity Acceptance

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John Porter.....Manager of National Adv. and Promotion
Edwin Vane..Mgr., National Audience Promotion
John Graham.....Art Director
Donald J. Foley....National Sales Promotion Mgr.

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Ellis O. Moore..Director of the Press Department
Mike Horton.....Director of Information
Cornelius Sullivan.....Public Relations Representative
Charles Henderson....Dir., Radio Network Pub., O & O Stations, NBC Spot Sales
Milton Brown.....Program Publicity Manager
Kathryn Cole.....Manager of Information
William Anderson.....Manager of Business and Trade Publicity
Sidney Desfor.....Mgr. Photo Unit
Robert R. Brown....Mgr., Institutional Publicity
William B. Miller.....Night Executive Officer

Research and Planning Department

Hugh M. Beville...V.P. Planning & Development
Dr. Thomas E. Coffin.....Manager of Research
Allen R. Cooper..Manager of Markets and Media
James Cornell.....Manager of Audience Measurement
Barry Rumple.....Manager of Plans

STATION RELATIONS DIVISION

Harry Bannister.....Vice President for Station Relations
Donald J. Mercer.....Director, Station Relations

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George McElrath.Director of Technical Operations
Reid R. Davis.....Manager, Television Technical Operations
Arthur A. Garbade.....Business Manager of .... Technical Operations
Frederick G. Knopfke..Manager of Sound Effects
Albert W. Protzman.....Supervisor, TV Studio Technical Operations
Edwin Wilbur.....Networks Technical Operations Supervisor

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Martin J. Begley.....Casting Director
Charles J. Moos..Manager, Talent and Program Contract Administration

Public Affairs Department

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Benjamin K. Park.....Director, Public Affairs
Thomas S. Gallery.....Manager of Sports
William McAndrew.....Director of NBC News
Edward Stanley.....Manager of Public Service Programs
Barry Wood.....Director of Special Events
Arch Robb.....Mgr. of Special Events

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Norman S. Livingston...Director, Radio Network Programs

William K. McDaniel..V.P., Radio Network Sales
Frederic L. Horton.....Director, Radio Network Sales
Wm. Fairbanks.....Eastern Sales Manager
Howard Gardner.....Director, Radio Network Sales Development
Robert C. Hitchens..Sales Presentation Manager
Sackett Miles....Manager, Radio Sales Service and Traffic
Theodore Zaer.....Manager, Business Affairs

NBC OWNED STATIONS AND NBC SPOT SALES DIVISION

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Donald E. Bishop.....Director, Publicity and Community Services
Thomas S. O'Brien....Director, Business Affairs

National Spot Sales

John Reber.....Director in Charge of National Spot Sales
Richard H. Close..Director, Represented Stations
William Buschgen.....Division Manager, Radio Spot Sales
George Dietrich.....Director, Radio Spot Sales
Mort Gaffin...Mgr., New Business & Promotion

WRCA—WRCA-FM, New York

William N. Davidson.....General Manager
Frederick E. Acker.....Business Manager
Peter Affe..Manager, Studio and Film Operations
William A. Berns....Manager, News and Special Events
Max Buck..Director, Advertising, Promotion and Merchandising
Arthur Hamilton.....Station Manager
John R. O'Keefe.....Publicity Director
George C. Stevens.....Sales Director
Stephen White.....Program Manager

WMAQ, WMAQ-FM, Chicago

Jules Herbuveaux....V.P. & Gen. Mgr. WMAQ, WMAQ-FM
Henry T. Sjogren....Assistant General Manager
John M. Keys.....Director, Advertising and Promotion
Leonard Anderson.....Mgr., Integrated Services
Chet Campbell.....Mgr., Press
Howard C. Luttgens....Mgr., Tech. Operations
Rolland J. Reichert.....Mgr., Operations
Edmund Souhami.....Mgr., Personnel & Legal
Harry D. Trigg.....Director of Programming
Neil Murphy.....Station Business Manager
John F. Whalley.....Dir., Business Affairs & Financial Planning

KNBC, KNBC-FM, San Francisco

George W. Fuerst....Gen. Mgr. and Sales Mgr. KNBC, KNBC-FM
Bert A. Meda-.....Business Mgr.
Jack R. Wagner.....Mgr., Programs
Jos. Baker.....Mgr., Tech. Operations

WRC, WRC-FM, Washington

Carleton D. Smith.....Vice President and General Manager for WRC, WRC-FM
William E. Coyle....Dir., Advertising, Promotion and Public Relations
Joseph Goodfellow.....Director of Sales
James Kovach.....Director of Programs
John Lavan.....Station Business Manager
Lefferts A. McClelland....Director of Operations
John G. Rogers.....Engineer-in-Charge

WRCV, WRCV-TV, Philadelphia

Lloyd E. Yoder....Vice President and Gen. Mgr.
Stanley Broza.....Director, Programs
George Mathews.....Business Manager
Curtis Peck.....Director, Operations
Harold Waddell.....Director, Radio Sales
Theodore Walworth....Director, Television Sales

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Frank Cleaver.....General Program Executive
Lewis S. Frost.....Manager, Radio Network Programs, Pacific Division
Sheldon B. Hickox, Jr.....Director of Station Relations
Harold Kemp.....General Program Executive
John R. Kennedy.....Liaison Engineer
Thomas W. Sarnoff....V.P., Dir., Production and Business Affairs
Ralph F. Shawhan....Director, Press and Publicity
Oscar C. Turner....Personnel & Labor Relations Mgr.

FOREIGN OFFICES

England

Edwin Newman, Robert Abernathy, National Broadcasting Company, Inc., 2 Mansfield Street, London W1, England.

France

Paul Archinard, Leif Eid, 52 Avenue des Champs Elysees, Room 533, Paris 8, France.

Japan-Korea

George Thomas Folster, Nikkatsu Building, Number 1-1, Yura Kucho Chiyodaku, Tokyo, Japan.

Germany

Frank Bourgholtzer, Press Center (American), APO 757, c/o PM, New York, New York.

Rome

Robert A. Hecox, Seconda Piano AP, Piazza Graziolo 5, Rome, Italy.

Keystone Web Services Needs Of Hometown And Rural America

By
SIDNEY J. WOLF
President
Keystone
Broadcasting System

THE rich bread basket which makes up Home Town and Rural America is one of the most desirable market places in the nation. Its statistics alone prove that as a market it can scarcely be overlooked as a source of tremendous revenue for advertisers in almost every conceivable field. 28,058,420 radio homes comprise an audience of over 87,000,000 listeners. Included in this group are over 4,000,000 farms where television is not a strong factor. Keystone Broadcasting System covers this vast market with radio service that has a large and loyal following. Keystone Broadcasting System provides the advertiser with access to this market that can be compared to nothing else available to him. Advertisers who have used Keystone are staunch advocates of the power of radio . . . specifically Keystone . . . in Home Town and Rural America.

One of the outstanding advantages of Keystone service to its clients is the ease and simplicity with which large market areas can be covered by the simple writing of an order. Keystone's administrative facilities enable the advertiser to choose sections of the country as he sees fit and Keystone takes over from there. The programming problems and paper work are out of the advertiser's hair because Keystone's services are such that they are almost automatic. With more than 920 stations in the Keystone family, it becomes possible for the advertiser to choose where and how many stations will best fit his particular problem. 90 or 900, according to the dictates of his merchandising program, Keystone tailors Home Town and Rural America to fit each individual need.

Probably the great plus factor in KBS service is a tremendous extra that is provided by the unusual effort put forth by Keystone affiliates in behalf of merchandising. Time after time advertisers have expressed wonderment at the real "get up and go" of Keystone merchandising. This is no idle statement — Keystone's records are full of merchandising stories that are literally worth their weight in gold . . . and all at the local level where they do the most good. The unusual relationship that Keystone maintains with its affiliates is fertile ground for merchandising growth that we believe is unparalleled in the field.

Yes, Keystone is still growing. Every year sees new members added to the already large family. And new members mean even greater srvices to Keystone's present customers and future advertisers. Keystone is looking forward to 1957 as a year which will realize an even greater boon to Keystone clients and greater results from rich, enthusiastic Home Town and Rural America and the over 920 Keystone affiliate stations.

KEYSTONE BROAD

ALABAMA
WRFS Alexander City
WCTA Andalusia
WANA Anniston
WEDR Birmingham
WEBJ Brewton
WRAG Carrollton
WKLF Clanton
WKUL Cullman
WMSL Decatur
WXAL Demopolis
WOOF Dothan
WULA Eufaula
WWWF Fayette
WOWL Florence-Muscle Shoals
WZOB Fort Payne
WETO Gadsden
WGYV Greenville
WGSV Guntersville
WJBB Haleyville
WERH Hamilton
WBHP Huntsville
WPBB Jackson
WWWB Jasper
WMOZ Mobile
WMFC Monroeville
WCRL Oneonta
WJHO Opelika
WPID Piedmont
WELR Roanoke
WWWR Russellville
WROS Scottsboro
WHBB Selma
WFEB Sylacauga
WHTB Talladega
WJDB Thomasville
WTBF Troy
WTBC Tuscaloosa
WTUS Tuskegee
WETU Wetumpka

ARIZONA
KCKY Coolidge
KAWT Douglas
KCLS Flagstaff
KDJI Holbrook
KNOG Nogales
KRIZ Phoenix
KOLD Yuma

ARKANSAS
KVRC Arkadelphia
KBTA Batesville
KBBA Benton
KAMD Camden
KCON Conway
KAGH Crossett
KDQN De Queen
KDMS El Dorado
KXJK Forrest City
KHOZ Harrison
KFFA Helena
KXAR Hope
KBHS Hot Springs
KBTM Jonesboro
KVLC Little Rock
KBOK Malvern (Formerly KDAS)
KVSA McGehee
KTML Marked Tree
KENA Mena
KHBM Monticello
KTLO Mountain Home
KOSE Osceola
KDRS Paragould
KOTN Pine Bluff
KPOC Pocahontas
KXRJ Russellville
KWCB Searcy
KUOA Siloam Springs
KBRS Springdale
KWAK Stuttgart

CALIFORNIA
KIBS Bishon
KBMX Coalinga
KRDU Dinuba
KICO El Centro
KBAB El Cajon (San Diego)
KDAC Fort Bragg
KGST Fresno
KCVR Lodi
KGER Long Beach
KYOS Merced
KSFE Needles
KMOR Oroville
KPRL Paso Robles
KAFP Petaluma
KTIP Porterville
KBLF Red Bluff
KVEC San Luis Obispo
KSMA Santa Maria
KSPA Santa Paula
KROG Sonora
KSUE Susanville
KTKR Taft
KTUR Turlock
KUDU Ventura
KHUB Watsonville
KAGR Yuba City

COLORADO
KGIW Alamosa
KRLN Canon City
KVFC Cortez
KRAI Craig
KLIR Denver
KIUP Durango
KHIL Fort Lupton (Brighton)
KFTM Fort Morgan
KBNZ La Junta
KLMR Lamar
KLVC Leadville
KLOV Loveland
KSLV Monte Vista
KDZA Pueblo
KVRH Salida
KCRT Trinidad

DELAWARE
WSUX Seaford

FLORIDA
WAPG Arcadia
WTRL Bradenton
WTAN Clearwater
WKKO Cocoa
WCNU Crestview
WDCF Dade City
WDBF Delray Beach
WFBK Fernandina Beach
WINK Fort Myers
WARN Fort Pierce
WGGG Gainesville
WGMA Hollywood
WJVB Jacksonville Beach (Jacksonville)
WKWF Key West
WRWB Kissimmee
WIPC Lake Wales
WLBE Leesburg
WNER Live Oak
WTYS Marianna
WSBB New Smyrna Beach
WTMC Ocala
WWPF Palatka
WDLP Panama City
WPRY Perry
WPLA Plant City
WFOY St. Augustine
WTRR Sanford
WKXY Sarasota
WJCM Sebring
WSTU Stuart
WMEN Tallahassee
WEBK Tampa

GEORGIA
WAAG Adel
WJAZ Albany
WDEC Americus
WGAU Athens
WMGR Bainbridge
WHAB Baxley
WMOG Brunswick
WGRA Cairo
WCLB Camilla
WLBB Carrollton
WBHF Cartersville
WGAA Cedartown
WMJM Cordele
WGFS Covington
WBLJ Dalton
WDWD Dawson
WTAM Decatur (Formerly WGLS)
WDMG Douglas
WMLT Dublin
WSGC Elberton
WBHB Fitzgerald
WFPM Fort Valley
WGGA Gainesville
WKEU Griffin
WCEH Hawkinsville
WBGR Jesup
WLFA Lafayette
WLAG La Grange
WMGE Madison
WFOM Marietta
WMVG Milledgeville
WMRE Monroe
WMGA Moultrie
WBBN Perry
WRGA Rome
WSNT Sandersville
WFRP Savannah
WWNS Statesboro
WSYL Sylvania
WSFT Thomaston
WTWA Thomson
WLET Toccoa
WJEM Valdosta
WVOP Vidalia
WAYX Waycross
WBRO Waynesboro
WRLD West Point
WIMO Winder

HAWAII
KILA Hilo
KAIM Honolulu

IDAHO
KGEM Boise
KBAR Burley (Formerly KBIO)
KORT Grangeville
KIFI Idaho Falls
KRPL Moscow
KWIK Pocatello
KPST Preston
KRXK Rexburg
KSPT Sandpoint
KLIX Twin Falls

ILLINOIS
WOKZ Alton
WBYS Canton
WRDY Carmi
WCNT Centralia
WEIC Charleston
WITY Danville
WCRA Effingham
WFIW Fairfield
WEBQ Harrisburg
WJPF Herrin
WKEI Kewanee
WPRC Lincoln
WSMI Litchfield
WKAI Macomb
WMOK Metropolis
WVMC Mt Carmel
WINI Murphysboro
WVLN Olney
WPRS Paris
.... Rockford (See Beloit, Wisconsin)
.... Rock Island-Moline (See Davenport, Iowa)

INDIANA
WCBC Anderson
WBNL Boonville
WILO Frankfort
WKAM Goshen (Formerly Warsaw)
WITZ Jasper
WKTL Kendallville
WBTO Linton
WORX Madison
WMRI Marion
WARU Peru
WPGW Portland
WSLM Salem
WJCD Seymour
WJVA South Bend
WTCJ Tell City
WWVR Terre Haute

IOWA
KASI Ames
KJAN Atlantic
KCOG Centerville
KCHA Charles City
KCHE Cherokee
KSIB Creston
KFMA Davenport (Rock Island-Moline, Illinois
KDEC Decorah
KLIL Estherville
KFAD Fairfield
KXGI Fort Madison
KXIC Iowa City
KRIB Mason City**
KLEE Ottumwa
KJFJ Webster City

KANSAS
KSOK Arkansas City
KARE Atchison
KCRB Chanute
KNCK Concordia
KBTO El Dorado
KVOE Emporia (Formerly KTSW)
KMDO Fort Scott
KIUL Garden City
KWGB Goodland
KAYS Hays
KWBW Hutchinson
KIND Independence
KJCK Junction City
KCLO Leavenworth
KMAN Manhattan
KNDY Marysville
KNEX McPherson
KJRG Newton
KLKC Parsons
KSEK Pittsburg
KWSK Pratt
KRSL Russell
KTOP Topeka

KENTUCKY
WBRT Bardstown
WCBL Benton
WLBJ Bowling Green
WTCO Campbellsville
WAIN Columbia
WCTT Corbin
WZIP Covington (Cincinnati, Ohio)
WCPM Cumberland
WCYN Cynthiana
WHIR Danville
WIEL Elizabethtown
WFKY Frankfort
WFKN Franklin
WKAY Glasgow
WHLN Harlan
WHBN Harrodsburg
WKIC Hazard
WSON Henderson
WKOA Hopkinsville
WLBN Lebanon
WLEX Lexington
WFMW Madisonville
WWXL Manchester
WFTM Maysville
WMIK Middlesboro
WNKY Neon
WOMI Owensboro
WSIP Paintsville
WPKE Pikeville
WPRT Prestonsburg
WPKY Princeton
WEKY Richmond
WRUS Russellville

LOUISIANA
KDBS Alexandria
KTRY Bastrop
WIKC Bogalusa
WARB Covington
KDLA De Ridder
WFPR Hammond
KCIL Houma
KLEC Jonesville
KJEF Jennings
KLLA Leesville
KAPB Marksville
KLIC Monroe**
KMRC Morgan City
KNOC Natchitoches
KANE New Iberia
KREH Oakdale
KSLO Opelousas
KRUS Ruston
KBSF Springhill
KSUL Sulphur
KVCL Winnfield

MAINE
WABM Houlton
WRUM Rumford
WGHM Skowhegan

MARYLAND
WCEM Cambridge
WAYE Dundalk (Baltimore)
WPTX Lexington Park

MASSACHUSETTS
WREB Holyoke (Springfield)
WHIL Medford (Boston)

MICHIGAN
WALM Albion
WFYC Alma
WATZ Alpena
WLEW Bad Axe
WBRN Big Rapids
WATT Cadillac
WMRP Flint
WBFC Fremont
WATC Gaylord
WIKB Iron River
WJMS Ironwood
WJPD Ishpeming
WKLA Ludington
WMTE Manistee
WDMJ Marquette
WAGN Menominee (Formerly WMAW)
WCEN Mt. Pleasant
WMUS Muskegon
WOAP Owosso
WMBN Petoskey
WHLS Port Huron
WTCM Traverse City

MINNESOTA
KASM Albany
KXRA Alexandria
KBUN Bemidji
KBMW Breckenridge
WKLK Cloquet
KROX Crookston
KDLM Detroit Lakes
WELY Ely
WEVE Eveleth
KOZY Grand Rapids
CFOB International Falls
KLTF Little Falls
KMRS Morris
KNUJ New Ulm
KRFO Owatonna (Formerly KOBK)
WAVN Stillwater (Formerly WSHB)

MISSISSIPPI
WMPA Aberdeen
WBLE Batesville
WGCM Biloxi-Gulfport
WBIP Booneville
WDOB Canton
WGLC Centreville
WROX Clarksdale
WCLD Cleveland
WCJU Columbia
WCBI Columbus
WCMA Corinth
WMAG Forest
WJPR Greenville
WGRM Greenwood
WNAG Grenada
WFOR Hattiesburg
WMDC Hazlehurst
WCPC Houston
WNLA Indianola
WKOZ Kosciusko
WAML Laurel
WMBC Macon
WAPF McComb
WMOX Meridian
WMIS Natchez
WNAU New Albany
WSUH Oxford
WPMP Pascagoula
WHOC Philadelphia
WRJW Picayune
WSSO Starkville
WELO Tupelo
WQBC Vicksburg
WABO Waynesboro
WROB West Point
WAZF Yazoo City

MISSOURI
KBHM Branson
KGMO Cape Girardeau
KWRT Boonville
KDMO Carthage
KGHM Brookfield
KCRV Caruthersville
KCHR Charleston
KCHI Chillicothe
KDKD Clinton
KBIA Columbia
KDEX Dexter
KREI Farmington
KJCF Festus
KWOS Jefferson City
KIRX Kirksville
KLWT Lebanon
KTCB Malden
KNIM Maryville
KNCM Moberly
KRMO Monett
KLRS Mountain Grove
KBTN Neosho
KNEM Nevada
KWOC Poplar Bluff
KTTR Rolla
KSGM Ste. Genevieve
KSMO Salem
KDRO Sedalia
KICK Springfield
KALM Thayer
KTTN Trenton
KLPW Union
KOKO Warrensburg
KWRE Warrenton
KWPM West Plains

MONTANA
KBMY Billings
KBMN Bozeman
KBOW Butte
KDBM Dillon
KBGF Great Falls
KOJM Havre
KCAP Helena
KGEZ Kalispell
KXLO Lewistown
KPRK Livingston
KATL Miles City
KBTK Missoula
KIYI Shelby

NEBRASKA
KCOW Alliance
KWBE Beatrice
KCSR Chadron

CASTING SYSTEM

KJSK Columbus
KHAS Hastings
KGFW Kearney
KLMS Lincoln
KBRL McCook
KODY North Platte
KOGA Ogallala
KVHC O'Neill
KSID Sidney
KAWL York

NEVADA

KPTL Carson City
KRAM Las Vegas
KATO Reno
KWNA Winnemucca

NEW HAMPSHIRE

WMOU Berlin
WJWG Conway
WLNH Laconia

NEW JERSEY

WLDB Atlantic City
WNNJ Newton
WCMC Wildwood

NEW MEXICO

KALG Alamogordo
KABQ Albuquerque
KSVP Artesia
KAVE Carlsbad
KLMX Clayton
KCLV Clovis
KOTS Deming
KWEW Hobbs
KOBE Las Cruces
KENM Portales
KBIM Roswell
KSIL Silver City
KCHS Truth or Consequences
KTNM Tucumcari

NEW YORK

WMBO Auburn
WBRV Boonville (Rome-Utica)
WFLR Dundee
WOSC Fulton
WJOC Jamestown
WLFH Little Falls
WICL Malone
WALL Middletown
WIRY Plattsburgh
WNBZ Saranac Lake
WIPS Ticonderoga
WDLA Walton

NORTH CAROLINA

WRCS Ahoskie
WABZ Albemarle
WGWR Asheboro
WBBB Burlington
WEGO Concord
WCKB Dunn
WCDJ Edenton
WCNC Elizabeth City
WFAI Fayetteville-Fort Bragg
WBBO Forest City
WFVG Fuquay Springs (Raleigh)
WLTC Gastonia
WFMC Goldsboro
WHNC Henderson
WHKP Hendersonville
WHPE High Point
WJNC Jacksonville
WELS Kinston
WEWO Laurinburg
WLOE Leaksville
WJRI Lenoir
WBUY Lexington
WTSB Lumberton
WMMH Marshall
WMAP Monroe
WHIP Mooresville
WMBL Morehead City
WPAQ Mount Airy
WOOW New Bern
WNNC Newton
WKBC No. Wilkesboro
WMSN Raleigh
WFRC Reidsville
WCBT Roanoke Rapids
WCEC Rocky Mount
WSTP Salisbury
WWGP Sanford
WOHS Shelby
WADE Wadesboro
WLSE Wallace
WHED Washington
WHCC Waynesville
WENC Whiteville
WAAA Winston-Salem

NORTH DAKOTA

KDLR Devils Lake
KDIX Dickinson
KNOX Grand Forks
KEYJ Jamestown
KBOM Mandan-Bismarck (Formerly KGCU)
KOVC Valley City
KEYZ Williston (Formerly KWBM)

OHIO

WOHP Bellefontaine
WILE Cambridge
WAND Canton
WBEX Chillicothe
.... Cincinnati (See Covington, Kentucky)
WJER Dover
WOHI East Liverpool
WFOB Fostoria
WJEH Gallipolis
WSRW Hillsboro
WIRO Ironton
WLMJ Jackson
WPTW Piqua
WLEC Sandusky
WCHO Washington Court House
WWST Wooster
.... Youngstown (See Farrell, Pennsylvania)

OKLAHOMA

KADA Ada
KVSO Ardmore
KLTR Blackwell
KWCO Chickasha
KUSH Cushing (Formerly KWHP)
KRHD Duncan
KSEO Durant
KASA Elk City
KCRC Enid
KTAT Frederick
KGYN Guymon
KTJS Hobart
KTHN Hugo
KTMC McAlester
KGLC Miami
KBIX Muskogee
KNOR Norman
KBYE Oklahoma City
KHBG Okmulgee
KVLH Pauls Valley
KLCO Poteau
KOLS Pryor
KWSH Tri-City (Wewoka-Seminole Holdenville)
KVIN Vinita

OREGON

KWIN Ashland
KAST Astoria
KBKR Baker
KBND Bend
KWRO Coquille
KASH Eugene
KOHU Hermiston
KRTV Hillsboro (Portland)
KLBM La Grande
KQIK Lakeview
KGAL Lebanon
KMCM McMinnville
KBOY Medford
KSRV Ontario
.... Portland (See Wewoka-Seminole-
KODL The Dalles

PENNSYLVANIA

WNCC Barnesboro
WBFD Bedford
WLOA Braddock (Pittsburgh)
WISR Butler
WCDL Carbondale (Scranton)
WESA Charleroi
WCVI Connellsville
WOTR Corry
WGSA Ephrata
WLEU Erie
WFAR Farrell (Youngstown, Ohio)
WHUN Huntingdon
WDAD Indiana
WADP Kane
WACB Kittanning
WAKU Latrobe
WKRZ Oil City
WPAZ Pottstown
WPAM Pottsville
WPME Punxsutawney
WKMC Roaring Springs
WKBI St. Marys
WATS Sayre
WMAJ State College
WAYZ Waynesboro
WLYC Williamsport
WNOW York

PUERTO RICO

WHOA San Juan

RHODE ISLAND

WADK Newport

SOUTH CAROLINA

WAKN Aiken
WANS Anderson
WBAW Barnwell
WBLR Batesburg
WBEU Beaufort
WAGS Bishopville
WACA Camden
WHAN Charleston
WCRE Cheraw
WGCD Chester
WOIC Columbia
WDSC Dillon
WELP Easley
WOLS Florence
WFGN Gaffney
WGSW Greenwood
WEAB Greer (Greenville)
WHSC Hartsville
WLCM Lancaster
WJAY Mullins
WMYB Myrtle Beach
WKOK Newberry
WTND Orangeburg
WRHI Rock Hill
WSNW Seneca
WJAN Spartanburg
WFIG Sumter
WBCU Union

SOUTH DAKOTA

KBRK Brookings
KIJV Huron
KGFX Pierre
KISD Sioux Falls
KWAT Watertown
KYNT Yankton

TENNESSEE

WLAR Athens
WFHG Bristol (Bristol, Tenn.-Va.)
WMFS Chattanooga
WJZM Clarksville
WKRM Columbia
WHUB Cookeville
WKBL Covington
WAEW Crossville
WDKN Dickson
WDSG Dyersburg
WEMB Erwin
WEKR Fayetteville
WHIN Gallatin
WGRV Greenville
WHBT Harriman
WIRJ Humboldt
WDXI Jackson
WKXV Knoxville
WLAF La Follette
WDXE Lawrenceburg
WCOR Lebanon
WLIL Lenoir City
WJJM Lewisburg
WDXL Lexington
WGAP Maryville
WMMT McMinnville
WCRK Morristown
WGNS Murfreesboro
WNAH Nashville
WLIK Newport
WOKE Oak Ridge
WTPR Paris
WTRB Ripley
WORM Savannah
WEPG South Pittsburg
WDBL Springfield
WDEH Sweetwater
WJIG Tullahoma
WENK Union City
WCDT Winchester

TEXAS

KVLF Alpine
KZIP Amarillo
KBUD Athens
KTXN Austin
KRUN Ballinger
KRCT Baytown
KIOX Bay City
KTXC Big Spring
KNEL Brady
KSTB Breckenridge
KWHI Brenham
KBOR Brownsville
KBWD Brownwood
KBEN Carrizo Springs
KCTX Childress
KSTA Coleman
WTAW College Station
KVMC Colorado City
KAND Corsicana
KIVY Crockett
KXIT Dalhart
KDLK Del Rio
KDNT Denton
KDDD Dumas
KERC Eastland
KBLP Falfurrias
KFLD Floydada
KFST Ft. Stockton
KNAF Fredericksburg
KBRZ Freeport
KGAF Gainesville
KLUF Galveston
KCTI Gonzales
KGVL Greenville
KCLW Hamilton
KPAN Hereford
KHBR Hillsboro
KSAM Huntsville
KEBE Jacksonville
KTXJ Jasper
KMBL Junction
KERB Kermit
KOCA Kilgore
KPET Lamesa
KVOZ Laredo
KVOW Littlefield
KFRO Longview
KRBA Lufkin
KMHT Marshall
KCMR McCamey
KJBC Midland
KORC Mineral Wells
KVKM Monahans
KIMP Mt. Pleasant
KOSF Nacogdoches
KGNB New Braunfels
KRIG Odessa
KOGT Orange
KNET Palestine
KPAT Pampa
KFTV Paris
KIUN Pecos
KVOP Plainview
KBOP Pleasanton
KRWS Post
KOLJ Quanah
KTXL San Angelo
KCNY San Marcos
KSML Seminole
KSEY Seymour
KEVA Shamrock
KTAN Sherman
KSNY Snyder
KDWT Stamford
KSTV Stephenville
KSST Sulphur Springs
KXOX Sweetwater
KTAE Taylor
KTEM Temple
KTFS Texarkana
KTLW Texas City
KTUE Tulia
KTBB Tyler
KVOU Uvalde
KVWC Vernon
KVIC Victoria
KBEC Waxahachie

UTAH

KBUH Brigham City
KVNU Logan
KKOG Ogden (Formerly KOPP)
KOAL Price
KEYY Provo
KSOP Salt Lake City
KVEL Vernal
KTUT Toole City

VERMONT

WSKI Montpelier
WSYB Rutland

VIRGINIA

WKLV Blackstone
.... Bristol (See Bristol, Tennessee)
WINA Charlottesville
WBCR Christiansburg
WKEY Covington
WCVA Culpeper
WEVA Emporia
WFAX Falls Church
WFVA Fredericksburg
WFTR Front Royal
WBOB Galax
WMNA Gretna
WHAP Hopewell
WREL Lexington
WBRG Lynchburg
WMEV Marion
WMVA Martinsville
WNVA Norton
WSSV Petersburg
WPUV Pulaski
WRIC Richlands
WHLF South Boston
WLPM Suffolk
WBOF Virginia Beach
WNNT Warsaw
WAYB Waynesboro
WINC Winchester
WYVE Wytheville

VIRGIN ISLANDS

WIVI Christiansted (St. Croix)

WASHINGTON

KXRO Aberdeen
KPUG Bellingham
KELA Centralia
KCLX Colfax
KCVL Colville
KNBX Kirkland (Seattle)
KWLK Longview
KSEM Moses Lake
KGY Olympia
KONP Port Angeles
KARY Prosser
KAYE Puyllaup
KENE Toppenish
KHFS Vancouver (Portland, Oregon)
KTEL Walla Walla
KUEN Wenatchie

WEST VIRGINIA

WTIP Charleston
WHAR Clarksburg
WDNE Elkins
WTCS Fairmont (Formerly WVVW)
WPLH Huntington
WKYR Keyser
WVOW Logan
WEPM Martinsburg
WHJC Matewan
WAJR Morgantown
WMOD Moundsville (Wheeling)
WETZ New Martinsville
WLOH Princeton
WHAW Weston

WISCONSIN

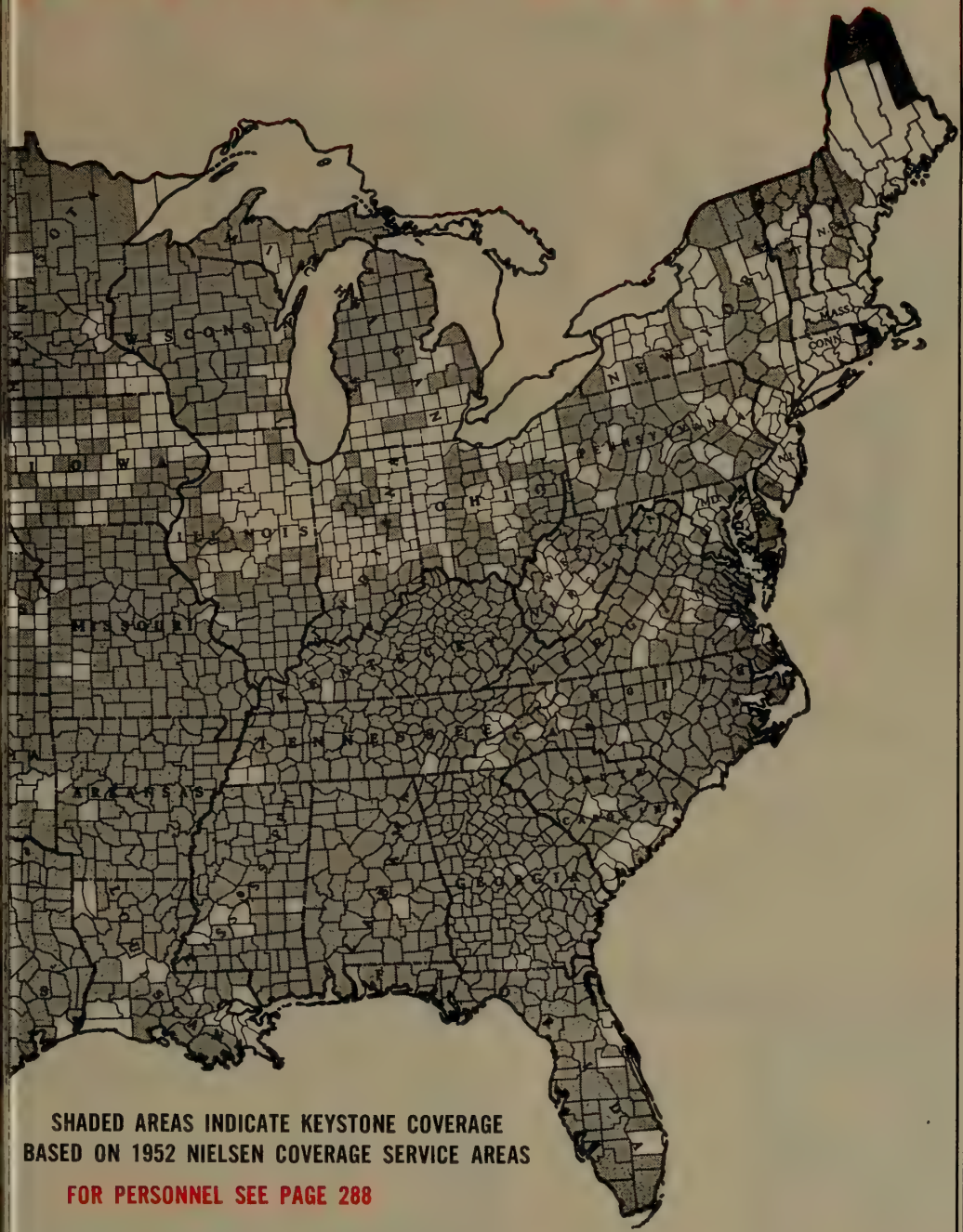
WHBY Appleton
WATW Ashland
WBEL Beloit (Rockford, Illinois)
WDUZ Green Bay
WTKM Hartford
.... Janesville (See Beloit)
WIDL La Crosse
WLDY Ladysmith
WIGM Medford
WMNE Menomonie
WFOX Milwaukee
WOSH Oshkosh
WPFP Park Falls
WPLY Plymouth
WIBU Poynette
WRDB Reedsburg
WRCO Richland Center
WTCH Shawano
WCOW Sparta (Formerly WKLJ)
WSPT Stevens Point
WOKW Sturgeon Bay
WTRW Two Rivers
WTTN Watertown
WAUX Waukesha
WOSA Wausau
WDUX Waupaca

WYOMING

KATI Casper
KVWO Cheyenne
KLUK Evanston
KOVE Lander
KOWB Laramie
KPOW Powell
KRAL Rawling
KVRS Rock Springs
KWYO Sheridan
KRTR Thermopolis
KGOS Torrington
KWOR Worland

KEYSTONE BROAD

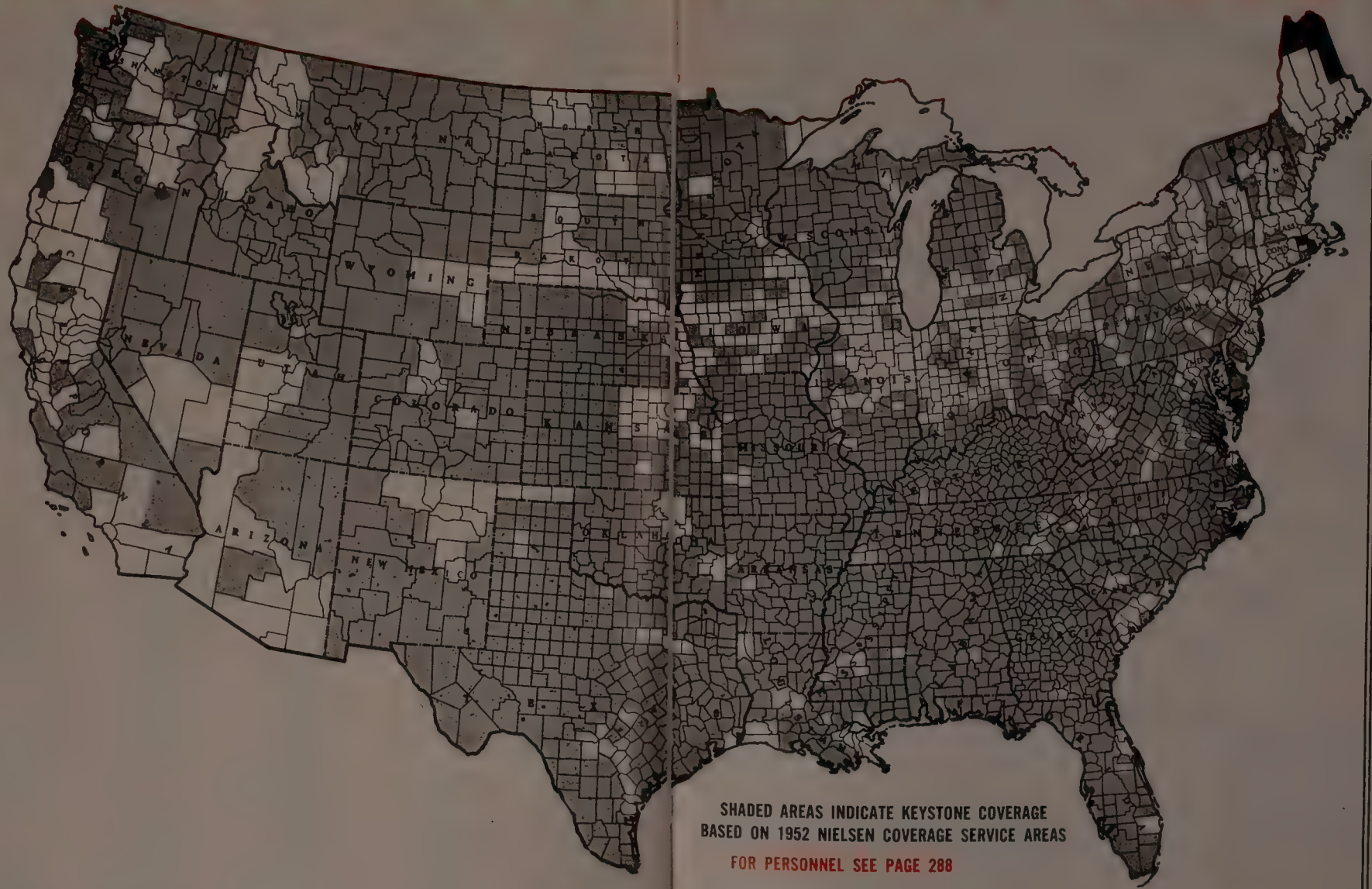
CASTING SYSTEM



SHADED AREAS INDICATE KEYSTONE COVERAGE
BASED ON 1952 NIELSEN COVERAGE SERVICE AREAS

FOR PERSONNEL SEE PAGE 288

KEYSTONE BROADCASTING SYSTEM



SHADED AREAS INDICATE KEYSTONE COVERAGE
BASED ON 1952 NIELSEN COVERAGE SERVICE AREAS

FOR PERSONNEL SEE PAGE 288

NOW!

Give Your Radio Station the

"World Tailored Personality"

NEW SOUND! NEW COLOR! NEW EXCITEMENT! NEW SALES PUNCH!

EVERYTHING TODAY'S ADVERTISERS ARE LOOKING FOR!

READ HOW STATIONS WITH "THE WORLD PERSONALITY"

SELL AND SELL AND SELL!

WSSC
Sumter, S. C.

Grosses **$3,240.00** in sales to 8 sponsors of "Radio's Voice of Fortune." First 6 weeks of broadcast pay World Service for year.

WWSC
Glen Falls, N. Y.

Reports **$1,200.00** sale coupling one "Radio's Selling Headline" with World Football Jingles.

WEEK
Peoria, Ill.

Adds over **$7,500.00** billing monthly with World Time Signal Jingles, Weather Jingles, Radio's Selling Headlines, Bundle of Joy, etc.

WAYB
Waynesboro, Va.

Covers cost of World Service for year with sales of 2 World Jingles.

WCTT
Corbin, Ky.

Grosses **$2,925.00** from sale of "Voice of Fortune" to 3 sponsors in retail food lines.

WMPS
Memphis, Tenn.

Plough, Inc., owners of WJJD, Chicago, WCOP, Boston, WCAO, Baltimore, WMPS, Memphis, all World Affiliates, report "World paid for itself many times . . . made many sales with jingles!"

TODAY OVER

1000 STATIONS

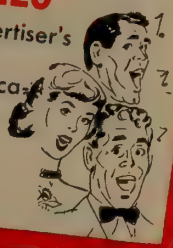
STAND OUT AS RADIO'S PROGRESSIVE WIDE-AWAKE STATIONS . . . DOMINATE RADIO'S VAST AUDIENCE . . .

SELL AND SELL AND SELL WITH THE "WORLD-TAILORED PERSONALITY"!

"WORLD-TAILORED PERSONALITY" MEANS

COMMERCIAL JINGLES

Tailored for insertion locally of advertiser's name and selling copy!
Covering scores of advertiser classifications, they SELL AND SELL AND SELL FOR WORLD STATIONS!



"WORLD-TAILORED PERSONALITY" MEANS

MUSICAL TUNE-IN JINGLES

Designed to individualize and sell your news, music, sports and service features! Your whole town will be whistling and singing these happy rhymes that SELL AND SELL AND SELL YOUR STATION'S "PERSONALITY"!

"WORLD-TAILORED PERSONALITY" MEANS

MERCHANDISING IDEAS

including "Radio's Voice of Fortune" . . . "Radio's Selling Headlines" . . . "Sell Sounds and Sound Effects" . . . and many others!

World's vast array of sensational selling tools —furnished free of extra charge with World Sales & Program Service—SELLS AND SELLS AND SELLS FOR YOUR STATION EXCLUSIVELY!

—YOU, TOO, CAN SELL AND SELL AND SELL TO FIND OUT HOW, *MAIL COUPON TODAY!*

WORLD

SALES AND PROGRAM SERVICE

CANADIAN REPRESENTATIVES . . . ALL CANADA RADIO,

WORLD BROADCASTING SYSTEM, INC.
488 Madison Ave., New York 22, New York

RUSH full facts on how we can give our stations the WORLD-TAILORED PERSONALITY that sells!

INDIVIDUAL . . . . . .
TITLE . . . . . .
COMPANY . . . . . .
ADDRESS . . . . . .
CITY . . . . . ZONE . . . . STATE . . . . .

KEYSTONE BROADCASTING SYSTEM, INC.

111 W. Washington St., Chicago 2, Ill.

Officers and Directors

Sidney J. Wolf (Director) ..... **President**
Joseph Bayer (Director) ..... **Vice-President**
Noel A. Rhys ..... **Vice-President**
Edwin R. Peterson ..... **Vice-President**
William Bayer ..... **Vice-President**
Arthur Wolf (Director) ..... **Secretary-Treasurer**

New York

580 Fifth Ave., New York, N. Y.
Phone: PLaza 7-1460

Noel A. Rhys ..... **Vice-President and Eastern Sales Director**
Charles A. Hammarstrom ..... **Account Executive**
Eve Waldo ..... **Office Manager**
Martin Mills ..... **Research Director**

Chicago

111 W. Washington St., Chicago 2, Ill.
Phone: STate 2-8900

Sidney J. Wolf ..... **President**
Edwin R. Peterson ..... **Vice-President**
Arthur Wolf ..... **Secretary-Treasurer**
Paul Kolar ..... **Comptroller**
William Wolf, E. Richard Peterson, Jr. ..... **Account Executives**
Blanche Stein ..... **Director of Station Relations**
Anita Larie ..... **Auditor**
Jane C. McFadgen ..... **Traffic Manager, Program Director**

Los Angeles

3142 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 3-2910

William Bayer ..... **Vice-President**
Henry G. Eschen ..... **Account Executive**

San Francisco

75 Post Street, San Francisco, Calif.
Phone: SUtter 1-7440

Don Kerwin ..... **Account Executive**

SERVICES OFFERED: The Keystone Broadcasting System is a transcription network covering principally hometown and rural America. Keystone services these local radio stations in their programming with transcriptions and makes the stations' time available to national advertisers at an attractive network package price.

At present, there are more than 900 Keystone affiliates located in towns with 10,000 to 250,000 population. Most of these Keystone stations serve areas which are beyond clear reception of metropolitan radio stations and which are beyond television coverage. Based on Nielsen reports, or one-half-millivolt where the Nielsen report is not available, there are over 29,000,000 radio homes in the Keystone Primary Coverage Area.

Agency Tries To Meet Client's Requirements For "Ideal Show"

By
GEORGE HAIGHT
Vice President
and Manager
of TV-Radio
Program Services Div.
McCann-Erickson, Inc.

AMONG advertisers and agencies, television is usually referred to as "the newest sales tool" and along with their employment of this most provocative and effective medium, there are many who say that they have taken on a whole new set of problems. One wonders how new these problems really are.

Our clients look to us for special knowledge of television. They, after all, have complicated problems of their own in the operation of the manufacturing and distributive processes which their products and services require. They cannot be expected to be fully informed in the fields for which we are retained to further and protect their interests. They not only look to us for this service; but they also endow us with, and we willingly accept, the responsibility for the conduct of their television affairs.

At McCann-Erickson this year, we expect to bill more than one hundred million dollars in the broadcast media, the lion's share of which goes to television. Television represents a sizable percentage of our total billing. Some of our clients are spending in excess of 75% of their advertising monies on this influential instrument; and we must be thoroughly prepared to advise, to create, to judge, to estimate, to research and to receive their approbation as well as their disapproval.

These television affairs all add up to basically one thing—"the show." Now, from an advertisers' point of view, what is a good show? The ideal, of course, is the best entertainment possible, at a reasonable cost, capable of charming not only the largest possible audience, but the type of audience that might be induced to buy the advertiser's product. The advertiser today expects his agency to supply him with a show as near as possible to this ideal. And he holds the agency responsible. If the show falters, the advertiser turns to the agency and demands that the show improve. If the show fails, the advertiser wants out. It's as realistic as that.

Since we have the full responsibility for our advertisers' shows, it naturally follows that we must be directly involved with what goes into those shows. Not only do we feel that being on the scene is the best way to protect our clients' investments, but more important we know that we must make genuine, constructive contributions to any and all of our programs. We have had occasion recently to contribute in a very real sense to maintaining the high standards of *"Climax!"*, *"Studio One"* and *"Jim Bowie,"* to name but three of McCann-Erickson's current television entries in which our professional people have been able to make good use of their program and production experience.

Wherever possible, future shows for which McCann-Erickson is responsible will have a clear definition in contract of the function of the agency in terms of co-creativity. There are times when it is difficult to obtain program production co-control, especially when a popular personality is involved. But more and more as the results come in, we believe that McCann-Erickson's professional contributions will be not only accepted but welcomed.

Of course, it goes without saying that our participation in the production of our clients' programs is by no means a cure-all or guarantee of success. We have had and probably will continue to have an occasional miss. The fact remains, however, that it has been our experience that where we have "co-produced" a show the results have been better than they have been where our participation was limited.

The day may soon come when pilot films, made on speculation and offered on the open market for sale, will be a thing of the past. We have had several discussions with two large film show suppliers on this subject, suggesting that perhaps under the pilot system the cart is before the horse, or the egg before the turkey. Each of these outfits agreed that there is some merit in a new system where the advertiser's marketing problem might be the starting point—with a show created to fit that specific need, less money might be lost.

Famous on the local scene..
STORER BROADCASTING COMPAN
STORER BROADCASTING COMPANY
WSPD-TV Toledo, Ohio
WJW-TV Cleveland, Ohio
WJBK-TV Detroit, Mich.
WAGA-TV Atlanta, Ga.
WBRC-TV Birmingham, Ala.
KPTV Portland, Ore.
WGBS-T Miami, Fl
WSPD Toledo, Ohio
WJW Cleveland, Ohio
WJBK Detroit, Mich.
WAGA Atlanta, Ga.
WBRC Birmingham, Ala.
WWVA Wheeling, W. Va.
WGBS Miami, Fla.

vet known throughout the nation.

The folks at Knobs Creek, Ky., first knew Lincoln as a boy who lived in this cabin. The country knew him later as a great, warm-hearted President.

Storer, too, had a humble origin . . . was known first as the operator of a little 100-watt radio station in Toledo; but the country now acclaims Storer Stations as leaders in their markets; in community service, in programming and in effective salesmanship.

A Storer station is a *local* station.

SALES OFFICES
625 Madison Avenue, New York 22 • Plaza 1-3948
LEW JOHNSON—midwest sales manager • 230 North Michigan Avenue, Chicago 1 • Franklin 2-6498
GAYLE GRUBB—vice-president and Pacific coast sales manager • 111 Sutter Street, San Francisco • Sutter 1-8689

Famous on the local scene... yet known throughout the nation.

The folks at Knobs Creek, Ky., first knew Lincoln as a boy who lived in this cabin. The country knew him later as a great, warm-hearted President.

Storer, too, had a humble origin . . . was known first as the operator of a little 100-watt radio station in Toledo; but the country now acclaims Storer Stations as leaders in their markets; in community service, in programming and in effective salesmanship.

A Storer station is a *local* station.

STORER BROADCASTING COMPANY

WSPD-TV Toledo, Ohio · WJW-TV Cleveland, Ohio · WJBK-TV Detroit, Mich. · WAGA-TV Atlanta, Ga. · WBRC-TV Birmingham, Ala. · KPTV Portland, Ore. · WGBS-TV Miami, Fla.

WSPD Toledo, Ohio · WJW Cleveland, Ohio · WJBK Detroit, Mich. · WAGA Atlanta, Ga. · WBRC Birmingham, Ala. · WWVA Wheeling, W.Va. · WGBS Miami, Fla.

SALES OFFICES
625 Madison Avenue, New York 22 • Plaza 1-3940
LEW JOHNSON—midwest sales manager • 230 North Michigan Avenue, Chicago 1 • Franklin 2-8498
GAYLE GRUBB—vice-president and Pacific coast sales manager • 111 Sutter Street, San Francisco • Sutter 1-8689

FEDERAL COMMUNICATIONS COMMISSION

HEADQUARTERS: NEW POST OFFICE BUILDING, WASHINGTON 25, D. C.
Phone: EXecutive 3-3620
Personnel as of February 1, 1957

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(Term Expires June 30, 1957)
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Legal Assistant: *CHARLES M. GOWDY*
Engineering Assistant: CHRISTIAN E. ROGERS, JR.

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(Term Expires June 30, 1959)
Legal Assistant—DEE W. PINCOCK

T. A. M. CRAVEN
(Term Expires June 30, 1963)
Legal Assistant—ROBERT M. KOTEEN

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(Term Expires June 30, 1958)
Legal Assistant—MAX D. PAGLIN
Engineering Assistant—
HORACE E. SLONE

JOHN C. DOERFER
(Term Expires June 30, 1961)
Legal Assistant—EVELYN F. EPPLEY
Engineering Assistant—
JAMES B. McELROY

ROBERT E. LEE
(Term Expires June 30, 1960)
Legal Assistant—
DAVID C. WILLIAMS
Engineering Assistant—
WILLIAM B. CAMPBELL

RICHARD A. MACK
(Term Expires June 30, 1962)
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Engineering Assistant—
JOHN E. DOANE

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Secretary
MARY JANE MORRIS

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Hideyuki Noguchi

Accountant

Charles S. Borum

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Executive Officer and Acting Budget Officer
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Richard F. Solan, *Administrative Assistant*

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Paul H. Sheehy, *Chief*

BUDGET AND FISCAL DIVISION
Robert W. Cox, *Acting Chief*

ORGANIZATION AND METHODS DIVISION
Eric G. Stewart, *Chief*

PERSONNEL DIVISION
Gilbert H. Hatfield, *Personnel Officer*

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Salina M. Lndo, *Asst. Chief of Information Branch*

REPORTS BRANCH
Eva O. Melton
Lily M. Marshall

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Virgil R. Simpson, *Assistant Chief Engineer*
John A. Willoughby, *Assistant to the Chief Engineer*

FREQUENCY ALLOCATION & TREATY DIVISION
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TECHNICAL RESEARCH DIVISION
Ralph J. Renton, *Asst. Chief Engineer*

LABORATORY DIVISION
Edward W. Chapin, *Asst. Chief Engineer*

CONTROL OF ELECTROMAGNETIC RADIATION GROUP
Kenneth W. Miller, *U. S. Supervisor*

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James E. Barr, *Assistant Chief*
Lavelle W. Hughes, *Administrative Assistant*

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Wallace E. Johnson, *Chief*
Existing Facilities Branch
Harold L. Kassens, *Chief*
Technical & Allocations Branch
Bruce S. Longfellow, *Chief*
TV Applications Branch
(Vacant)
Hearing Branch
Robert J. Rawson, *Chief*

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Herbert M. Schulkind, *Asst. Chief*

ECONOMICS DIVISION

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James B. Sheridan, *Acting Chief*

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Transfer Branch
Robert H. Alford, *Chief*
Renewal Branch
Millard F. French, *Chief*
Compliance Branch
LeRoy Schaaff, *Chief*
Control Section
Melba Z. Templeman, *Chief*

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Marguerite M. Hubbard, *Asst. Chief*
TV Branch
Marguerite Van Dyke, *Chief*
AM Branch
Quentin S. Proctor, *Chief*
FM Branch
Helen Marston, *Chief*

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954 Federal Building, 641 Washington St.
New York 14, N. Y.

PAUL H. HERNDON, JR.
Region 2
718 Atlanta Nat'l Bldg.
50 Whitehall St., S.W.
Atlanta 3, Ga.

JOE H. McKINNEY
Region 3
323-A Customhouse
San Francisco 26, Calif.

GEORGE V. WILTSE
Region 4
802 Federal Office Building, Seattle 4, Wash.

LEE R. DAWSON
Region 5
P.O. Box 1124, Lanikai Oahu, Hawaii

WILLIAM J. McDONNEL
Region 6
832 U. S. Court House, Chicago 4, Ill.

District Offices and Engineers in Charge

1. NATHAN A. HALLENSTEIN
1600 Customhouse
Boston 9, Massachusetts

2. ARTHUR BATCHELLER
748 Federal Building
New York 14, New York

3. ROGER E. PHELPS
1005 U. S. Customhouse
Philadelphia 6, Pennsylvania

4. HYMAN A. COHEN
400 McCauley Bldg.
400 E. Lombard St.
Baltimore 2, Maryland

5. EDWARD BENNETT
Room 402, Federal Building
Norfolk 10, Virginia

6. W. D. JOHNSON
718 Atlanta Nat'l Bldg.
50 Whitehall St., S.W.
Atlanta 3, Georgia

Sub-Office
ANDREW BAHLEY
214 P. O. Building
Savannah, Georgia

7. ARTHUR S. FISH
312 Federal Building
Miami 1, Florida

Sub-Office
CHALMER H. NEEB
409-410 P. O. Building
Tampa 2, Florida

8. VACANCY
400 Audubon Building
New Orleans 16, Louisiana

Sub Office
GEORGE E. FRANKLIN
419 U. S. Court House & Customhouse Bldg.
Mobile 10, Alabama

9. LOUIS L. McCABE
324 U. S. Appraisers Building
Houston 11, Texas

Sub-Office
ERIC D. COBURN
329 P. O. Building
Beaumont, Texas

10. VACANCY
500 Terminal Annex Building
Dallas 2, Texas

11. BERNARD H. LINDEN
539 U. S. P. O. and Court House Building
Los Angeles 12, California

Sub-Office
NEY R. LANDRY
15-C U. S. Customhouse
San Diego 1, California

Ship Office
J. LEE SMITH
Room 326, U. S. P. O. and Courthouse
San Pedro, California

12. FRANCIS V. SLOAN
323-A Customhouse
San Francisco 26, California

13. JOSEPH H. HALLOCK
507 U. S. Courthouse
Portland 5, Oregon

14. HERBERT H. ARLOWE
802 Federal Office Building
Seattle 4, Washington

15. WILLIAM E. CLYNE
521 Customhouse
Denver 2, Colorado

16. DONALD A. MURRAY
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St. Paul 2, Minnesota

17. HAROLD T. GALLAHER
3100 Federal Office Bldg.
Kansas City 6E, Missouri

18. HAROLD D. HAYES
826 U. S. Court House
Chicago 4, Illinois

19. EDWIN S. HEISER
1029 New Federal Building
Detroit 26, Michigan

20. PAUL A. HOLLOWAY
328 P. O. Building
Buffalo 3, New York

21. PAUL R. FENNER
502 Federal Bldg.
Honolulu 1, Hawaii

22. ARTHUR T. CLINE, JR.
322 Federal Bldg.
San Juan 13, P. R.

23. HAROLD D. DeVOE
San Juan 13, P. R.
Room 53, U. S. P. O. and Court House
Anchorage, Alaska

Sub-Office
HAL S. WEIDNER
6 Shattuck Building, P. O. Box 1421
Juneau, Alaska

24. ALFRED H. KLEIST
Briggs Building
415 22nd St., N. W., Washington D. C.

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Marshall S. Orr, *Assistant Chief*
Ezra Chambers, *Administrative Assistant*

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Daniel H. Arnold, *Chief*

MARINE DIVISION
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EDGAR W. HOLTZ, *Associate General Counsel*

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Richard A. Solomon, *Asst. General Counsel*

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Charles R. Makela, *Field Coordinator*
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Betty Ferro, *Chief, License Branch*

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Sydney O'Guin, *Chief*
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Bernard Strassburg, *Chief*
Depreciation Rates Branch
Kosmo J. Affanasiev, *Chief*
Domestic Radio Facilities Division
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TELEGRAPH DIVISION

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Rates & Revenue Requirements Branch
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Services & Facilities Branch
Ralph D. Jones, *Chief*

INTERNATIONAL DIVISION

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Rates & Revenue Requirements Branch
Asher H. Ende, *Chief*
Services & Facilities Branch
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St. Louis, Mo., Room 334, 815 Olive St.—Henry G. Gothard, *Chief*
San Francisco, Calif., 180 New Montgomery St.—Paul Summerhays, *Chief*

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John H. McAllister, *Attorney-Advisor*
Francis Keefe, *Adm. Asst.*

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ENGINEERING DIVISION
Floyd W. Wickenkamp, *Chief*

MONITORING DIVISION
Irving L. Weston, *Chief*

NATIONAL ASSOCIATION
of Radio and Television
BROADCASTERS

Headquarters: 1771 N Street, N.W.,
Washington 6, D. C.
Phone: Decatur 2-9300

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Everett E. Rivercomb
Secretary-Treasurer

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V.P. in Charge of Radio

Thad H. Brown
V.P. in Charge of Television

Charles H. Tower
Manager, Employee-Employer Relations

Robert L. Heald
Chief Attorney

A. Prose Walker
Manager of Engineering

Vincent T. Wasilewski
Government Relations

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Richard M. Allerton, *Manager of Research*
Jack Barton, *Manager of Station Relations*
Frederick H. Garrigus, *Manager of Organizational Services Department*
Howard H. Bell, *Assistant to the Pres. and State Assn. Coord.*
Edward H. Bronson, *Director of Television Code Affairs*
Walter R. Powell, Jr., *Attorney*
Joseph M. Sitrick, *Mgr. of Information*
Charles H. Tower, *Manager, EERD*
Robert L. Heald, *Chief Attorney*
La Rue M. Courson, *Production Manager*

RADIO BOARD OF DIRECTORS 1957-58

In accordance with Article IV of the By-Laws, the Board of Directors has designated the following composition of each of the 17 NARTB Districts.

Director	District	States Comprising District
Herbert L. Krueger..... WTAG, Worcester, Mass.	1	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
Robert B. Hanna..... WGY, Schenectady, N. Y.	2	New York and New Jersey.
George H. Clinton..... WPAR, Parkersburg, W. Va.	3	Delaware, Pennsylvania, West Virginia and Maryland, excluding the counties of Prince Georges and Montgomery.
James H. Moore..... WSLS, Roanoke, Va.	4	District of Columbia, North Carolina, South Carolina, Virginia and Maryland, including the counties of Prince Georges and Montgomery.
Owen F. Uridge ..... WCKR, Miami, Florida	5	Alabama, Florida, Georgia, Puerto Rico and Virgin Islands.
F. C. Sowell..... WLAC, Nashville, Tenn.	6	Arkansas, Louisiana, Mississippi and Tennessee.
Robert T. Mason..... WMRN, Marion, Ohio	7	Kentucky and Ohio.
Edward F. Baughn..... WPAG, Ann Harbor, Mich.	8	Indiana and Michigan.
William Holm ..... WLPO, LaSalle, Illinois	9	Illinois and Wisconsin.
Ben Sanders ..... KICD, Spencer, Iowa	10	Iowa, Missouri and Nebraska.

Director	District	States Comprising District
F. E. Fitzsimonds KFYR, Bismarck, N. D.	11	Minnesota, North Dakota and South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
Robert L. Pratt KGGF, Coffeyville, Kans.	12	Kansas and Oklahoma.
Alex Keese WFAA, Dallas, Texas	13	Texas.
George C. Hatch KALL, Salt Lake City, Utah	14	Colorado, Idaho, Utah, Wyoming, Montana, New Mexico, and South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Carson.
William D. Pabst KFRC, San Francisco, Cal.	15	California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, Nevada, excluding the counties of Mineral, Esmeralda, Nye, Lincoln and Clark, and Hawaii.
Robert O. Reynolds KMPC, Los Angeles, Calif.	16	Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego, and Imperial, and Nevada, including the counties of Mineral, Esmeralda, Nye, Lincoln, and Clark.
Richard M. Brown KPOJ, Portland, Ore.	17	Alaska, Oregon and Washington.

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WSB, Atlanta, Georgia
John F. Patt
WJR, Detroit, Michigan

Medium Stations

Cecil B. Hoskins
WWNC, Asheville, North Carolina
J. Frank Jarman
WDNC, Durham, North Carolina

Small Stations

F. Ernest Lackey
WHOP, Hopkinsville, Kentucky
William C. Grove
KFBC, Cheyenne, Wyoming

FM Stations

Edward A. Wheeler
WEAW-FM, Evanston, Illinois
Merrill Lindsay
WSOY-FM, Decatur, Illinois

Network

Don Durgin
NBC, New York
Arthur Hull Hayes
CBS, New York

Charles R. Denny
NBC, New York
John B. Poor
MBS, New York

TELEVISION BOARD OF DIRECTORS 1957-58

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WTAR-TV, Norfolk, Virginia
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WAAM, Baltimore, Maryland
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WROC-TV, Rochester, N. Y.
Ward L. Quaal
WGN-TV, Chicago, Ill.
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Frank M. Russell
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KDUB-TV, Lubbock, Texas
Harold P. See
KRON-TV, San Francisco, Calif.
James D. Russell
KKTV, Colorado Springs, Colo.
Merle S. Jones
CBS-TV, New York, N. Y.

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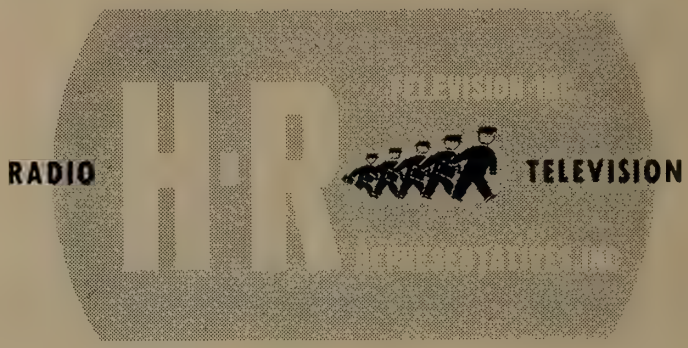


FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
PAUL WEEKS, Vice President

WE ALWAYS SEND A MAN TO DO A MAN'S JOB

380 Madison Ave.
New York 17, N. Y.
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5701

415 Rio Grande Bldg.
Dallas, Texas
Randolph 5149

101 Marietta Street Bldg.
Atlanta, Georgia
Cypress 7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
JAckson 8-1601

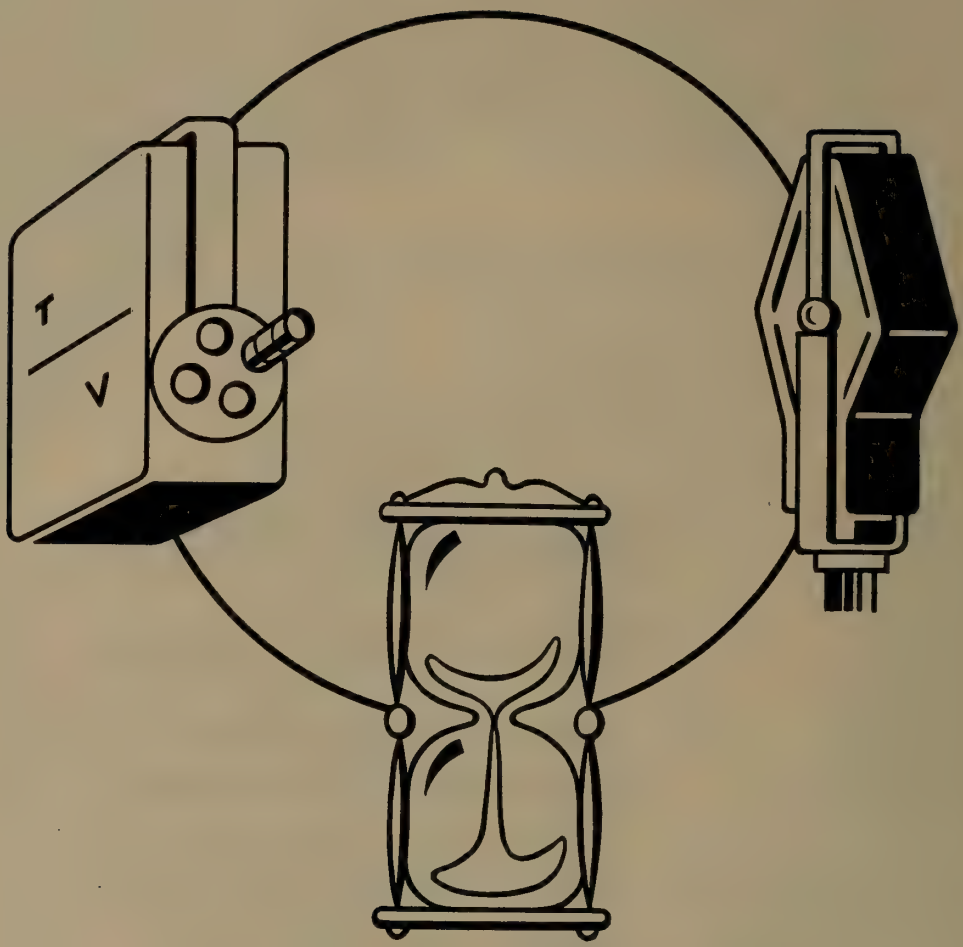
910 Royal Street
Canal 3917
New Orleans, La.

STATION REPRESENTATIVES

PERSONNEL & BRANCH OFFICES

FOR REPRESENTATIVE AFFILIATIONS OF INDIVIDUAL RADIO AND TELEVISION STATIONS TURN TO RADIO AND TELEVISION STATION LISTINGS

1957



EVERY MINUTE COUNTS

The HEADLEY-REED COMPANY makes every minute count when serving and selling your station to advertisers and their agencies.

Yes, HEADLEY-REED offers a service that provides complete, intelligent and aggressive on-the-spot selling from six strategically located sales offices.

HEADLEY-REED COMPANY

Radio and Television Station Representatives

New York — Philadelphia — Chicago — Atlanta — San Francisco — Hollywood

RADIO-TV STATION REPRESENTATIVES

AIRSPOT SALES
64 East Lake St., Chicago, Ill.
Phone: STate 2-0460
Gen. Mgr.....Joseph Kapps

ALASKA RADIO & TV SALES
280 Madison Ave., New York City, N. Y.
Phone: MUrray Hill 4-4244
National Sales Mgr.....Roy V. Smith

ALL-CANADA RADIO & TELEVISION
80 Richmond St. W., Toronto, Ontario, Can.
Phone: EMpire 6-7691
President.....H. R. Carson
General Manager.....J. S. MacKay
Vice President.....G. F. Herbert
Radio Department
Mgr., Station Time Div.....John Tregale
Mgr., Program Division..C. Dana S. Murray
TV Department
Manager .....Reo Thompson
Mgr., Station Time Div.....Ross McCreath
Prog. Service Mgr.....Dennis Goodwin
Prom. Dir.....Molly Brent
Branch Offices
922 Dominion Square Bldg., Montreal, Que.
Phone: UNiversity 6-9868
Manager .....Burt Hall
706 Electric Railway, Chamber Bldg.
Winnipeg, Manitoba
Phone: 926-861
Manager.....M. V. Chestnut
Taylor, Pearson & Carson Bldg.
Calgary, Alberta
Phone: 2-7691
Manager.....J. E. Cavanaugh
1161 Melville St., Vancouver, B. C.
Phone: Tatlow 7641
Manager .....J. E. Baldwin

AM RADIO SALES COMPANY
400 North Michigan Ave., Chicago 11, Ill.
Phone: MOhawk 4-6555
President.....Ralph L. Atlass
Vice-Pres. .....John T. Carey
Branch Offices
400 N. Michigan Ave., Chicago 14, Ill.
Phone: *MOhawk* 4-6555
Executive-in-charge .....Jerry Glynn
415 Madison Avenue, New York 17, N. Y.
Phone: PLaza 3-9630
Executive-in-charge.....H. W. Losee
5939 Sunset Blvd., Los Angeles 28, Calif.
Phone: HOllywood 5-0695
Executive-in-charge .....Robert Block
950 California St., San Francisco 9, Calif.
Phone: GArfield 1-0716
Executive-in-charge.....Kenneth R. Carey

AVERY-KNODEL INC.
720 Fifth Ave., New York 19, N. Y.
Phone: JUdson 6-5536
President.....Lewis H. Avery
Exec. Vice-President.....J. W. Knodel
Vice-President.....Charles C. Coleman
Vice-President.....David H. Sandeberg
Treasurer.....Philip Schloeder Jr.
Director .....Charles C. Coleman Jr.
Branch Offices
75 East Wacker Dr., Chicago 1, Ill.
Phone: Andover 3-4710
Vice Pres.....J. W. Knodel
235 Montgomery St., San Francisco 4, Calif.
Phone: Yukon 2-2053
Secretary.....David H. Sandeberg
3325 Wilshire Blvd., Los Angeles 45, Calif.
Phone: DUnkirk 5-6394
Executives.....Douglas MacLatchie, W. E. Moore
41 Marietta St., N.W., Atlanta 3, Ga.
Phone: JAckson 3-2545
Executive-in-charge.....Charles C. Coleman
Suite 320, Fidelity Union, Dallas 1, Texas
Phone: PRospect 7330
Exec. in Charge.....Wallis Ivy
Suite 1446, Nat. Bank Bldg., Detroit 26, Mich.
Phone: WOodward 1-9607
Exec. In Charge.....Glenn W. Gilbert

CHARLES BERNARD & CO.
3 West 56th St., New York 19, N. Y.
Phone: CIrcle 6-7242
President .....Charles Bernard
AM Account Exec.....Jim McEneaney
TV Account Exec.....Leonard Ross
Asst. to President.....Rita Hughes

HIL F. BEST CO.
Park Ave. Bldg., Detroit 26, Mich.
Phone: WOodward 2-7298
Gen. Mgr.....Hil F. Best
Sales Mgr.....Michael Best
Sta. Rel.....Tom Corlett
Branch Offices
101 Park Ave., New York 17, N. Y.
Phone: LExington 2-3783
Geo. T. Hopewell, Joseph Cannon
228 N. LaSalle St., Chicago 1, Ill.
Phone: STate 2-5096
Executives-in-charge .....Hooper Jones, Phyl Duncan
111 N. LaCienega Blvd., Beverley Hills, Cal.
Phone: Al 5-8326
681 Market St., San Francisco, Calif.
Phone: EXbrook 7-0544
Executive-in-Charge .....James Walsh
Mortgage Guaranty Bldg., Atlanta, Ga.
Phone: ALpine 5084
Executive-in-charge .....Tom Atkinson

WALTER BIDDICK COMPANY
1046 So. Olive St., Los Angeles 15, Calif.
Phone: RIchmond 8-6184
Manager .....Guy Biddick
Office Mgr.....Barbara McNey
Traveling Rep.....Burt Zoul

JOHN BLAIR & COMPANY

150 E. 43rd St., New York 17, N. Y.
Phone: PLaza 3-4250

President.....John P. Blair
Asst. to Pres.....Wells Barnett
Exec. V-P.....Robert E. Eastman
Vice-President.....Ward Dorrell
Secretary-Treasurer .....Blake Blair

Branch Offices

520 N. Michigan Ave., Chicago 11, Ill.
Phone: SU 7-8659
Manager.....Paul Ray

2502 Russ Bldg., San Francisco 4, Calif.
Phone: DOuglas 2-3188
Manager.....Heber Smith, Jr.

3460 Wilshire Blvd., Los Angeles 28, Calif.
Phone: DUnkirk 7-1333
Vice-President.....Carleton E. Coveny

1037 Paul Brown Bldg., St. Louis 1, Mo.
Phone: CHestnut 1-5688
Manager .....Tom Harrison

617 Book Bldg., Detroit 26, Mich.
Phone: WOodward 1-6030
Mgr. .....Charles Fritz

467 Rio Grande Nat'l Bldg., Dallas, Texas
Phone: RIverside 4228
Manager .....Steve Beard

6 St. James Ave., Boston, Mass.
Phone: HUbbard 2-3163
Mgr.....Bruce G. Pattyson

101 Marietta St., Atlanta, Ga.
Phone: 6482
Vice-President..... Charles Dilcher

3319 White-Henry-Stuart, Seattle, Wash.
Phone: Elliott 6270
Manager.....John Burr

BLAIR-TV, INC.

150 E. 43rd St., New York 17, N. Y.
Phone: TEmpleton 8-5800

Chairman.....John P. Blair
President.....William H. Weldon
Vice-Presidents.....Lindsey H. Spight, John Denninger, John W. Davis
Secretary-Treasurer .....Blake Blair

Branch Offices

520 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-5580
Vice-President .....John W. Davis

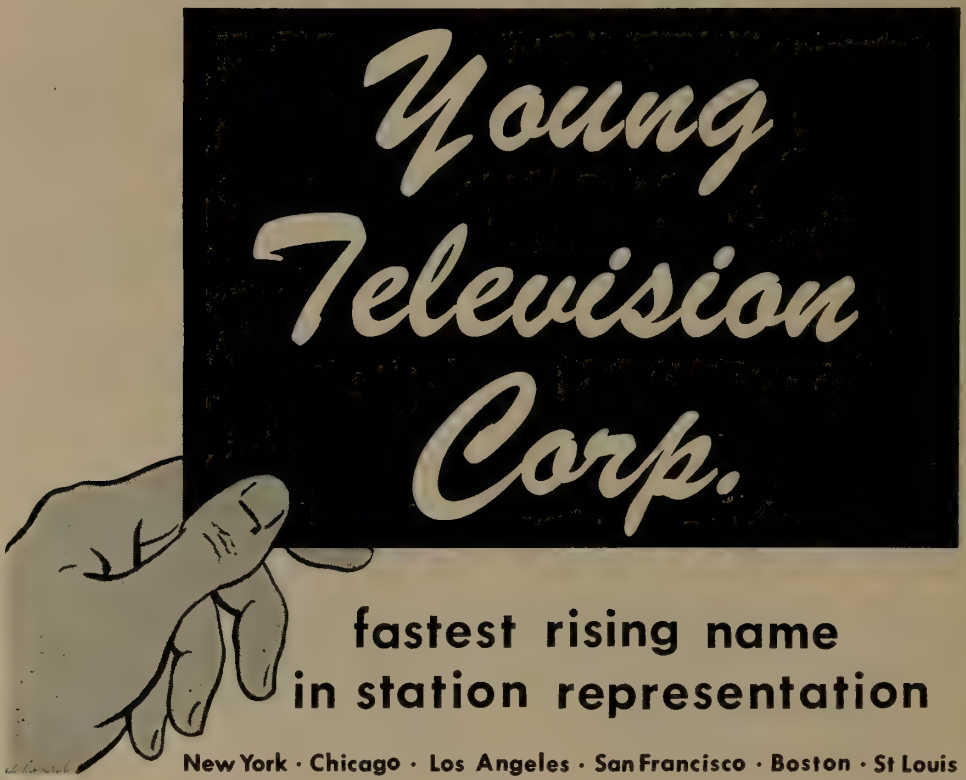
2502 Russ Bldg., San Francisco 4, Calif.
Phone: YUkon 2-7068
Vice-President .....Lindsey Spight

3460 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DU 1-3811
Mgr. .....Frank Moreland

1037 Paul Brown Bldg., St. Louis 1, Mo.
Phone: CHestnut 1-5688
Mgr.....Richard Quigley, Jr.

617 Book Bldg., Detroit 26, Mich.
Phone: WOoodward 1-6030
Manager .....Gabe Dype

467 Rio Grande Nat'l Bldg., Dallas, Texas
Phone: RIverside 4228
Manager .....Steve Beard



1402 Barnett Bank, Jacksonville, Fla.
Phone: ELgin 6-5770
Manager.....Harry E. Cummings
6 St. James Ave., Boston, Mass.
Phone: HU 2-3163
Manager .....Bruce Pattyson
White-Henry-Stuart Bldg., Seattle, Wash.
Phone: ELliot 6270
Manager.....John Burr

HASKELL BLOOMBERG

208 Fairmont St., Lowell, Mass.
Phone: GLenview 5-5823
General Manager.....Haskell Bloomberg
Asst. Gen. Mgr.....Muriel Joan Bloomberg

GUY BOLAM

American Sales and Servicing Agency
370 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 5-1300
President .....Guy Bolam
Branch Offices
3 Place de Valois, Paris 3, France
General Mgr.....P. G. Duprat
38 Hertford St., London W 1, England
General Manager.....G. Clement Cave
11 rue de Fief, Boulogne-Billancourt, France
Manager.....J. C. Henriot
79 Blvd. Haussmann, Paris 8e, France
Manager.....J. C. Delafon
1 Fitzroy Square, London W 1, England
Manager.....R. E. Palmer

THE BOLLING COMPANY, INC.

247 Park Ave., New York 17, N. Y.
Phone: PLaza 9-8150
President.....George W. Bolling
Vice Pres. (Radio).....Robert H. Bolling
Secretary, Sports, Sales Development
E. A. Pancoast, Jr.
Vice-President (TV).....G. Richard Swift
Research.....John MacDonald
Branch Offices
435 N. Michigan Ave., Chicago 11, Ill.
Phone: WH 3-2040
Mgr., V. P.....John D. Stebbins
204 S. Beverly Dr., Beverly Hills, Calif.
Phone: BR 2-0544
Manager.....George W. Bolling, III.
5 Third St., San Francisco, Calif.
Phone: GA 1-6740
Mgr.....John T. Coy
80 Bolston St., Boston 16, Mass.
Phone: HU 2-0346
Manager.....Richard A. Keating

LOUIS J. BORGATTI, INC.

419 Boylston St., Boston 16, Mass.
Phone: COmmonwealth 6-0718
Pres.-Treas.....Louis J. Borgatti

THE BRANHAM COMPANY

360 North Michigan Avenue, Chicago 1, Ill.
Phone: CEntral 6-5726
President.....Eugene F. Corcoran
Vice President.....Lewis S. Greenberg
Manager .....Dudley D. Brewer
Branch Offices
99 Park Avenue, New York 16, N. Y.
Phone: MUrray Hill 2-4606
Executive-in-Charge.....Joseph F. Timlin
6-235 General Motors Bldg., Detroit 2, Mich.
Phone: TRinity 1-0440
Executive-in-Charge.....Fred A. Weber
1005 Fidelity Union Life Bldg., Dallas 3, Tex.
Phone: RIverside 8-5831
Executive-in-Charge .....George Harding
Rhodes-Haverty Bldg., Atlanta 3, Ga.
Phone: WAlnut 3025
Executive-in-Charge.....Horace L. Ralls
706 Chestnut St., St. Louis 1, Miss.
Phone: CHestnut 1-6192
Executive-in-Charge.....Fred W. Johnson
1028 Sterick Bldg., Memphis 3, Tenn.
Phone: JAckson 6-2344
Executive-in-Charge.....Sidney L. Nichols
2001 Liberty Life Bldg., Charlotte 2, N. C.
Phone: EDison 2-8839
Executive-in-Charge.....Bertram C. Finch
703 Market Street, San Francisco 3, Calif.
Phone: YUkon 2-1582
Executive-in-Charge.....James M. Lowman
6399 Wilshire Blvd., Los Angeles 48, Calif.
Phone: WEbster 1-1551
Executive-in-Charge.....Norman E. Noyes

BREEN & WARD

400 Madison Avenue, New York 17, N. Y.
Phone: PLaza 1-5075
Partner .....Edward J. Breen

BROADCAST TIME SALES

1540 N. Highland Ave., Los Angeles 28. Calif.
Phone: HO 5-1755
Owner.....Carl Schuele
Branch Offices
527 Fifth Ave., N. Y. 17, N. Y.
Phone: OXford 7-1696
Manager.....Robert P. Swanson
333 N. Michigan Ave., Chicago 3, Ill.
Phone: State 2-1405
Manager.....Clyde Murphy
681 Market St., San Francisco 11, Calif.
Phone: SUtter 1-8656
Manager.....T. B. Hall
286 Penobscot Bldg., Detroit, Mich.
Phone: WOodward 5-7618
Manager .....Dan Ruffo
2020 Live Oak, Dallas, Texas
Phone: STerling 4671
Manager .....John Moderi

CLARK R. BROWN CO.

416 Rio Grande National Bldg., Dallas 2, Texas
Phone: RIverside 2-5148
President.....Clarke R. Brown
Vice-president.....Robert E. Stuart
Vice-pres., Treas.....Andrew E. Peranni
Sls. Prom. Dir.....Maggie Stair
101 Marietta St., Atlanta, Ga.
Phone: JAckson 3-7797
Vice-president.....Bill McRae
520 Lovett Blvd., Houston, Texas
Phone: Jackson 8-1601
Manager..... Jack Lee
910 Royal St., New Orleans, La.
Phone: Canal 3917

Manager .....Thomas J. Craig
5350 West 20th St., Denver, Colo.
Phone: BElmont 7-1734
Mgr. .....Kenneth E. Palmer

BULMER & JOHNSON, INC.

530 Roanoke Bldg., Minneapolis 2, Minn.
Phone: FEderal 8-7017
President.....Vivian H. Bulmer
Vice Pres. .....Ella May Johnson

BURKE-STUART CO. INC.

60 East 56th St., New York 22, N. Y.
Phone: PLaza 1-4646
President .....Ted Oberfelder
Vice President.....Jack Masla
35 East Wacker Drive, Chicago, Ill.
Phone: DEarborn 2-0826
Executive-in-Charge .....Ed Paro
703 Market Street, San Francisco, Calif.
Phone: EXbrook 2-6685
Executive-in-Charge .....Sam Elkins
6607 Selma Avenue, Hollywood, Calif.
Phone: HOllywood 3-7194
Executive-in-Charge .....Myron Bennett

BURN-SMITH CO., INC.

19 W. 44th St., New York 36, N. Y.
Phone: MU 2-3124-5
Vice Pres.-Eastern Mgr.....C. Stanley Bailey
Branch Offices
307 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-4437
Pres.-Treasurer.....John A. Toothill
672 S. Lafayette Pk. Pl., Los Angeles, Calif.
Phone: Dunkirk 2-3200
Mgr. .....Harlan G. Oakes
110 Sutter St., San Francisco 4, Calif.
Phone: Sutter 1-7971
Manager .....Norman Cunningham

CANADIAN STATION REPRESENTATIVES, LTD.

477 Madison Ave., N. Y. 22, N. Y.
Phone:PLaza 1-4848
President .....Adam Young
Manager..... T. F. Malone

CAPPER PUBLICATIONS, INC.

1035 Topeka Blvd., Topeka, Kans.
Phone: 3-2377
General Manager.....Ben Ludy
Branch Offices
420 Lexington Ave., New York 17, N. Y.
Phone: LE 2-1250
Executive-in-charge.....William L. McKee.
333 No. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-5977
Executive .....Barney Clark
300 Waltower Bldg., Kansas City 6, Mo.
Phone: Victor 3864
Executive-in-charge.....Joseph H. Story, Jr.
609 Union Commerce Bldg., Cleveland, Ohio
Phone: Main 1-6774
Exec.-in-charge.....Andrew M. Gent
1207 Russ Bldg., San Francisco 4, Calif.
Phone: Douglas 2-5220
Executive-in-charge .....Fred Jameson
1151 South Broadway, Los Angeles 15, Calif.
(Walter Biddick Company)
Executive-in-charge .....Guy Biddick

CARIBBEAN NETWORKS, INC.

200 West 57th St., New York 19, N. Y.
Phone: CIrcle 7-8224
President.....Jose Ramon Quinones
Exec. Vice Pres.....A. M. Martinez
Vice Pres.....Juan J. Cerna
Sec., Treas.....Mildred R. Chafey

CBS RADIO SPOT SALES

485 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-2345
Gen. Mgr.....Gordon F. Hayes
Eastern Sales Mgr.....Milton F. Allison
Sales Div. Mgr.....Ray H. Kremer
Director of Research.....Richard Hess
Sales Prom. Mgr.....Fred Heywood
Branch Offices
410 N. Michigan Ave., Chicago 11, Ill.
Phone: Whitehall 4-6000
Manager .....Thomas H. Peterson
902 Fisher Bldg., Detroit 2, Mich.
Phone: Trinity 2-5500
Manager.....Ralph Patt, Jr.
Palace Hotel, San Francisco 5, Calif.
Phone: Yukon 2-7000
Manager.....Byron Nelson
6121 Sunset Blvd., Hollywood 28, Calif.
Phone: Hollywood 9-1212
Manager .....Roland McClure
805 Peachtree St., N. E., Atlanta 5, Ga.
Phone: TRinity 6-0727
Manager.....George Swearingen

CBS TELEVISION SPOT SALES

Service of CBS Television
485 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-2345
Vice-Pres. in Charge.....Craig Lawrence
Gen. Mgr.....John A. Schneider
Business Manager.....Ben Margolis
Dir., Sales Devel.....Frank Elliott, Jr.
Prom. Mgr.....B. F. Colvig
Research Manager.....Robert F. Davis
Eastern Sales Mgr.....Tom W. Judge
Branch Offices
410 N. Michigan Ave., Chicago 11, Ill.
Phone: Whitehall 4-6000
Midwestern Sales Mgr.....Arthur C. Elliot
805 Peachtree St., Atlanta, Ga.
Phone: TRinity 6-0727
Manager.....H. H. Holtshouser
902 Fisher Bldg., Detroit 2, Mich.
Phone: Trinity 2-5500
Manager.....Richard R. Loftus
Palace Hotel, San Francisco, Calif.
Phone: YUkon 2-7000
Manager.....John H. White
1313 N. Vine St., Los Angeles 28, Calif.
Phone: Webster 8-3011
Manager.....Edward A. Larkin

HENRY I. CHRISTAL CO., INC.

579 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 8-4414
President .....Henry I. Christal
Vice-President .....Irvin Gross

Branch Office
333 N. Michigan Ave., Chicago 1, Ill.
Phone: CE 6-6357
Manager .....Merrill Carroll
1569 Russ Building, San Francisco 4, Calif.
Phone: YU 2-1204
Manager .....Richard E. Green
2107 Book Building, Detroit 26, Mich.
Phone: WOodward 3-2365
Manager.....Joseph R. Spadea
581 Boylston St., Boston 16, Mass.
Phone: Copley 7-1180
Manager .....Richard Woodies

THOMAS F. CLARK COMPANY, INC.

1 East 54th St., New York 22, N. Y.
Phone: PLaza 5-0376
Manager.....Thomas F. Clark
Asst. Mgr.....Madeline E. Miklos
Branch Office
35 E. Wacker Drive, Chicago, Ill.
Phone: State 2-1663
Manager .....Ken Peterson
780 Penobscot Bldg., Detroit, Mich.
Phone: Woodward 1-6036
Manager .....Paul Pequinot
1021 William-Oliver Bldg., Atlanta, Ga.
Phone: JAckson 4-7088
Manager .....Karry Cannon

COLLEGE RADIO CORPORATION

14 West 45th Street, New York 36, N. Y.
Phone: OXford 7-0890
President .....Edwards R. Hopple
Vice-president.....Robert R. Vance, Jr.
Branch Office
(W. S. Grant Co.)
703 Market Street, San Francisco, Calif.
Phone: EXbrook 2-7247
General Manager.....Sam Elkins

CONTINENTAL RADIO SALES

21st & Panama St., Philadelphia 3, Pa.
Phone: RIttenhouse 6-8139
Manager .....R. Butche
Branch Offices
285 Madison Ave., New York 17, N. Y.
Manager .....Stephanie Matyas
Phone: LE 2-2450
228 No. La Salle St., Chicago, Ill.
Manager .....R. Olson
Phone: FRanklin 2095

DONALD COOKE INC.

331 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 2-7270
President .....Donald Cooke
Branch Offices
228 N. La Salle St., Chicago 1, Ill.
Phone: State 2-5096
Executive-in-Charge .....Hooper Jones
111 N. La Cienega Blvd., Beverly Hills, Cal.
Phone: Crestview 5-2022
Executive-in-Charge.....Lee O'Connell
233 Sansome St., San Francisco 4, Cal.
Phone: Yukon 6-2396
Executive-in-Charge.....William A. Ayers

HARRY E. CUMMINGS

1402 Barnett Bank Bldg.,
Jacksonville 2, Fla.
Phone: ELgin 6-5770
Owner.....Harry E. Cummings

DORA-CLAYTON AGENCY, INC.

502 Mortgage Guarantee Bldg., Atlanta 3, Ga.
Phone: Alpine 7841
Operators....Dora C. Cosse, Clayton J. Cosse

DEVNEY & CO.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-5365
President.....E. J. Devney
Branch Office
64 East Lake St., Chicago, Ill.
Phone: FR 2-0016
Manager .....Hal Holman
111 N. La Cienga Blvd., Los Angeles 57, Calif.
Phone: OLeander 5-7597
Manager.....Lee F. O'Connell
233 Sansome St., San Francisco 3, Calif.
Phone: YUkon 6-2981
Manager.....William A. Ayres

EVERETT-McKINNEY, INC.

40 E. 49 St., New York 17, N. Y.
Phone: PLaza 3-9332
President.....Max M. Everett
Secretary.....M. Jane Callahan
Vice Pres.....Powell H. Ensign
Branch Offices
400 N. Michigan Ave., Chicago 11, Ill.
Phone: Superior 7-9052
Executive-in-Charge.....John B. Shelton
111 No. LaCienega Blvd., Beverly Hills, Cal.
Phone: OLympia 2-1313
Exec.-in-Charge.....Lee F. O'Connell
233 Sansome St., San Francisco 4, Cal.
Phone: Yukon 6-2396
Exec.-in-Charge.....William A. Ayres

FORJOE & COMPANY, INC.

580 Fifth Avenue, New York 36, N. Y.
Phone: JUdson 6-3100
President .....Joseph Bloom
Branch Offices
435 N. Michigan Ave., Chicago 11, Ill.
Phone: Delaware 7-1874
Manager .....Tom Cinquina
451 N. LaCienega Blvd., Los Angeles, Calif.
Phone: OLeander 5-7755
Manager .....Lawrence Krasner
593 Market St., San Francisco 5, Calif.
Phone: Sutter 1-7569
Manager .....Charles E. Haddix
Glen Bldg., Atlanta, Ga.
Phone: JAckson 3-0518-9
Times Square Bldg., Seattle, Wash.
Phone: MUtual 1088
Manager .....Robert L. Swanson

GILL-PERNA, INC.

654 Madison Ave., New York 21, N. Y.
Phone: TEmpleton 8-4740
President .....Helen Gill

Exec. Vice-Pres.....John J. Perna, Jr.
Branch Offices
75 E. Wacker Drive, Chicago, Ill.
Phone: FRanklin 2-8665
Midwest Mgr.....Walter Beadell
2330 W. 3rd St., Los Angeles, Calif.
Phone: DUnkirk 7-4388
Manager..... R. W. Walker
57 Post St., San Francisco, Calif.
Phone: Sutter 1-5568
Manager.....Rogers Parratt
80 Boylston St., Boston, Mass.
Phone: LIberty 2-6481
Manager .....Harry Wheeler

W. S. GRANT CO., INC.

703 Market Street, San Francisco 3, Calif.
Phone: EXbrook 2-6685
President, General Mgr.....Sam Elkins
Vice-president .....Herb Stiller
Branch Offices
60 East 56th St., New York 22, N. Y.
Phone: PLaza 1-2156
35 East Wacker Drive, Chicago 1, Ill.
Phone: DEarborn 2-0826
6606 Selma Avenue, Hollywood 28, Calif.
Phone: HOllywood 3-7194

MELCHOR GUZMAN COMPANY, INC.

45 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 7-0624
President .....Melchor Guzman

H-R REPRESENTATIVES, INC.

380 Madison Ave., New York 17, N. Y.
Phone: Oxford 7-3120
Pres. & Treas.....Frank M. Headley
Vice-Pres.....Dwight S. Reed
Vice-Pres. & Sec.....Frank E. Pellegrin
Vice-Pres.....Paul R. Weeks
Branch Offices
35 East Wacker Drive, Chicago 1, Ill.
Phone: Randolph 6-6431
Vice-President.....Dwight S. Reed
155 Montgomery St., San Francisco 4, Calif.
Phone: YUkon 2-5701
General Manager.....James Alspaugh
Equitable Bldg., Hollywood 28, Calif.
Phone: HOllywood 2-6453
V.P.-Gen. Mgr.....Harold Lindley
520 Lovett Blvd., Houston, Texas.
Phone: JAckson 8-1601
Manager .....Jack Lee
101 Marietta St. Bldg., Atlanta, Ga.
Phone: CYpress 7797
Manager.....Bill McRae
416 Rio Grande Bldg., Dallas 2, Texas
Phone: Randolph 5149
Gen. Manager.....Clarke Brown
910 Royal St., New Orleans, La.
Phone: CAnal 3917
Manager .....Thomas J. Craig

HARRINGTON, RIGHTER & PARSONS, INC.

589 Fifth Ave., New York 17, N. Y.
Phone: MU 8-7050

TV Department
President.....John E. Harrington, Jr.
Vice Pres.....Volney Righter
Vice Pres.....James O. Parsons, Jr.
Acct. Executive.....John F. Dickinson, Burton Adams, Maurice Rashbaum, Jr., Frank R. Grindley, Edward J. Clark, Eugene Malone
Promotion Mgr.....Helen J. Harney
Branch Office
Tribune Tower, Chicago, Ill.
Phone: WHitehall 4-0510
Executive-in-charge.....Carroll R. Layman
Russ Bldg., San Francisco, Calif.
Phone: Sutter 1-4125
Executive-in-charge.....Franklin Dougherty
1430 W. Peachtree Street, Atlanta, Ga.
Executive in Charge.....Frank P. Rice

HEADLEY-REED COMPANY

420 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 5-8701
President .....Sterling Beeson
Chrm. of Board.....F. W. Miller, Sr.
Exec. Vice-Pres.....John H. Wrath
Director.....Frank W. Miller, Jr.
V.P., Sales Mgr., TV.....Jack Hardingham
V.P., Sales Mgr., Radio.....Austen Smithers
Branch Offices
230 N. Michigan Ave., Chicago 1, Ill.
Executives V.P.-in-Charge..John H. Wrath, Geno Cioe
Marietta & Forsythe Sts., Atlanta 3, Ga.
Executives-in-charge.....Eli W. Sweatman, Wade C. Campbell
110 Sutter St., San Francisco, Cal.
Executive-in-Charge.....Fred B. Adair, Jr.
Taft Bldg., Hollywood & Vine, Hollywood, Cal.
Executives-in-charge.....Clark N. Barnes, Arthur Astor
Phila. National Bank Bldg., Phildelphia, Pa.
Executive-in-charge.....Robert S. Dome

HOAG-BLAIR CO.

405 Lexington Ave., New York, N. Y.
Phone: MU 4-3722
President .....Robert B. Hoag
Vice-President .....Wells Barnett
Sales Development.....Martin Katz
Research .....Ward Dorrell
Eastern Sales Manager ..Richard L. Foote
Branch Office
737 No. Michigan Ave., Chicago 22, Ill.
Phone: DE 7-2145
Mid-Western Mgr.....Donald Ward
Russ Bldg., San Francisco 4, Calif.
Phone: YU 2-7068
Exec. in Chg.....Lindsey Spight
3460 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DU 1-3811
Exec. in Chg.....Frank Moreland
Book Building, Detroit 26, Mich.
Phone: WOodward 1-6030
Exec.-in-charge.....Gable Dype
Barnett Bank Bldg., Jacksonville 2, Fla.
Phone: Elgin 6-5770
Exec.-in-charge.....Harry E. Cummings
Paul Brown Bldg., St. Louis 1, Missouri
Phone: Chestnut 1-5687

Exec.-in-charge.....Richard Quigley
Rio Grande Bldg., Dallas 2, Texas
Phone: Riverside 4228
Exec.-in-charge.....Steve Beard
Statler Office Bldg., Boston 16, Mass.
Phone: Hubbard 2-3163
Exec.-in-charge.....Bruce Pattyson
White-Henry-Stuart Bldg., Seattle, Wash.
Phone: Elliott 6270
Exec.-in-charge.....John Burr

GEORGE P. HOLLINGBERY CO.

307 North Michigan Ave., Chicago 1, Ill.
Phone: DEarborn 2-6060
Chairman of the Bd...George P. Hollingbery
Vice-chairman.....F. E. Spencer, Jr.
President (Radio).....Fred Hague
President (TV).....Harry Wise, Jr.
Radio Sales Manager.....Frank McCarthy
TV Sales Manager.....Warren Nelson
Branch Offices
500 Fifth Ave., New York 36, N. Y.
Phone: OXford 5-5560
Executive-in-Charge.....F. E. Spencer, Jr.
134 Peachtree St., Atlanta 3, Georgia
Phone: JAckson 4-5710
Executive-in-Charge.....Richard N. Hunter
1967 Guardian Building, Detroit 26, Mich.
Phone: WOodward 1-3555
Executive-in-Charge....Joseph D. Payne, Jr.
3325 Wilshire Blvd., Los Angeles, Calif.
Phone: DUnkirk 5-2071
Executive-in-Charge .....Roy Edwards
720 Roanoke Bldg., Minneapolis 2, Minn.
Phone: FEderal 3-0519
Executive-in-Charge .....Ted Adams
417 Montgomery St., San Francisco 4, Calif.
Phone: DOuglas 2-2541
Executive-in-Charge.....George Lindman
Tower Building, Seattle 1, Wash.
Phone: ELliott 1868
Executive-in-Charge .....Hugh Feltis

HAL HOLMAN COMPANY

64 East Lake St., Chicago 1, Ill.
Phone: FRanklin 2-0016
Owner .....Hal Holman
Branch Offices
535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-5365
Executive-in-charge.....Ed Devney
6381 Hollywood Blvd., Los Angeles 28, Calif.
Phone: Hywd. 2-2351
Manager .....Tracy Moore
260 Kearney St., San Francisco 8, Calif.
Phone: EXbrook 2-6444
Manager .....John Funk

INDIE SALES, INC.

60 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-4813
President .....Jack Koste
Branch Offices
228 N. LaSalle St., Chicago 1, Ill.
Phone: STate 5096
111 N. La Cienega Blvd., Los Angeles 48, Cal.
Phone: OLeander 5-8326
Park Ave. Bldg., Detroit 26, Mich.
Phone: WOodward 2-7298
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Sales Promotion Dir.....Al Alperton
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110 Sutter St., San Francisco, Calif.
Phone: SUtter 1-7971
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Manager.....J. D. Whitehead
233 Sansome Street, San Francisco 8, Calif.
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V.P., Treas.....Jones Scovern
Ass't. V.P.....Lon A. King

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New Business Dev...Thomas B. Coleman, Jr.
Prom., Research Dir.....Frank B. Woodruff
Ass't. to Dir.....Martin V. Zuzulo

TV Department
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Sales Prom., Service.....John F. Hurlbut
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Midwest Sales Mgr. (Radio)..Arthur Bagge
Midwest Sales Mgr. (TV)..William Tynan
Glenn Bldg., Atlanta 3, Ga.
Phone: MUrray 8-5667
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TV Sales Mgr.....William J. Stubbs
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Phone: WOodward 1-4255
Vice Pres.....William W. Bryan
TV Sales.....Louis J. Hummel, Jr.
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Phone: Edison 6-3349
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Phone: HOllywood 9-1688
V.P., West Coast Mgr.....Hal W. Hoag
TV Sales.....John A. Serrao
Russ Bldg., San Francisco 4, Cal.
Phone: SUtter 1-3796
Radio Sales.....Frank A. Tessin
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Eastern Sales Mgr.....Martin Nierman
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Sales Mgr. (TV).....Louis A. Smith
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Phone: WOodward 3-0125

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Franklin M. Walker (TV)
101 Marietta St., Atlanta 3, Ga.
Phone: Lamar 8-861

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Richard Hughes (TV)
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Phone: YUkon 2-3631

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Phone: FI 6-0964

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111 No. LaCienega Blvd., Los Angeles, Calif.
Phone: OL 5-7597

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Phone: YUkon 6-2982

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Phone: WAlnut 3872

Manager .....Gene Tibbett

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Lindsay Bldg., Winnipeg, Manitoba, Canada
Phone: 9-6374

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Account Executives.....George W. Kupper, George Olsen, William G. Rambeau

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Phone: And. 3-5566

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Phone: HOllywood 4-6017

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Phone: EXbrook 2-4073

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Phone: Lincoln 7017

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V.P., TV.....Stuart M. Kelly
Promotion & Research....Mitchell DeGroot

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Phone: Douglas 2-8909

Manager .....Ray Rhodes
Glenn Bldg., Atlanta 3, Ga.
Phone: JAckson 5-6508

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Mercantile Securities Bldg., Dallas, Tex.
Phone: RIverside 5663

Manager .....John H. Hicks

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Phone: YUkon 6-4112

Exec.-in-Charge .....Daren McGavren
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Phone: HOllywood 4-2856

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Exec. V.P.....W. D. Byles
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TV Sales Mgr.....J. L. Raeburn

608 Keefer Bldg., Montreal, Quebec
Phone: UNiversity 6-6291
Manager.....T. C. Maguire

1111-211 Portage Ave., Winnipeg 2, Manitoba
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Manager.....C. E. Montgomery

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Phone: Tatlow 4831
Manager.....J. W. Stovin

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Vice President.....Stephen R. Rintoul
Vice President.....James V. McConnell

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Exec.-in-Charge.....Duncan A. Scott

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West Coast Mgr.....William J. Wagner

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Phone: HUbbard 2-4370
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Phone: DUnkirk 2-3200
Manager .....Harlan Oakes

110 Sutter St., San Francisco, Calif.
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Manager .....Norm Cunningham

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Phone: ALpine 5084
Manager .....Tom Atkinson

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Vice-president.....Edmond P. Ryan
Dir. of Research.....Frances Sweat

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Phone: STate 2-3155
Manager .....Warren Knudson

155 Montgomery St., San Francisco 4, Calif.
Phone: EXbrook 2-6127
Manager .....James Stewart

8622 Wilshire Blvd., Beverly Hills, Calif.
Phone: OLeander 5-8998
Manager .....Joseph Turner

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V.P., Sales.....E. J. Fitzsimmons
East. Sales Mgr.....J. C. Lyons
Salesmen (Radio).....Peter McGurk, William Codus, Winston L. Kirby, Philip D'Antoni, Joseph Aley, Robert Lobdell
Sales Prom. Mgr.....Winifred Schaefer
Publicity .....Mrs. Dorothy Kaufman

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***Phone*: Woodward 1-2685**
Executive-in-Charge..Daniel W. Bowen, Jr.

Glenn Bldg., Atlanta 3, Ga.
***Phone*: Cypress 4081**
Exec-in-Charge .....George Griesbauer

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Phone: HOllywood 2-6676

625 Market St., San Francisco 5, Calif.
Phone: EXbrook 7-0535
Executive-in-Charge .....Boyd Rippey

Statler Bldg., Boston 16, Mass.
***Phone*: Hubbard 2-5677**
Executive-in-Charge .....John G. White

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Phone: CHerry 3-3930
Exec.-in-Charge .....Bill Scharton

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Traffic .....Florence Eimer
Sales Promotion.....Winifred Schaefer
Publicity.....Mrs. Dorothy Kaufman
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Staff.....George Lindsay, Robert Lethbridge, Samuel Eadie, Joseph M. Fisher, Jr.
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Executive-in-Charge.....Bernard P. Pearse
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Executive-in-Charge..George L. Griesbauer
6331 Hollywood Blvd., Hollywood 28, Calif.
Executive-in-Charge.....Edwin C. Metcalfe
625 Market St., San Francisco 5, Calif.
Executive-in-Charge .....Don Staley
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V.P. & Sales Mgr..Stephen A. Machcinski, Jr.
Ass't. Sales Mgr.....Robert Burke

Branch Offices

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Phone: Hollywood 2-2289
Exec.-in-Charge.....William L. Wallace
317 North Eleventh St., St. Louis, Mo.
Phone: MAin 1-5020
Exec.-in-Chg. .....Jack Hetherington
593 Market St., San Francisco, Calif.
Phone: YUkon 6-6769
Exec-in-Chg.....Charles R. Christianson
Statler Office Bldg., Boston 16, Mass.
Phone: HUbbard 2-6617
Manager .....Nona Kirby

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Phone: PLaza 5-4848
President.....Adam J. Young Jr.
Vice-President.....Stephen A. Mann

Branch Offices

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Phone: MIchigan 2-6190
Manager .....William J. Reilly
6331 Hollywood Blvd., Los Angeles 28, Cal.
Phone: HOllywood 9-0965
Manager.....William L. Wallace
317 North Eleventh St., St. Louis, Mo.
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1957

PETERS, H. PRESTON, President of Peters, Griffin, Woodward, Inc., is a twenty-five year veteran of the broadcasting industry. He was one of the original members of the present organization which was launched in 1932. After graduating from Amherst College, he joined the Chicago Tribune, and three years later he moved over to the representative firm. On May 11, 1942 he was named president of Free & Peters, Inc., and in 1956 became president of Peters, Griffin and Woodward, Inc.

HOLLINGBERY, GEORGE P., President, George P. Hollingbery Co., Radio & Television Station Representatives. B. Lawrence, Kansas. Attended Kansas University. Married; children, Betsy, Ann, Deborah, George, Jr. Started the Hollingbery Company in 1936 following twelve years with the Chicago Herald Examiner as National Advertising Manager. In addition to the headquarters office in Chicago, the company maintains offices in New York, Atlanta, Detroit, Los Angeles, and San Francisco.

CARSON, H. R., President, All-Canada Radio Facilities Ltd., Calgary, Alta.; Quality Records Ltd., Toronto, Ont.; V.P., Taylor, Pearson & Carson Ltd., Edmonton, Alta.; Dir., Sicks' Breweries Ltd. & Wentworth Radio Bcstg Co. Ltd., Hamilton, Ont.; CKWX (Radio) Ltd., Vancouver, B.C.; Island Bcstg Co. Ltd., Victoria, B.C. B. 1895, Miami, Manitoba, Canada. M. Anne Staples, 1925; one son, Richard. Engaged in automotive jobbing business, Lethbridge, Alta., 1923-29; V.P., Taylor, Pearson & Carson since 1929.

PEARSON, JOHN E., President of John E. Pearson Television, Inc. B. 1906, Cape Girardeau, Mo. Attended Central High School, Cape Girardeau. Married; children, Millie Lou, John Wayne, James Edward. Entered broadcasting as announcer and salesman for KWTO-KGBX, Springfield, Mo. in 1932, working simultaneously as freelance newsman and sports writer. Formed John E. Pearson Co. in January, 1940 and John E. Pearson Television, Inc. in September, 1953. Member of Greenwich Country Club.

BLAIR, JOHN P., President of John Blair & Company. B. Chicago, Ill. Attended University of Wisconsin, B.A. 1922. Entered advertising in 1922 with General Outdoor Advertising Company, San Francisco; Joined J. Walter Thompson, San Francisco, in 1926; McGregor & Sollie Transcription Company, San Francisco, in 1931. Formed John Blair & Company in 1933, Blair-TV in 1948, and Blair Television Associates in 1954. President of SRA, 1953-54. Member, University Club of Chicago, Yale Club of New York, Chicago and New York Yacht Clubs.

KATZ, EUGENE, President of The Katz Agency Inc. which his grandfather, Emanuel Katz, founded in 1888. Attended Dartmouth College and Oxford University. M. Florine Klingenstein, 1933; children, Barbara, 1936, John Daniel, 1938. Chief, Bureau of Intelligence, Office of War Information, Overseas Branch, 1943. Succeeded his father, George R. Katz, as president of The Katz Agency, Inc. in 1952. Member and Director of the Station Representatives Association.

RAYMER, PAUL H., President, Paul H. Raymer Co., Inc. B., Beaver Penna., 1896. Cornell University, A.B. 1920. M. Janet Underhill 1922: Children, Janet, 1922. M. Melvina Schulz 1944; children, Victoria Elizabeth 1946, Paul H., Jr., 1948. U. S. Naval Aviator, Commissioned Ensign US NRF 1918. Account executive 1922-29, H. K. McCann Co., now McCann-Erickson, Inc. President, The New Yorkers Co. President and founder special tabloid daily New York morning newspaper "Today-In-New York."

YOUNG, ADAM, President of Adam Young Inc., Young Television Corp., Canadian Station Representatives, Ltd., Young International, Ltd. B. 1913, New York, N. Y. M. Margaret Kelly, 1936; children, Richard A., Susan M., Sharon A., Vincent J. Entered broadcasting in 1936 with NBC, working in program and research departments, and artist service bureau. Radio Director, Kiesewtter, 1936; Sales Mgr., J. H. McGillvra Co., 1937; organized Adam Young Inc., 1944.

OBERFELDER, TED, President, Burke-Stuart Co., Inc. B. 1909, Boston, Mass. New York University, 1929. M. Joan Doernberg; children, Judy Ann, 1936. Entered broadcasting with Hearst Radio as Promotion Director, 1934-37. Prom. Mgr. The Philadelphia Enquirer, 1937-41. Dir. Prom. and Publicity WCAU, Phila., 1941-43, and WFIL, Phila., 1943-45. Joined ABC in 1945 as Manager of Audience Promotion; Elected V.P. in charge of Owned and Operated Stations, 1952; Pres. Burke-Stuart, 1956.

WEED, JOSEPH J., President, Weed Television Corporation. B. 1901, New York, N. Y. B.A., Fordham University, 1923. M. E. Ruth Pedersen, 1935; children, Joseph William, 1936, Mary Elizabeth, 1937, Cornelius John, 1939. Entered advertising with New York American as salesman, 1923. Entered broadcasting in 1933 as national representative of the New England Network. Founded Weed & Company in partnership with his brother, Neal, in 1936. Organized Weed Television Corp. in July, 1953.

HEADLEY, FRANK M., President, H-R. Representatives, Inc. and H-R Television, Inc. B. 1908, Webster City, Iowa. Creighton University School of Law, Omaha, LL.B., 1930. M. Ruth Mallery, 1938; children, Frank M., Jr. and Kathryn Mallery. Entered broadcasting as Manager, Radio Division, Kelly-Smith, 1936-39, which became Headley-Reed Co. in 1939. Assumed presidency Headley-Reed, 1939-50; formed H-R firms in 1950. President, SRA.

REBER, JOHN H., Director of NBC Spot Sales, B., 1919, New Rochelle, N. Y. Attended Amherst, B.A., 1941 (PBK); M. Helen Vogt, 1942; children, John Vogt, 1943, Gail, 1945, Thomas Hutchins, 1953. Entered broadcasting as programming assistant, later assistant to Director of Television, NBC, 1946-48. Named Program Manager of the then WNBT, 1948-50. Named Sales Manager, WNBT (now WRCA-TV), 1950-52. Became National Manager NBC TV Spot Sales 1952-56.

PETRY, EDWARD, president, Edward Petry & Co., Inc. B. 1896, Brooklyn, N.Y. M. Elizabeth Kehoe, 1923; children, Carol, 1931, Barbara, 1936. Entered broadcasting in 1925 as General Manager of WGL, New York. Joined NBC within the year and in 1926 opened NBC's Chicago office; Account Executive, Addison Vars Agency, 1928, Biow Agency, 1929. In 1932 he organized Edward Petry & Co., Inc. which under his leadership became the first station representative firm to standardize and maintain station rates.

CHRISTAL, HENRY I., president of Henry I. Christal Company, Inc., which he founded in 1952 as an organization devoting its activities exclusively to radio station representation. He was one of the founding partners in Edward Petry & Co., Inc. and was secretary-treasurer and sales manager from 1932 to 1951. His affiliations prior to 1932 were Scott-Howe-Bowen, Conde Nast Publications and the Detroit Times. He operates a dairy farm in Yorktown Heights, New York, where he raises prize Guernseys.

BOLAM GUY, President, American Sales & Service Agency; Representative Radio & Teleluxembourg. B. 1900, London, England. Naturalized U. S. citizen. Elementary education in England; attended New York University and C.C. N.Y., majoring in radio and films. Married; daughter, Pat. Entered radio in 1925 as salesman for the De Forest agency; Head of Radio, J. Walter Thompson, London, 1933-41; War service until 1946; Present post since December, 1926.

VENARD, LLOYD GEORGE, President Venard, Rintoul & McConnell, Inc. Entered broadcasting in 1934 as salesman for WGAR. Cleveland. Later appointed Merchandising and Promotion Manager of that station, specializing in local contracts for national food and drug accounts. Joined Edward Petry & Co. in 1939 and remained in the New York office for more than ten years as account executive. Assumed management of O. L. Taylor Co. and served as President until formation of Venard, Rintoul & McConnell, Inc. in 1954.

CORCORAN, EUGENE F., President, The Branham Company. Mr. Corcoran refers to himself as having been born at the Branham Company. He began with the firm in 1913 as what he terms "glorified office boy." Except for a short absence during World War I, he has known no business life other than with Branham. In his climb from novice to president, he has witnessed the growth of his company from a firm of two offices and several salesmen to an organization with eleven offices and 130 employees.

WALKER, J. WYTHE, President, The Walker Representation Company. B. Fayetteville, Ark. Graduated Northwestern University. M. Frances Stone, 1935; children, Prudence, 1938, J. Wythe, Jr., 1945. Entered broadcasting in 1930 as salesman for radio station WBBM, Chicago. In 1940 he formed The Walker Representation Company with branch offices in New York, Chicago, Boston, Atlanta, Los Angeles, and San Francisco. Member, Bonniebriar County Club, Arkansas Historical, Whittling, and Inside Straight Club.

AVERY, LEWIS HAVENS, President, Avery-Knodel, Inc. B. 1902, Seneca Falls, N. Y. Mynderse Academy, 1916-19; Union College, 1919-22, business administration 1923-25. M. Helen Smith, 1927; children, Aliph Sybil, Jared Charles. Publicity Dept. General Electric, Schenectady, N. Y., 1925-28; Adv. Mgr. of Mohawk-Hudson Power Corp., Albany, N.Y., 1928-30; Copywriter BBDO, 1930; account executive, Buffalo, 1930-32; Dir. Sales Buffalo Bcstg. Co., 1932-40; Sales Mgr., Free & Peters, Chicago, 1940-42.

MARTINEZ, A. M., Exec. Vice-President Caribbean Networks, Inc. B. 1901, Mexico City, Mexico. M. Bertha Scharf, 1932; child, Albert Thomas, 1942. Entered advertising in 1925 with Ruthrauff & Ryan, Inc. 1925-27. Wales Advertising Co. 1927-28, Foreign Advertising & Service Bureau, Inc. 1928-29, Millseo Agency, Inc. 1929-32. Pioneered Latin American radio station representation in 1932 with Conquest Alliance Co. 1932-40, established Radio Division, Melchor Guzmán Co., Inc. 1940-53.

HAYES, GORDON F., General Manager of CBS Radio Spot Sales, B., 1908, Mellott, Indiana. Attended Indiana University School of Journalism, A.B., 1933. M. Jessie Mae Dowell, 1934; son, Norman Keith, 1938. Joined Scripps-Howard chain as member of advertising sales staff Washington Daily News, Washington, D. C., 1933-39. Advertising Manager, Washington Daily News 1939-43. Entered broadcasting as account executive for WTOP, Washington, D. C. 1943-45. Joined CBS Radio Spot Sales, 1945.

SCHNEIDER, JOHN A., General Manager of CBS Television Spot Sales. B., 1926, Chicago, Illinois. University of Notre Dame, B.S., 1948. M., Elizabeth Simpson, 1950; children, Richard W., 1951, William A., 1954. Entered broadcasting as salesman WGN, Chicago, 1948. Also with WMAQ, Chicago, 1949. Joined CBS Spot Sales, Chicago, 1950. Account Executive, CBS Spot Sales, New York, 1951-53. Midwestern Manager, CBS Television Spot Sales, 1954. Eastern Sales Manager, Television Spot Sales, 1955.

BEESON, STERLING B., President, Headley-Reed Co. B. 1908, Toledo, Ohio. Attended Miami Military Institute, Germantown, Ohio; Georgia Military Academy, College Park, Ga.; Columbia Univ., New York City. M. Jacquelynn Wake, 1946; children, Lydia Anne, 1949, and Sterling Bruce, 1954. Entered broadcasting in 1935 through merchandising dept. of WXYZ, Detroit. In 1937 he created, wrote and sold programs on freelance basis for WTOL, Toledo. Joined McGillvra, 1939; Headley-Reed, 1941.

BOLLING, GEORGE W., President, The Bolling Company, Inc. U. S. Naval Academy, 1923. M. Maxine Weaver; Children, George W. Bolling, III. Youngtown Sheet and Tube Co. as civil engineer. Consulting engineer to the City of Chicago. Joined Westinghouse Radio Station KYW as first radio salesmen in Chicago, appointed commercial manager of KWY, 1925; Hays-MacFarland Agency, Radio Director; Ass't Gen. Mgr. Michigan Network, 1933; John Blair & Co., 1936-46.

DEVNEY, EDWARD J., Owner of Devney & Company. B. 1913, Cleveland, Ohio. M. Lillian Ryan 1947; Children, Anne Marie, 1949, Brian, 1951. Entered broadcasting as salesman for WJAY, Cleveland, 1936. Salesman, WIBC, Indianapolis, 1938. Salesman, Howard Wilson Co., New York, 1940. Entered Air Force in 1942 as Pvt. Discharged in 1946 as Capt. Eastern Manager of Howard Wilson Co. until joining Headley-Reed as account executive in 1947. Joined William G. Rambeau Co. in 1949 as V.P.

KELLER, ROBERT S., President of Robert S. Keller, Inc. B. 1902 Chicago, Ill., Harvard University 1919 - 23; M. Amy Atkinson (deceased) 1934. Entered broadcasting 1926 as program director WOMT, Manitowoc, Wisconsin. Served in program department NBC New York 1929-32. Partner in KAD Productions, New York, 1933-34. Staff organist and Chief Copyright WMCA New York 1934-37. Station relations for Associated Music Publishers, Inc. New York 1937-44. Manager Burn-Smith Co., Inc., New York 1944.

STONE, PEGGY, Vice-President Radio-TV Representatives, Inc. B. 1905 New York, N.Y. Attended Columbia University Extension School. M. 1922, Children, Thomas E., 1923; Greta, 1928; Stephen, 1930. Entered Broadcasting as Secretary to Sam Pickard, V.P. Station Relations, CBS, March, 1929. Later, Assistant in Station Relations until 1938. Joined Hearst-Radio, Inc., 1938 Vice-President in charge of station relations; later formed Spot Sales; Broadcast Sales: In 1946 joined Taylor-Howe Snowden.

EVERETT, MAX M., President of Everett - McKinney, Inc. B. 1909, Iowa. Attended Drake University, Des Moines, Iowa. M. Irma Appelquist, 1923; children, Monte Allen, 1925, Jane Ellen, 1928. From space salesman for Better Homes & Gardens, entered broadcasting in 1942 as National Sales Manager of radio station KOIL, Omaha, and KFAB-KFOR, Lincoln, Nebraska. Joined Edward Petry Company, New York, in 1943; then to J. P. McKinney & Son in 1944 as Managing Director of Radio.

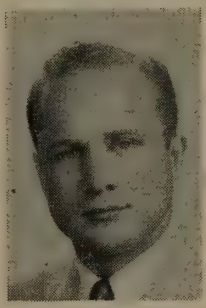
BERNARD, CHARLES, President of Charles Bernard & Company. B. 1921. Baltimore, Md. Attended Johns Hopkins University until enlistment in Air Force, Feb., 1942. Entered broadcasting in 1946 as sports announcer for WITH, Baltimore. Switched to sales at WISD, Baltimore, 1947; WCAO, Baltimore, 1949; WOV, New York, 1950. In 1951 became agent for MCA, then to ABC; later to WINS-Crosley and DuMont Sales. Returned to ABC, 1953-55. In 1956, formed Charles Bernard & Co.

BERNALD, EUGENE, President of Pan American Broadcasting Company. Attended Columbia University, 1929. M. Mary Blanche; children, Mary Ann, Eugene Robert, Edward Arthur, Barbara. Director of Imperial Broadcasting Company, Inter-American News, International Media Company, Active Asia Foundation, American - Korean Foundation, planning board for government radio stations overseas. Member, Inter-American Association of Broadcasters. World Communications Council.

KOSTE, JACK, President of Indie Sales Incorporated. B. 1914, New York, N.Y. Attended C.C.N.Y. School of Business. M. Catherine E. Luoma, 1940; children, Peter Lawrence, 1942, Craig Alan, 1947. Entered advertising in 1933 with William Esty & Company; Sales Manager with Spot Sales, Inc., and Forjoe & Company from 1944 to 1949; Vice President and National Sales Director of the Liberty Network, 1951; Established Indie Sales Incorporated in 1949, serving since then as President.

MALONE, THOMAS F., Vice President, Canadian Station Representatives, Ltd. B. 1911, Yonkers, New York. Attended Villanova University, B.A. 1933. M. Anne McRae, 1938; children, Suzanne, 1942, Thomas, 1945, Rita, 1952. Entered broadcasting in 1937 as Theater Manager with CBS; joined CBS Sales Department in 1943; became associated with Adam Young, Inc. in 1945. When Adam Young, Inc. organized Canadian Station Representatives, Ltd. in 1954, he was elected Vice President of this corporation.

WEBB, LAWRENCE, Managing Director of Station Representatives, Inc., 101 Park Avenue, New York 17, New York. Native of Ohio, he attended Ohio University. Single. Entered broadcasting with radio station WJW, Cleveland, serving as Office Manager, Treasurer, Assistant General Manager and Vice President from 1940 to 1953. Lawrence served as National Sales Manager for stations WLOK and WLOK-TV, Lima, Ohio from 1953 to 1955. He joined Station Representatives Association, Inc., in 1955.



COOKE, DONALD R., President of Donald Cooke Incorporated. B. 1917, Montreal, Quebec, Canada. Attended Western University, London, Canada, B.A. 1942. M. Mae Cooke; one son, Donald R., 1945. Served as announcer and commercial salesman with radio station WELL, Battle Creek, Michigan, 1944; Account Executive for O'Neil, Larson & McMann, 1945; Account Executive for William G. Rambeau Co., Inc., 1945-46; Formed Donald Cooke Incorporated in March, 1946. Member, RTES.

BREEN, EDWARD J., Partner, Breen & Ward. B. 1922, New York, N.Y. Attended Wharton School, University of Pennsylvania, B.S. 1948; Columbia University Graduate School of Business, M.S., Advertising, 1953. M. Virginia J.; children, John P. Dennis A., Judith A. Naval officer during World War II and Korean conflict. Entered broadcasting as television salesman, Albany, N. Y.; Vice President in Charge of Broadcast Sales, Grant Webb & Company, 1954-56. Member, American Marketing Association.

MEEKER, ROBERT D. C. President of The Meeker Company, Inc. B. 1911, Aurora, Ill. Attended Princeton University, Class of '32. M. Shirley L. Steinman 1939; children, Pamela 1940, Robert D.C. Jr. 1942, divorced 1946. Married Dorothy H. Frost 1947, children, James B. 1951. Entered advertising in research and sales, Metro Group, N. Y., 1934-37. Acc't Exec., Pedlar & Ryan, N. Y., 1936-40. N. Y. sales manager, Lancaster Newspapers, Inc., 1940-42. Founded the Meeker Company in 1946.

RAMBEAU, WILLIAM G., President, William G. Rambeau Company, first exclusive national station representative. Married; children, Mary Gillogly Rambeau, Mary Lee Rambeau, Mrs. Richard Hough, Mrs. Peter Spoehr. Wholesale Mgr., GM Trucks, Chicago; Ad exec, Class Journal Co.; Account Exec., Country Gentleman and Saturday Evening Post; V.P. in Charge of Sales and Advertising, Warner Electric Brake Corp. Founded William G. Rambeau Company in 1931. Member, Union League Club of New York, Chicago A.C.

KING, A. LEWIS. Attended New York University. After several newspaper and Wall St. jobs, entered broadcasting in 1925 as salesman for WAAT, Newark, New Jersey, simultaneously operating advertising agency for clients who required service. Later worked in sales at WNEW and WHN (now WMGM), New York. Currently functioning as advertising agency, station representative, TV film producer, and announcer. Broadcasting half-hour radio and TV program, "Boating with Lew King." Member RTES.

BLOOM, JOSEPH, President, Forjoe & Co., Inc. and Forjoe-TV, Inc. B.S., C.C. N.Y.; LLB, New York University. M. Paceli Bloom, former leading soprano with Philadelphia Opera Company; son, Stephen, 1943. Entered broadcasting in 1936 and established his representation firm in 1938. Clubs include Radio Executive Society, Metropolitan Museum of Art, Museum of Natural History, Brandeis University Alumni Association, City College Alumni Association. Hobbies: piano, chess, photography.

GUZMAN, MELCHOR, President, Melchor Guzman Company, Inc. B. 1895, Cochabamba, Bolivia. Attended Dakota Wesleyan University, University of Chicago, Northwestern University. M. Carmen D. Guzman; children, Carmen and Ruth. Entered Radio in 1935 and TV in 1950. Member, Rotary Club, International Advertising Association, Radio Electronics Television Manufacturers Association. Residence, 250 Clinton Road, Garden City, Long Island. Offices, 45 Rockefeller Plaza, New York City.

TELEPHONE NUMBERS OF IMPORTANT STATION REPS SEE PAGES 100 to 107

What Happened to the Woman Broadcaster and Her Program?

By
JEAN GIBSON
Radio-Television Daily

NO ONE will deny the television impact of a dancer in a swirling skirt, a chic model in the latest fashion, or a pretty hostess with plunging neckline, cooking in her kitchen. And a sultry-voiced actress still packs evocative punch on the radio.

But what has happened to the woman broadcaster?

Certainly most women broadcasters have talent, poise, and show a well-turned ankle. They have verve and TV-genic features. A surprising number are honest-to-goodness good reporters. Even more are top-rated salesmen.

Female broadcasters have long faced the fact that in their careers the demand on a woman is greater than on a man in the same capacity, especially in the news field. A few women broadcasters are doing an exceptional job of entertaining the female portion of the American public. But a great many more deserve a chance.

For years, the woman broadcaster and her program grew in importance. Nearly every radio station had at least one woman on the air. When television came of age, it too used women and their programs.

What, then, went wrong with this type of show? What made her disappear? Was it the switch many radio stations made to a news and music programming format? Why did TV drop many of its women's shows?

Women's programs succeeded because of their flexibility. They failed because of it too. Almost anything could be used on their program to satisfy advertisers of other shows. Commercials, given in a conversational style, were encouraged to be longer and many more were used than would be tolerated on any other program.

The woman's show also suffered greatly from two labels: 1. woman's program and 2. service program.

To program directors, (some women commentators were guilty too) the words "woman's program" meant only homemaking reports, recipes and sewing hints. Some of these homemaking hints helped the program, but the over-abundance—well that was one of the first mistakes.

A woman listener needs to "get out of the kitchen" even though she is hearing a program while fixing dinner or washing dishes.

Stations underestimated the female audience. The female listeners wanted something besides kitchen shows. They wanted to hear what was going on in the world; they wanted to hear interviews with interesting people — people who have accomplished something, not the station manager's wife who happens to be Mrs. Club Woman and just has to tell about the rummage sale the club is sponsoring. Of course, this cut down on the time Mr. Important could be interviewed.

This brings us to another reason women broadcasters and their programs left the air. Mrs. Club Woman got the air time free of charge as a service from the station. Other women who knew the "right" person at the station got free service announcements on the woman's show. When this was coupled with the ever-present low budget for the program the listeners dropped off.

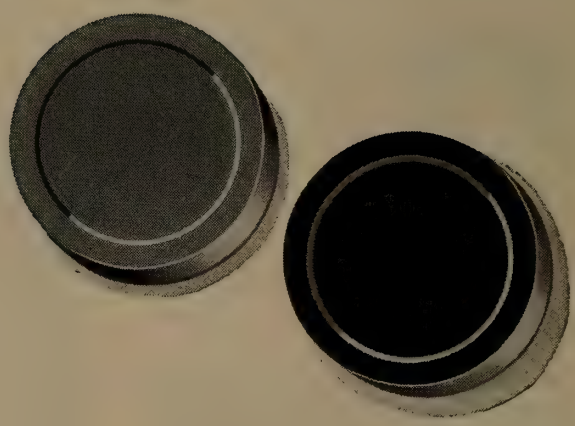
The thinly disguised commercials, the household hints, the dull interviews tired many women broadcasters. Like Doberman of the Phil Silvers "Sgt. Bilko" show, their complaint was "But Sarge; why does it always have to be me?"

What can be done to bring the woman broadcaster back to the air? Even when she was most popular the "talking woman" was still in the minority. The situation is not hopeless.

First she could build her name by appearing on panel shows, both radio and TV. Or, as many women are doing now, give commercials. She could moderate a quiz or panel show. From here, she would find an easier stepping stone back to a show of her own.

But first she must get a new label for her show, a new approach and face broadcasting with her own special integrity and keep it that way.

Women lost their programs because the approach was wrong and audiences were changed. But never underestimate the power of a woman — especially a woman broadcaster.



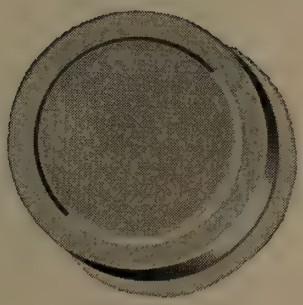
WBC buttons up

RADIO

WBZ+WBZA Boston-Springfield—51,000 Watts
KDKA Pittsburgh—50,000 Watts
KYW Cleveland—50,000 Watts
WOWO Fort Wayne—50,000 Watts
WIND Chicago—5,000 Watts
KEX Portland—50,000 Watts

WESTINGHOUSE BROADCASTING

WIND REPRESENTED BY A M RADIO SALES • KPIX REPRESENTED BY THE KATZ AGENCY, INC



the big audiences

TELEVISION

WBZ-TV Boston—Channel 4—NBC
KDKA-TV Pittsburgh—Channel 2—NBC-CBS-ABC
KYW-TV Cleveland—Channel 3—NBC
KPIX San Francisco—Channel 5—CBS

WBC programs for the big audiences, delivers the customers in 7 of the country's biggest markets. That's why no selling campaign is complete without the WBC stations. To complete *your* campaign, call A. W. "Bink" Dannenbaum, WBC VP Sales, MUrray Hill 7-0808, New York.

COMPANY, INC.

ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

ESTIMATED FAMILIES FOR 1957

STATE	Population March 1, 1957 (Estimated)	Families	Radio Homes	TV Homes	Radio Stations in State
ALABAMA	3,174,000	816,000	784,000	472,000	93
ARIZONA	1,113,000	312,000	298,000	188,000	32
ARKANSAS	1,831,000	510,000	504,000	263,000	51
CALIFORNIA	13,923,000	4,467,000	4,420,000	3,986,000	156
COLORADO	1,654,000	493,000	462,000	304,000	46
CONNECTICUT	2,285,000	686,000	660,000	594,000	26
DELAWARE	421,000	124,000	116,000	108,000	8
DISTRICT OF COLUMBIA	871,000	251,000	245,000	223,000	8
FLORIDA	3,990,000	1,148,000	1,124,000	836,000	108
GEORGIA	3,744,000	979,000	952,000	684,000	103
IDAHO	633,000	186,000	177,000	104,000	27
ILLINOIS	9,529,000	2,934,000	2,870,000	2,496,000	88
INDIANA	4,491,000	1,372,000	1,302,000	1,186,000	57
IOWA	2,718,000	840,000	812,000	712,000	54
KANSAS	2,146,000	681,000	662,000	487,000	44
KENTUCKY	3,044,000	835,000	812,000	512,000	64
LOUISIANA	3,052,000	839,000	804,000	576,000	65
MAINE	910,000	264,000	252,000	197,000	19
MARYLAND	2,869,000	792,000	748,000	677,000	30
MASSACHUTTES	4,841,000	1,449,000	1,420,000	1,298,000	79
MICHIGAN	7,661,000	2,232,000	2,198,000	1,967,000	79
MINNESOTA	3,271,000	955,000	920,000	728,000	50
MISSISSIPPI	2,137,000	552,000	532,000	234,000	64
MISSOURI	4,291,000	1,309,000	1,274,000	1,074,000	73
MONTANA	638,000	198,000	187,000	72,000	30
NEBRASKA	1,428,000	432,000	424,000	317,000	28
NEVADA	247,000	82,000	78,000	42,000	15
NEW HAMPSHIRE	563,000	170,000	168,000	164,000	13
NEW JERSEY	5,566,000	1,664,000	1,658,000	1,470,000	23
NEW MEXICO	855,000	232,000	224,000	98,000	32
NEW YORK	16,195,000	5,055,000	4,998,000	4,748,000	107
NORTH CAROLINA	4,479,000	1,107,000	1,098,000	726,000	121
NORTH DAKOTA	661,000	177,000	171,000	96,000	15
OHIO	9,231,000	2,801,000	2,695,000	2,572,000	82
OKLAHOMA	2,251,000	671,000	658,000	497,000	49
OREGON	1,781,000	567,000	556,000	374,000	58
PENNSYLVANIA	11,160,000	3,632,000	3,584,000	3,018,000	129
RHODE ISLAND	832,000	252,000	244,000	226,000	11
SOUTH CAROLINA	2,387,000	588,000	562,000	398,000	59
SOUTH DAKOTA	701,000	198,000	189,000	108,000	16
TENNESSEE	3,494,000	954,000	905,000	647,000	87
TEXAS	9,088,000	2,626,000	2,575,000	1,911,000	216
UTAH	817,000	226,000	215,000	177,000	21
VERMONT	369,000	107,000	104,000	76,000	13
VIRGINIA	3,693,000	956,000	916,000	743,000	72
WASHINGTON	2,713,000	839,000	824,000	615,000	64
WEST VIRGINIA	1,982,000	535,000	498,000	360,000	44
WISCONSIN	3,806,000	1,109,000	1,100,000	878,000	70
WYOMING	323,000	94,000	91,000	46,000	19
TOTAL	169,859,000	50,298,000	49,070,000	40,285,000	2,795

AMPLITUDE MODULATION STATIONS—AM

STATIONS
ALPHABETICALLY LISTED
BY STATES—CITIES
RADIO HOMES BY STATE
U. S. STATION INDEX
KEY PERSONNEL

1957

Because it **works**,

more advertisers

use **WOR** radio Radio

than any other

New York radio

or tv station

Broadcast Advertisers Report, National Spot & Local Advertisers
WOR • 1440 Broadway, New York 18 • Key Station of Mutual Broadcasting System

Index of Standard Stations of U. S.

CKLW — Detroit, Mich.-Windsor, Ont. 477
KAAA — Kingman, Ariz. 359
KABC — Los Angeles, Calif. 372
KABI — Ketchikan, Alaska. 666
KABQ — Albuquerque, N. M. 516
KABR — Aberdeen, S. D. 604
KACT — Andrews, Tex. 614
KADA — Ada, Okla. 569
KAFP — Petaluma, Calif. 376
KAFY — Bakersfield, Calif. 367
KAGH — Crossett, Ark. 362
KAGR — Yuba City, Calif. 385
KAHU — Waipahu, Hawaii 669
KAKC — Tulsa, Okla. 573
KAKE — Wichita, Kans. 448
KALB — Alexandria, La. 455
KALE — Richland, Wash. 649
KALG — Alamogordo, N. M. 516
KALI — Pasadena, Calif. 376
KALL — Salt Lake City, Utah 636
KALM — Thayer, Mo. 504
KALT — Atlanta, Tex. 615
KAMD — Camden, Ark. 362
KAMO — Rogers, Ark. 365
KAMQ — Amarillo, Tex. 614
KANA — Anaconda, Mont. 505
KAND — Corsicana, Tex. 619
KANE — New Iberia, La. 458
KANI — Kaneohe, Oahu, Hawaii 668
KANN — Sinton, Tex. 633
KANS — Wichita, Kans. 448
KANV — Shreveport, La. 460
KAOK — Lake Charles, La. 457
KAPA — Raymond, Wash. 648
KAPB — Marksville, La. 458
KAPK — Minden, La. 458
KARE — Atchison, Kans. 443
KARK — Little Rock, Ark. 363
KARM — Fresno, Calif. 370
KASA — Elk City, Okla. 570
KASH — Eugene, Oreg. 575
KASI — Ames, Iowa. 438
KASL — Newcastle, Wyo. 664
KASM — Albany, Minn. 484
KAST — Astoria, Oreg. 574
KATE — Albert Lea, Minn. 484
KATI — Casper, Wyo. 664
KATL — Miles City, Mont. 507
KATO — Reno, Nev. 511
KATR — Corpus Christi, Tex. 618
KATY — San Luis Obispo, Calif. 380
KATZ — St. Louis, Mo. 501
KAUS — Austin, Minn. 484
KAVE — Carlsbad, N. M. 517
KAVL — Lancaster, Calif. 371
KAVR — Apple Valley, Calif. 367
KAWL — York, Neb. 510
KAWT — Douglas, Ariz. 359
KAYE — Puyallup, Wash. 648
KAYL — Storm Lake, Iowa. 443
KAYO — Seattle, Wash. 649
KAYS — Hays, Kans. 445
KAYT — Rupert, Idaho 421
KBAB — El Cajon, Calif. 369
KBAM — Longview, Wash. 647
KBAR — Burley, Idaho 419
KBBA — Benton, Ark. 361
KBCH — Oceanlake, Ore. 577
KBEC — Waxahachie, Tex. 634
KBEE — Modesto, Calif. 374
KBEL — Idabel, Okla. 571
KBEN — Carrizo Springs, Tex. 617
KBGF — Great Falls, Mont. 506
KBHS — Hot Springs, Ark. 363
KBIA — Columbia, Mo. 495
KBIF — San Francisco-Fresno, Calif. 380
KBIG — Avalon, Calif. 367
KBIM — Roswell, N. M. 518
KBIS — Bakersfield, Calif. 367
KBIX — Muskogee, Okla. 571
KBIZ — Ottumwa, Iowa 442
KBKI — Alice, Tex. 614
KBKR — Baker, Oreg. 574
KBKW — Aberdeen, Wash. 646
KBLA — Burbank, Calif. 368
KBLF — Red Bluff, Calif. 376
KBLI — Blackfoot, Idaho 419
KBLO — Hot Springs, Ark. 363
KBLP — Falfurrias, Tex. 622
KBMI — Henderson, Nev. 511
KBMN — Bozeman, Mont. 505
KBMW — Breckenridge, Minn. 484
KBMX — Coalinga, Calif. 369
KBMY — Billings, Mont. 505
KBND — Bend, Oreg. 574
KBNZ — La Junta, Col. 388
KBOA — Kennett, Mo. 499
KBOE — Oskaloosa, Iowa 442
KBOI — Boise, Idaho 419
KBOK — Malvern, Ark. 364
KBOL — Boulder, Colo. 385
KBOM — Mandan, N. Dak. 557
KBON — Omaha, Neb. 509
KBOP — Pleasanton, Tex. 630
KBOR — Brownsville, Tex. 617
KBOW — Butte, Mont. 505
KBOY — Medford, Oreg. 576
KBRC — Mount Vernon, Wash. 648
KBRK — Brookings, S. D. 604
KBRL — McCook, Neb. 509
KBRO — Bremerton, Wash. 646
KBRS — Springdale, Ark. 365
KBRZ — Freeport, Tex. 623
KBSF — Springhill, La. 461
KBST — Big Springs, Tex. 616
KBTA — Batesville, Ark. 361
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KBTM — Jonesboro, Ark. 363
KBTN — Neosho, Mo. 500
KBTO — El Dorado, Kans. 444
KBUC — Corona, Calif. 369
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KCIM — Carroll, Iowa 438
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KCKN — Kansas City, Kans. 445
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KCNO — Alturas, Calif. 367
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KCOG — Centerville, Iowa 438
KCOH — Houston, Tex. 624
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KCRB — Chanute, Kans. 443
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KCRG — Cedar Rapids, Iowa 438
KCRS — Midland, Tex. 628
KCRT — Trinidad, Colo. 389
KCRV — Caruthersville, Mo. 495
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KDLA — DeRidder, La. 456
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KDMA — Montevideo, Minn. 487
KDMO — Carthage, Mo. 495
KDMS — El Dorado, Ark. 362
KDNT — Denton, Tex. 621
KDOK — Tyler, Tex. 634
KDON — Salinas, Calif. 377
KDRO — Sedalia, Mo. 503
KDRS — Paragould, Ark. 365
KDSJ — Deadwood, S. Dak. 604
KDSX — Denison-Sherman, Tex. 621
KDTA — Delta, Colo. 386
KDTH — Dubuque, Iowa 440
KDUB — Lubbock, Tex. 627
KDUZ — Hutchinson, Minn. 486
KDWT — Stamford, Tex. 633
KDYL — Salt Lake City, Utah 636
KDZA — Pueblo, Colo. 389
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KEBE — Jacksonville, Tex. 625
KECC — Pittsburg, Calif. 376
KECK — Odessa, Tex. 629
KEED — Springfield, Ore. 579
KEEN — San Jose, Calif. 380
KEEP — Twin Falls, Idaho 421
KELA — Centralia-Chehalis, Wash. 646
KELD — El Dorado, Ark. 362
KELK — Elko, Nev. 511
KELO — Sioux Falls, S. Dak. 604
KELP — El Paso, Tex. 621
KELY — Ely, Nev. 511
KENE — Toppenish, Wash. 651
KENA — Mena, Ark. 364
KENI — Anchorage, Alaska 666
KENL — Arcata, Calif. 367
KENM — Portales, N. M. 518
KENN — Karnes City-Kenedy, Tex. 626
KENO — Las Vegas, Nev. 511
KENS — San Antonio, Tex. 631
KENT — Shreveport, La. 460
KEOK — Fort Dodge, Iowa 440
KEPO — El Paso, Tex. 621

KERB — Kermit, Tex. 626
KERC — Eastland, Tex. 621
KERG — Eugene, Oreg. 575
KERN — Bakersfield, Calif. 367
KERV — Kerrville, Tex. 626
KEUN — Eunice, La. 456
KEVA — Shamrock, Tex. 632
KEVE — Minneapolis, Minn. 486
KEVL — White Castle, La. 461
KEVT — Tucson, Ariz. 360
KEX — Portland, Ore. 577
KEXO — Grand Junction, Colo. 388
KEXX — San Antonio, Tex. 631
KEYE — Perryton, Tex. 630
KEYJ — Jamestown, N. Dak. 557
KEYS — Corpus Christi, Tex. 618
KEYY — Provo, Utah 636
KEYZ — Williston, N. Dak. 558
KFAB — Omaha, Neb. 509
KFAC — Los Angeles, Calif. 372
KFAD — Fairfield, Iowa 440
KFAL — Fulton, Mo. 496
KFAM — St. Cloud, Minn. 488
KFAR — Fairbanks, Alaska 666
KFBB — Great Falls, Mont. 506
KFBC — Cheyenne, Wyo. 664
KFBI — Wichita, Kans. 448
KFBK — Sacramento, Calif. 377
KFDA — Amarillo, Tex. 614
KFDM — Beaumont, Tex. 616
KFDR — Grand Coulee, Wash. 647
KFEL — Pueblo, Colo. 389
KFEQ — St. Joseph, Mo. 501
KFFA — Helena, Ark. 363
KFGO — Fargo, N. Dak. 557
KFGT — Fremont, Neb. 508
KFH — Wichita, Kans. 448
KFI — Los Angeles, Calif. 372
KFIR — North Bend, Ore. 577
KFIZ — Fond Du Lac, Wis. 657
KFJB — Marshalltown, Iowa 441
KFJI — Klamath Falls, Oreg. 576
KFJZ — Fort Worth, Tex. 622
KFKA — Greeley, Colo. 388
KFLD — Floydada, Tex. 622
KFLW — Klamath Falls, Oreg. 576
KFMA — Davenport, Iowa 439
KFMB — San Diego, Calif. 378
KFMJ — Tulsa, Okla. 573
KFML — Denver, Colo. 386
KFMO — Flat River, Mo. 496
KFNF — Shenandoah, Iowa 442
KFOR — Lincoln, Neb. 508
KFOX — Long Beach, Calif. 372
KFPW — Fort Smith, Ark. 362
KFQD — Anchorage, Alaska 666
KFRB — Fairbanks, Alaska 666
KFRC — San Francisco, Calif. 379
KFRD — Rosenberg, Tex. 631
KFRE — Fresno, Calif. 370
KFRM — Concordia, Kans. 444
KFRO — Longview, Tex. 627
KFRU — Columbia, Mo. 495
KFSA — Fort Smith, Ark. 362
KFSB — Joplin, Mo. 497
KFSC — Denver, Colo. 386
KFSD — San Diego, Calif. 378
KFST — Ft. Stockton, Tex. 622
KFTM — Fort Morgan, Colo. 387
KFTV — Paris, Tex. 630
KFUN — Las Vegas, N. M. 518
KFVS — Cape Girardeau, Mo. 495
KFWB — Hollywood, Calif. 371
KFXD — Nampa, Idaho 420
KFXM — San Bernardino, Calif. 378
KFYN — Bonham, Tex. 616
KFYO — Lubbock, Tex. 627
KFYR — Bismarck, N. Dak. 556
KGA — Spokane, Wash. 650
KGAF — Gainesville, Tex. 623
KGAK — Gallup, N. M. 517
KGAL — Lebanon, Oreg. 576
KGAS — Carthage, Tex. 617
KGAY — Salem, Oreg. 579
KGB — San Diego, Calif. 378
KGBC — Galveston, Tex. 623
KGBT — Harlingen, Tex. 623
KGBX — Springfield, Mo. 503
KGCX — Sidney, Mont. 507
KGDE — Fergus Falls, Minn. 485
KGDN — Edmonds, Wash. 647
KGEE — Bakersfield, Calif. 368
KGEK — Sterling, Colo. 389
KGEM — Boise, Idaho 419
KGER — Long Beach, Calif. 372
KGEZ — Kalispell, Mont. 506
KGFF — Shawnee, Okla. 573
KGFJ — Hollywood, Calif. 371
KGFL — Roswell, N. M. 518
KGFW — Kearney, Neb. 508
KGFX — Pierre, S. Dak. 604
KGGF — Coffeyville, Kans. 443
KGGM — Albuquerque, N. M. 516
KGHF — Pueblo, Colo. 389
KGHI — Little Rock, Ark. 363
KGHL — Billings, Mont. 505
KGHM — Brookfield, Mo. 495
KGIL — San Fernando, Calif. 379
KGIW — Alamosa, Colo. 385
KGKB — Tyler, Tex. 634
KGKL — San Angelo, Tex. 631
KGKO — Dallas, Tex. 619
KGLC — Miami, Okla. 571
KGLN — Glenwood Springs, Colo. 388
KGLO — Mason City, Iowa 441
KGLU — Safford, Ariz. 360
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KGMC — Englewood, Colo. 387
KGMO — Cape Girardeau 495
KGMS — Sacramento, Calif. 377
KGNB — New Braunfels, Tex. 629
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KGRI — Henderson, Tex. 623
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KGVL — Greenville, Tex. 623
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KGWA — Enid, Okla. 570
KGY — Olympia, Wash. 648
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KGYW — Vallejo, Calif. 384
KHAS — Hastings, Neb. 508
KHBC — Hilo, Hawaii 667

KHBG — Okmulgee, Okla. 572
KHBM — Monticello, Ark. 364
KHBR — Hillsboro, Tex. 624
KHCD — Clifton, Ariz. 358
KHFS — Vancouver, Wash. 651
KHJ — Los Angeles, Calif. 373
KHMO — Hannibal, Mo. 496
KHOB — Hobbs, N. M. 517
KHON — Honolulu, Hawaii 667
KHOZ — Harrison, Ark. 363
KHQ — Spokane, Wash. 650
KHSL — Chico, Calif. 368
KHUB — Watsonville, Calif. 384
KHUM — Eureka, Calif. 369
KHUZ — Borger, Tex. 616
KIBE — Palo Alto, Calif. 376
KIBH — Seward, Alaska 666
KIBL — Beeville, Tex. 616
KIBS — Bishop, Calif. 368
KICA — Clovis, N. M. 517
KICD — Spencer, Iowa 443
KICK — Springfield, Mo. 504
KICO — Calexico, Calif. 368
KID — Idaho Falls, Idaho 420
KIDO — Boise, Idaho 419
KIEM — Eureka, Calif. 369
KIEV — Glendale, Calif. 370
KIFI — Idaho Falls, Idaho 420
KIFN — Phoenix, Ariz. 359
KIFW — Sitka, Alaska 667
KIGW — Alamosa, Colo. 385
KIHN — Hugo, Okla. 571
KIHO — Sioux Falls, S. Dak. 604
KIHR — Hood River, Ore. 576
KIJV — Huron, S. Dak. 604
KIKI — Honolulu, Hawaii 667
KILA — Hilo, Hawaii 667
KILO — Grand Forks, N. Dak. 557
KIMA — Yakima, Wash. 651
KIMN — Denver, Colo. 386
KIMO — Independence, Mo. 496
KIMP — Mount Pleasant, Tex. 629
KIND — Independence, Kans. 445
KINE — Kingsville, Tex. 626
KING — Seattle, Wash. 649
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KIOA — Des Moines, Iowa 439
KIOX — Bay City, Tex. 615
KIPA — Hilo, Hawaii 667
KIRO — Seattle, Wash. 649
KIRX — Kirksville, Mo. 500
KISD — Sioux Falls, S. Dak. 605
KIST — Santa Barbara, Calif. 381
KIT — Yakima, Wash. 651
KITE — San Antonio, Tex. 631
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KIXL — Dallas, Tex. 619
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KJFJ — Webster City, Iowa 443
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KJOY — Stockton, Calif. 383
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KJRG — Newton, Kans. 446
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KLAC — Hollywood, Calif. 371
KLAD — Klamath Falls, Oreg. 576
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KLAM — Cordova, Alaska 666
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KLBS — Houston, Tex. 624
KLCB — Libby, Mont. 506
KLCN — Blytheville, Ark. 361
KLCO — Poteau, Okla. 572
KLEA — Lovington, N. M. 518
KLEE — Ottumwa, Iowa 442
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KLIX — Twin Falls, Idaho 421
KLIZ — Brainerd, Minn. 484
KLKC — Parsons, Kans. 446
KLLA — Leesville, La. 457
KLLL — Lubbock, Tex. 627
KLMO — Longmont, Colo. 388
KLMR — Lamar, Colo. 388
KLMS — Lincoln, Neb. 509
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KLVC — Leadville, Colo. 388
KLVL — Pasadena, Tex. 630
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KLWT — Lebanon, Mo. 500
KLX — Oakland, Calif. 374
KLYN — Amarillo, Tex. 614
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KMA — Shenandoah, Iowa 442
KMAC — San Antonio, Tex. 632
KMAE — McKinney, Tex. 628
KMAK — Fresno, Calif. 370
KMAN — Manhattan, Kans. 446
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KMBC — Kansas City, Mo. 499
KMBL — Junction, Tex. 626
KMBY — Monterey, Calif. 374
KMCM — McMinnville, Ore. 576
KMCO — Conroe, Tex. 618
KMDO — Fort Scott, Kans. 444
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KMHL — Marshall, Minn. 486
KMHT — Marshall, Tex. 628
KMIL — Cameron, Tex. 617
KMJ — Fresno, Calif. 370
KMLB — Monroe, La. 458
KMLW — Marlin, Tex. 628
KMMJ — Grand Island, Neb. 508
KMMO — Marshall, Mo. 500
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KMON — Great Falls, Mont. 506
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KNBC — San Francisco, Calif. 379
KNBR — North Platte, Neb. 509
KNBX — Kirkland, Wash. 647
KNBY — Newport, Ark. 364
KNCK — Concordia, Kans. 444
KNCM — Moberly, Mo. 500
KNCO — Garden City, Kans. 444
KNDC — Hettinger, N. Dak. 557
KNDY — Marysville, Kans. 446
KNEA — Jonesboro, Ark. 363
KNEB — Scottsbluff, Neb. 510
KNED — McAlester, Okla. 571
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KNET — Palestine, Tex. 629
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KNEX — McPherson, Kans. 446
KNGS — Hanford, Calif. 370
KNIM — Maryville, Mo. 500
KNOC — Natchitoches, La. 458
KNOE — Monroe, La. 458
KNOG — Nogales, Ariz. 359
KNOK — Fort Worth, Tex. 622
KNOR — Norman, Okla. 571
KNOW — Austin, Tex. 615
KNOX — Grand Forks, N. Dak. 557
KNPT — Newport, Ore. 577
KNUJ — New Ulm, Minn. 487
KNUZ — Houston, Tex. 624
KNX — Los Angeles, Calif. 372
KOA — Denver, Colo. 387
KOAL — Price, Utah 636
KOAM — Pittsburg, Kans. 446
KOB — Albuquerque, N. M. 516
KOBE — Las Cruces, N. M. 518
KOBY — San Francisco, Calif. 379
KOCA — Kilgore, Tex. 626
KOCO — Salem, Ore. 579
KOCS — Ontario, Calif. 375
KOCY — Oklahoma City, Okla. 572
KODE — Joplin, Mo. 497
KODI — Cody, Wyo. 664
KODL — The Dalles, Ore. 575
KODY — North Platte, Neb. 509
KOEL — Oelwein, Iowa 441
KOFE — Pullman, Wash. 648
KOFI — Kalispell, Mont. 506
KOFO — Ottawa, Kans. 446
KOGA — Ogallala, Neb. 509
KOGT — Orange, Tex. 629
KOH — Reno, Nev. 511
KOHU — Hermiston, Ore. 575
KOIL — Omaha, Neb. 510
KOIN — Portland, Ore. 578
KOJM — Havre, Mont. 506
KOKO — Warrensburg, Mo. 504
KOKX — Keokuk, Iowa 441
KOL — Seattle, Wash. 649
KOLD — Yuma, Ariz. 361
KOLE — Port Arthur, Tex. 630
KOLJ — Quanah, Tex. 631
KOLO — Reno, Nev. 511
KOLR — Sterling, Colo. 389
KOLS — Pryor, Okla. 573
KOLT — Scottsbluff, Neb. 510
KOMA — Oklahoma City, Okla. 572
KOMB — Cottage Grove, Ore. 574
KOME — Tulsa, Okla. 573
KOMO — Seattle, Wash. 649
KOMW — Omak, Wash. 648
KONE — Reno, Nev. 512
KONG — Visalia, Calif. 384
KONI — Phoenix, Ariz. 360
KONO — San Antonio, Tex. 632
KONP — Port Angeles, Wash. 648
KOOK — Billings, Mont. 505
KOOL — Phoenix, Ariz. 359
KOOS — Coos Bay, Ore. 574
KOPO — Tucson, Ariz. 360
KOPR — Butte, Mont. 505
KORA — Bryan, Tex. 617
KORC — Mineral Wells, Tex. 628
KORE — Eugene, Ore. 575
KORK — Las Vegas, Nev. 511
KORN — Mitchell, S. Dak. 604
KORT — Grangeville, Idaho 420
KOSA — Odessa, Tex. 629
KOSE — Osceola, Ark. 364
KOSF — Nacogdoches, Tex. 629
KOSI — Aurora, Colo. 385
KOSY — Texarkana, Ark. 367
KOTA — Rapid City, S. Dak. 604
KOTN — Pine Bluff, Ark. 365
KOTS — Deming, N. M. 517
KOVC — Valley City, N. Dak. 558
KOVE — Lander, Wyo. 664

KOVO — Provo, Utah 636
KOWB — Laramie, Wyo. 664
KOWH — Omaha, Neb. 510
KOWL — Bijou, Calif. 368
KOXR — Oxnard, Calif. 375
KOY — Phoenix, Ariz. 360
KOYN — Billings, Mont. 505
KOZE — Lewiston, Idaho 420
KOZY — Grand Rapids, Minn. 485
KPAC — Port Arthur, Tex. 630
KPAL — Palm Springs, Calif. 376
KPAM — Portland, Ore. 578
KPAN — Hereford, Tex. 623
KPAS — Banning, Calif. 368
KPAT — Pampa, Tex. 629
KPBM — Carlsbad, N. M. 517
KPDN — Pampa, Tex. 630
KPDQ — Portland, Ore. 578
KPEP — San Angelo, Tex. 631
KPET — Lamesa, Tex. 626
KPHO — Phoenix, Ariz. 359
KPIG — Cedar Rapids, Iowa 438
KPKW — Pasco, Wash. 648
KPLC — Lake Charles, La. 457
KPLK — Dallas, Ore. 575
KPLN — Camden, Ark. 362
KPLT — Paris, Tex. 630
KPMC — Bakersfield, Calif. 368
KPOA — Honolulu, Hawaii 668
KPOC — Pocahontas, Ark. 365
KPOJ — Portland, Ore. 578
KPOL — Los Angeles, Calif. 373
KPOP — Los Angeles, Calif. 372
KPOW — Powell, Wyo. 665
KPQ — Wenatchee, Wash. 651
KPRC — Houston, Tex. 624
KPRK — Livingston, Mont. 507
KPRL — Paso Robles, Calif. 376
KPRO — Riverside, Calif. 377
KPRS — Kansas City, Mo. 499
KPST — Preston, Idaho 421
KPTL — Carson City, Nev. 511
KPUG — Bellingham, Wash. 646
KQIK — Lakeview, Ore. 576
KQUE — Albuquerque, N. M. 516
KQV — Pittsburgh, Pa. 591
KRAI — Craig, Colo. 386
KRAK — Stockton, Calif. 383
KRAL — Rawlins, Wyo. 665
KRAM — Las Vegas, Nev. 511
KRAY — Amarillo, Tex. 614
KRBA — Lufkin, Tex. 628
KRBC — Abilene, Tex. 614
KRCO — Prineville, Ore. 578
KRCT — Baytown, Tex. 615
KRDG — Redding, Calif. 376
KRDO — Colorado Springs, Colo. 385
KRDU — Dinuba, Calif. 369
KRE — Berkeley, Calif. 368
KREH — Oakdale, La. 460
KREI — Farmington, Mo. 496
KREL — Baytown, Tex. 615
KREM — Spokane, Wash. 650
KREO — Indio, Calif. 371
KRES — St. Joseph, Mo. 501
KREW — Sunnyside, Wash. 650
KREX — Grand Junction, Colo. 388
KRFC — Rocky Ford, Colo. 389
KRFO — Owatoona, Minn. 487
KRGI — Grand Island, Neb. 508
KRGV — Weslaco, Tex. 635
KRHD — Duncan, Okla. 570
KRIB — Mason City, Iowa 441
KRIC — Beaumont, Tex. 616
KRIG — Odessa, Tex. 629
KRIO — McAllen, Tex. 628
KRIS — Corpus Christi, Tex. 618
KRIZ — Phoenix, Ariz. 360
KRKD — Los Angeles, Calif. 373
KRKO — Everett, Wash. 647
KRLC — Lewiston, Idaho 420
KRLD — Dallas, Tex. 620
KRLN — Canon City, Colo. 385
KRLW — Walnut Ridge, Ark. 367
KRMD — Shreveport, La. 461
KRMG — Tulsa, Okla. 573
KRMO — Monett, Mo. 500
KRMS — Osage Beach, Mo. 501
KRMW — The Dalles, Ore. 575
KRNO — San Bernardino, Calif. 378
KRNR — Roseburg, Ore. 578
KRNT — Des Moines, Iowa 440
KROC — Rochester, Minn. 488
KROD — El Paso, Tex. 621
KROF — Abbeville, La. 455
KROG — Sonora, Calif. 383
KROP — Brawley, Calif. 368
KROS — Clinton, Iowa 439
KROW — Oakland, Calif. 375
KROX — Crookston, Minn. 485
KROY — Sacramento, Calif. 377
KRPL — Moscow, Idaho 420
KRRV — Sherman-Denison, Tex. 632
KRSD — Rapid City, S. D. 604
KRSL — Russell, Kans. 446
KRSN — Los Alamos, N. M. 518
KRTN — Raton, N. M. 518
KRTR — Thermopolis, Wyo. 665
KRTV — Hillsboro, Ore. 576
KRUL — Corvallis, Ore. 574
KRUN — Ballinger, Tex. 615
KRUS — Ruston, La. 460
KRUX — Phoenix, Ariz. 360
KRVN — Lexington, Neb. 508
KRWC — Forest Grove, Ore. 575
KRWS — Post, Tex. 630
KRXK — Rexburg, Idaho 421
KRXL — Roseburg, Ore. 578
KSAL — Salina, Kans. 446
KSAM — Huntsville, Tex. 625
KSAN — San Francisco, Calif. 379
KSBW — Salinas, Calif. 377
KSCB — Liberal, Kans. 445
KSCJ — Sioux City, Iowa 442
KSCO — Santa Cruz, Calif. 381
KSD — St. Louis, Mo. 503
KSDA — Redding, Calif. 377
KSDN — Aberdeen, S. Dak. 604
KSDO — San Diego, Calif. 379
KSEI — Pocatello, Idaho 420
KSEK — Pittsburg, Kans. 446
KSEL — Lubbock, Tex. 627
KSEM — Moses Lake, Wash. 647
KSEO — Durant, Okla. 570
KSET — El Paso, Tex. 621
KSEW — Sitka, Alaska 667
KSEY — Seymour, Tex. 632
KSFA — Nacogdoches, Tex. 629

KSFE — Needles, Calif. 374
KSFO — San Francisco, Calif. 380
KSGM — Ste. Genevieve, Mo. 501
KSIB — Creston, Iowa 439
KSID — Sidney, Neb. 510
KSIG — Crowley, La. 456
KSIJ — Gladewater, Tex. 623
KSIL — Silver City, N. M. 519
KSIM — Sikeston, Mo. 503
KSIS — Sedalia, Mo. 503
KSIW — Woodward, Okla. 573
KSIX — Corpus Christi, Tex. 618
KSJB — Jamestown, N. Dak. 557
KSJO — San Jose, Calif. 380
KSKY — Dallas, Tex. 620
KSL — Salt Lake City, Utah 637
KSLM — Salem, Ore. 579
KSLO — Opelousas, La. 460
KSLV — Monte Vista, Colo. 389
KSMA — Santa Maria, Calif. 381
KSML — Seminole, Tex. 632
KSMN — Mason City, Iowa 441
KSMO — Salem, Mo. 503
KSNY — Snyder, Tex. 633
KSO — Des Moines, Iowa 440
KSOK — Arkansas City, Kans. 443
KSON — San Diego, Calif. 379
KSOO — Sioux Falls, S. Dak. 605
KSOP — Salt Lake City, Utah 636
KSPA — Santa Paula, Calif. 383
KSPI — Stillwater, Okla. 573
KSPO — Spokane, Wash. 650
KSPT — Sandpoint, Idaho 421
KSRO — Santa Rosa, Calif. 383
KSRV — Ontario, Ore. 577
KSST — Sulphur Springs, Tex. 633
KSTA — Coleman, Tex. 618
KSTB — Breckenridge, Tex. 616
KSTL — St. Louis, Mo. 501
KSTN — Stockton, Calif. 383
KSTP — St. Paul-Minneapolis, Minn. 488
KSTT — Davenport, Iowa 439
KSTV — Stephenville, Tex. 633
KSUB — Cedar City, Utah 635
KSUE — Susanville, Calif. 384
KSUL — Sulphur, La. 461
KSUM — Fairmont, Minn. 485
KSUN — Bisbee, Ariz. 358
KSVC — Richfield, Utah 636
KSVP — Artesia, N. M. 517
KSWA — Graham, Tex. 623
KSWI — Council Bluffs, Iowa 439
KSWO — Lawton, Okla. 571
KSWS — Roswell, N. M. 519
KSYC — Yreka, Calif. 385
KSYD — Wichita Falls, Tex. 635
KSYL — Alexandria, La. 455
KTAC — Tacoma, Wash. 650
KTAE — Taylor, Tex. 633
KTAN — Sherman, Tex. 632
KTAR — Phoenix, Ariz. 360
KTAT — Frederick, Okla. 570
KTBB — Tyler, Tex. 634
KTBC — Austin, Tex. 615
KTBS — Shreveport, La. 461
KTCB — Malden, Mo. 500
KTEL — Walla Walla, Wash. 651
KTEM — Temple, Tex. 633
KTER — Terrell, Tex. 633

KTFI — Twin Falls, Idaho 421
KTFS — Texarkana, Tex. 633
KTFY — Brownfield, Tex. 617
KTHE — Thermopolis, Wyo. 665
KTHS — Little Rock, Ark. 364
KTHT — Houston, Tex. 625
KTIB — Thibodaux, La. 461
KTIL — Tillamook, Ore. 579
KTIM — San Rafael, Calif. 381
KTIP — Porterville, Calif. 376
KTIX — Seattle, Wash. 649
KTJS — Hobart, Okla. 571
KTKN — Ketchikan, Alaska 666
KTKR — Taft, Calif. 384
KTKT — Tucson, Ariz. 360
KTLD — Tallulah, La. 461
KTLN — Denver, Colo. 387
KTLO — Mountain Home, Ark. 364
KTLU — Rusk, Tex. 631
KTLW — Texas City, Tex. 634
KTMC — McAlester, Okla. 571
KTMS — Santa Barbara, Calif. 381
KTNM — Tucumcari, N. M. 519
KTNT — Tacoma, Wash. 650
KTOE — Mankato, Minn. 486
KTOH — Lihue, Kauai, Hawaii 668
KTOK — Oklahoma City, Okla. 572
KTOO — Henderson, Nev. 511
KTOP — Topeka, Kans. 448
KTOW — Oklahoma City, Okla. 572
KTRB — Modesto, Calif. 374
KTRC — Santa Fe, N. M. 519
KTRE — Lufkin, Tex. 628
KTRF — Thief River Falls, Minn. 488
KTRH — Houston, Tex. 625
KTRI — Sioux City, Iowa 443
KTRM — Beaumont, Tex. 616
KTRN — Wichita Falls, Tex. 635
KTRY — Bastrop, La. 455
KTSA — San Antonio, Tex. 632
KTSM — El Paso, Tex. 621
KTTN — Trenton, Mo. 504
KTTR — Rolla, Mo. 501
KTTS — Springfield, Mo. 504
KTUC — Tucson, Ariz. 361
KTUE — Tulia, Tex. 634
KTUL — Tulsa, Okla. 573
KTUR — Turlock, Calif. 384
KTW — Seattle, Wash. 649
KTXC — Big Springs, Tex. 616
KTXJ — Jasper, Tex. 626
KTXL — San Angelo, Tex. 631
KTXN — Austin, Tex. 615
KTYL — Mesa, Ariz. 359
KUAM — Agana, Guam 667
KUBA — Yuba City, Calif. 385
KUBC — Montrose, Colo. 389
KUDL — Kansas City, Mo. 499
KUDU — Ventura, Calif. 384
KUGN — Eugene, Ore. 575
KUIN — Grants Pass, Ore. 575
KUJ — Walla Walla, Wash. 651
KUKI — Ukiah, Calif. 384
KULA — Honolulu, Hawaii 668
KULE — Ephrata, Wash. 647
KULP — El Campo, Tex. 621
KUMA — Pendleton, Ore. 577
KUNO — Corpus Christi, Tex. 619
KUOA — Siloam Springs, Ark. 365

KURV — Edinburg, Tex. 621
KUSH — Cushing, Okla. 570
KUSN — St. Joseph, Mo. 501
KUTI — Yakima, Wash. 651
KVFD — Fort Dodge, Iowa 440
KVAN — Vancouver, Wash. 651
KVAS — Astoria, Ore. 574
KVBC — Farmington, N. M. 517
KVCL — Winnfield, La. 461
KVCV — Redding, Calif. 377
KVEC — San Luis Obispo, Calif. 380
KVEL — Vernal, Utah 637
KVEN — Ventura, Calif. 384
KVET — Austin, Tex. 615
KVFC — Cortez, Colo. 386
KVFD — Fort Dodge, Iowa 440
KVGB — Great Bend, Kans. 445
KVI — Seattle, Wash. 649
KVIC — Victoria, Tex. 634
KVIM — New Iberia, La. 458
KVIN — Vinita, Okla. 573
KVKM — Monahans, Tex. 629
KVLB — Cleveland, Tex. 618
KVLC — Little Rock, Ark. 364
KVLF — Alpine, Tex. 614
KVLH — Pauls Valley, Okla. 572
KVMA — Magnolia, Ark. 364
KVMC — Colorado City, Tex. 618
KVNA — Flagstaff, Ariz. 359
KVNC — Winslow, Ariz. 361
KVNI — Coeur d'Alene, Idaho 420
KVNU — Logan, Utah 635
KVOA — Tucson, Ariz. 361
KVOC — Casper, Wyo. 664
KVOD — Denver, Colo. 387
KVOE — Emporia, Kans. 444
KVOG — Ogden, Utah 636
KVOL — Lafayette, La. 457
KVOM — Morrilton, Ark. 364
KVON — Napa, Calif. 374
KVOO — Tulsa, Okla. 573
KVOP — Plainview, Tex. 630
KVOR — Colorado Springs, Colo. 385
KVOS — Bellingham, Wash. 646
KVOU — Uvalde, Tex. 634
KVOW — Littlefield, Tex. 627
KVOX — Moorhead, Minn. 487
KVOY — Yuma, Ariz. 361
KVOZ — Laredo, Tex. 626
KVPI — Ville Platte, La. 461
KVRC — Arkadelphia, Ark. 361
KVRH — Salida, Colo. 389
KVRS — Rock Springs, Wyo. 665
KVSA — McGehee, Ark. 364
KVSF — Santa Fe, N. M. 519
KVSM — San Mateo, Calif. 381
KVSO — Ardmore, Okla. 569
KVWC — Vernon, Tex. 634
KVWO — Cheyene, Wyo. 664
KWAD — Wadena, Minn. 488
KWAK — Stuttgart, Ark. 365
KWAL — Wallace-Kellogg, Idaho 421
KWAT — Watertown, S. Dak. 605
KWBB — Wichita, Kans. 448
KWBE — Beatrice, Neb. 507
KWBG — Boone, Iowa 438
KWBR — Oakland, Calif. 375
KWBW — Hutchinson, Kans. 445
KWBY — Colorado Springs, Colo. 386
KWCB — Searcy, Ark. 365
KWCO — Chickasha, Okla. 570
KWDM — Des Moines, Iowa 440
KWED — Seguin, Tex. 632
KWEI — Weiser, Idaho 421
KWEM — Memphis, Tenn. 610
KWEW — Hobbs, N. M. 518
KWFC — Hot Springs, Ark. 363
KWFR — San Angelo, Tex. 631
KWFT — Wichita Falls, Tex. 635
KWG — Stockton, Calif. 383
KWGB — Goodland, Kans. 445
KWHI — Brenham, Tex. 616
KWHK — Hutchinson, Kans. 445
KWHN — Fort Smith, Ark. 362
KWHO — Salt Lake City, Utah 637
KWHW — Altus, Okla. 569
KWIE — Kennewick, Wash. 647
KWIK — Pocatello, Idaho 421
KWIL — Albany, Ore. 574
KWIN — Ashland, Ore. 574
KWIQ — Moses Lake, Wash. 647
KWIZ — Santa Ana, Calif. 381
KWJB — Globe, Ariz. 359
KWJJ — Portland, Ore. 578
KWK — St. Louis, Mo. 501
KWKC — Abilene, Tex. 614
KWKH — Shreveport, La. 461
KWKW — Pasadena, Calif. 376
KWLK — Longview, Wash. 647
KWLM — Wilmar, Minn. 489
KWNA — Winnemucca, Nev. 512
KWNO — Winona, Minn. 489
KWNW — Wenatchee, Wash. 651
KWOA — Worthington, Minn. 489
KWOC — Poplar Bluff, Mo. 501
KWOE — Clinton, Okla. 570
KWON — Bartlesville, Okla. 569
KWOR — Worland, Wyo. 665
KWOS — Jefferson City, Mo. 497
KWOW — Pomona, Calif. 376
KWPC — Muscatine, Iowa 441
KWPM — West Plains, Mo. 504
KWRC — Pendleton, Ore. 577
KWRE — Warrenton, Mo. 504
KWRF — Warren, Ark. 367
KWRL — Riverton, Wyo. 665
KWRN — Reno, Nev. 512
KWRO — Coquille, Ore. 574
KWRT — Boonville, Mo. 495
KWRW — Guthrie, Okla. 570
KWSD — Mt. Shasta, Calif. 374
KWSH — Wewoka, Okla 573
KWSK — Pratt, Kans. 446
KWSO — Wasco, Calif. 384
KWTC — Barstow, Calif. 368
KWTO — Springfield, Mo. 504
KWTX — Waco, Tex. 634
KWWL — Waterloo, Iowa 443
KWYO — Sheridan, Wyo. 665
KXA — Seattle, Wash. 650
KXAR — Hope, Ark. 363
KXEL — Waterloo, Iowa 443
KXEO — Mexico, Mo. 500
KXGI — Fort Madison, Iowa 441
KXGN — Glendive, Mont. 505
KXIC — Iowa City, Iowa 441
KXIT — Dalhart, Tex. 619
KXJK — Forrest City, Ark. 362
KXL — Portland, Ore. 578

KXLA — Pasadena, Calif. 376
KXLE — Ellensburg, Wash. 647
KXLF — Butte, Mont. 505
KXLJ — Helena, Mont. 506
KXLK — Great Falls, Mont. 506
KXLL — Missoula, Mont. 507
KXLO — Lewistown, Mont. 506
KXLQ — Bozeman, Mont. 505
KXLR — Little Rock, Ark. 364
KXLW — St. Louis, Mo. 503
KXLY — Spokane, Wash. 650
KXO — El Centro, Calif. 369
KXOA — Sacramento, Calif. 377
KXOC — Chico, Calif. 369
KXOK — St. Louis, Mo. 503
KXOL — Fort Worth, Tex. 622
KXOX — Sweetwater, Tex. 633
KXRA — Alexandria, Minn. 484
KXRJ — Russellville, Ark. 365
KXRO — Aberdeen, Wash. 646
KXRX — San Jose, Calif. 380
KXXL — Monterey, Calif. 374
KXXX — Colby, Kans. 444
KXYZ — Houston, Tex. 625
KYA — San Francisco, Calif. 380
KYCA — Prescott, Ariz. 360
KYES — Roseburg, Ore. 579
KYJC — Medford, Ore. 577
KYME — Boise, Idaho 419
KYNO — Fresno, Calif. 370
KYNT — Yankton, S. Dak. 605
KYOK — Houston, Tex. 625
KYOR — Blythe, Calif. 368
KYOS — Merced, Calif. 374
KYOU — Greeley, Colo. 388
KYSM — Mankato, Minn. 486
KYUM — Yuma, Ariz. 361
KYW — Cleveland, Ohio 564
KZIP — Amarillo, Tex. 614
KZUN — Opportunity, Wash. 648
WAAA — Winston-Salem, N. C. 556
WAAB — Worcester, Mass. 474
WAAF — Chicago, Ill. 424
WAAG — Adel, Ga. 408
WAAT — Newark, N. J. 514
WABA — Aguadilla, P. R. 669
WABB — Mobile, Ala. 355
WABC — New York, N. Y. 527
WABG — Greenwood, Miss. 491
WABI — Bangor, Me. 462
WABJ — Adrian, Mich. 474
WABL — Amite, La. 455
WABM — Houlton, Me. 462
WABO — Waynesboro, Miss. 494
WABR — Winter Park, Fla. 408
WABY — Albany, N. Y. 519
WABZ — Albemarle, N. C. 545
WACA — Camden, S. C. 598
WACB — Kittanning, Pa. 586
WACE — Chicopee-Springfield, Mass. 469
WACL — Waycross, Ga. 418
WACO — Waco, Tex. 634
WACR — Columbus, Miss. 490
WADC — Akron, Ohio 558
WADE — Wadesboro, N. C. 555
WADK — Newport, R. I. 597
WADP — Kane, Pa. 586
WADS — Ansonia, Conn. 391
WAEB — Allentown, Pa. 581
WAEL — Mayaguez, P. R. 669
WAEW — Crossville, Tenn. 607
WAFB — Baton Rouge, La. 455
WAFC — Staunton, Va. 645
WAGA — Atlanta, Ga. 410
WAGC — Chattanooga, Tenn. 606
WAGF — Dothan, Ala. 353
WAGG — Franklin, Tenn. 607
WAGM — Presque Isle, Me. 463
WAGN — Menominee, Mich. 482
WAGR — Lumberton, N. C. 551
WAGS — Bishopville, S. C. 598
WAHR — Miami Beach, Fla. 403
WAIM — Anderson, S. C. 598
WAIN — Columbia, Ky. 449
WAIP — Prichard, Ala. 356
WAIR — Winston-Salem, N. C. 556
WAIT — Chicago, Ill. 424
WAJF — Decatur, Ala. 352
WAJR — Morgantown, W. Va. 654
WAKE — Atlanta, Ga. 411
WAKN — Aiken, S. C. 598
WAKR — Akron, Ohio 558
WAKU — Latrobe, Pa. 586
WALA — Mobile, Ala. 355
WALB — Albany, Ga. 408
WALD — Walterboro, S. C. 603
WALE — Fall River, Mass. 470
WALK — Patchogue, N. Y. 539
WALL — Middletown, N. Y. 526
WALM — Albion, Mich. 474
WALT — Tampa, Fla. 407
WAMI — Opp, Ala. 356
WAML — Laurel, Miss. 492
WAMM — Flint, Mich. 478
WAMO — Homestead-Pittsburgh, Pa. 585
WAMS — Wilmington, Del. 394
WAMW — Washington, Ind. 437
WAMY — Amory, Miss. 489
WANA — Anniston, Ala. 350
WAND — Canton, Ohio 559
WANE — Ft. Wayne, Ind. 433
WANN — Annapolis, Md. 464
WANS — Anderson, S. C. 598
WANT — Richmond, Va. 643
WAOK — Atlanta, Ga. 410
WAOV — Vincennes, Ind. 437
WAPA — San Juan, P. R. 670
WAPF — McComb, Miss. 493
WAPG — Arcadia, Fla. 397
WAPI — Birmingham, Ala. 350
WAPL — Appleton, Wis. 656
WAPO — Chattanooga, Tenn. 606
WAPX — Montgomery, Ala. 355
WARA — Attleboro, Mass. 468
WARB — Covington, La. 456
WARD — Johnstown, Pa. 586
WARE — Ware, Mass. 473
WARK — Hagerstown, Md. 466
WARL — Arlington, Va. 639
WARM — Scranton, Pa. 592
WARN — Fort Pierce, Fla. 399
WARU — Peru, Ind. 436
WASA — Havre De Grace, Md. 466
WASK — Lafayette, Ind. 435
WASL — Annapolis, Md. 464
WATA — Boone, N. C. 545
WATC — Gaylord, Mich. 478
WATE — Knoxville, Tenn. 609

WATG — Ashland, Ohio 559
WATH — Athens, Ohio 559
WATK — Antigo, Wis. 656
WATM — Atmore, Ala. 350
WATN — Watertown, N. Y. 544
WATO — Oak Ridge, Tenn. 612
WATR — Waterbury, Conn. 394
WATS — Sayre, Pa. 592
WATT — Cadillac, Mich. 475
WATW — Ashland, Wis. 656
WATZ — Alpena, Mich. 474
WAUD — Auburn, Ala. 350
WAUG — Augusta, Ga. 411
WAUX — Waukesha, Wis. 663
WAVE — Louisville, Ky. 452
WAVI — Springfield-Dayton, Ohio 567
WAVL — Apollo, Pa. 581
WAVN — Stillwater, Minn. 488
WAVU — Albertville, Ala. 350
WAVY — Portsmouth, Va. 643
WAVZ — New Haven, Conn. 392
WAYB — Waynesboro, Va. 645
WAYE — Dundalk, Md. 465
WAYN — Rockingham, N. C. 553
WAYS — Charlotte, N. C. 546
WAYX — Waycross, Ga. 419
WAYZ — Waynesboro, Pa. 594
WAZF — Yazoo, Miss. 494
WAZL — Hazleton, Pa. 585
WBAC — Cleveland, Tenn. 606
WBAL — Baltimore, Md. 464
WBAM — Montgomery, Ala. 355
WBAP — Fort Worth, Tex. 622
WBAR — Bartow, Fla. 397
WBAT — Marion, Ind. 435
WBAW — Barnwell, S. C. 598
WBAX — Wilkes-Barre, Pa. 594
WBAY — Green Bay, Wis. 658
WBBA — Pittsfield, Ill. 429
WBBB — Burlington, N. C. 546
WBBC — Flint, Mich. 478
WBBF — Rochester, N. Y. 540
WBBM — Chicago, Ill. 424
WBBN — Perry, Ga. 416
WBBO — Forest City, N. C. 548
WBBQ — Augusta, Ga. 411
WBBW — Youngstown, Ohio 569
WBBZ — Ponca City, Okla. 572
WBCK — Battle Creek, Mich. 475
WBCM — Bay City, Mich. 475
WBCO — Bessemer, Ala. 350
WBCR — Christianburg, Va. 640
WBCU — Union, S. C. 603
WBEC — Pittsfield, Mass. 472
WBEE — South Chicago, Ill. 426
WBEJ — Elizabethton, Tenn. 607
WBEL — Beloit, Wis. 657
WBEN — Buffalo, N. Y. 521
WBET — Brockton, Mass. 469
WBEU — Beaufort, S. C. 598
WBEV — Beaver Dam, Wis. 657
WBEX — Chillicothe, Ohio 561
WBFC — Fremont, Mich. 478
WBFD — Bedford, Pa. 582
WBGR — Jesup, Ga. 415
WBHB — Fitzgerald, Ga. 414
WBHF — Cartersville, Ga. 412
WBHP — Huntsville, Ala. 354
WBIA — Augusta, Ga. 411
WBIE — Marietta, Ga. 416
WBIG — Greensboro, N. C. 548
WBIP — Booneville, Miss. 489
WBIR — Knoxville, Tenn. 608
WBIS — Bristol, Conn. 391
WBIW — Bedford, Ind. 431
WBIZ — Eau Claire, Wis. 657
WBKH — Hattiesburg, Miss. 491
WBKV — West Bend, Wis. 663
WBLE — Batesville, Miss. 489
WBLJ — Dalton, Ga. 413
WBLK — Clarksburg, W. Va. 653
WBLT — Bedford, Va. 639
WBLY — Springfield, Ohio 567
WBMA — Beaufort, N. C. 545
WBMC — McMinnville, Tenn. 610
WBMD — Baltimore, Md. 464
WBML — Macon, Ga. 415
WBMS — Boston, Mass. 468
WBNL — Boonville, Ind. 431
WBNS — Columbus, Ohio 564
WBNX — New York, N. Y. 527
WBNY — Buffalo, N. Y. 522
WBOB — Galax, Va. 641
WBOC — Salisbury, Md. 467
WBOF — Virginia Beach, Va. 645
WBOK — New Orleans, La. 458
WBOP — Pensacola, Fla. 405
WBOS — Boston, Mass. 469
WBOW — Terre Haute, Ind. 437
WBPZ — Lock Haven, Pa. 587
WBRC — Birmingham, Ala. 351
WBRE — Wilkes-Barre, Pa. 594
WBRK — Pittsfield, Mass. 472
WBRM — Marion, N. C. 552
WBRN — Big Rapids, Mich. 475
WBRO — Waynesboro, Ga. 419
WBRT — Bardstown, Ky. 449
WBRV — Boonville, N. Y. 521
WBRY — Waterbury, Conn. 393
WBSC — Bennettsville, S. C. 598
WBSE — Hillsdale, Mich. 479
WBSM — New Bedford, Mass. 472
WBSR — Pensacola, Fla. 405
WBT — Charlotte, N. C. 546
WBTA — Batavia, N. Y. 521
WBTH — Williamson, W. Va. 656
WBTM — Danville, Va. 640
WBTN — Bennington, Vt. 637
WBTO — Linton, Ind. 435
WBUD — Trenton, N. J. 515
WBUT — Butler, Pa. 582
WBUX — Doylestown, Pa. 584
WBUY — Lexington, N. C. 551
WBVL — Barbourville, Ky. 449
WBVP — Beaver Falls, Pa. 582
WBYS — Canton, Ill. 423
WBZ-WBZA — Boston-Springfield, Mass. 468
WCAE — Pittsburgh, Pa. 591
WCAM — Camden, N. J. 514
WCAO — Baltimore, Md. 465
WCAP — Lowell, Mass. 471
WCAR — Pontiac, Mich. 482
WCAS — Gadsden, Ala. 354
WCAT — Athol, Mass. 468
WCAU — Philadelphia, Pa. 589
WCAW — Charleston, W. Va. 652
WCAX — Burlington, Vt. 637
WCAZ — Carthage, Ill. 423

WCBA — Corning, N. Y. 522
WCBC — Anderson, Ind. 431
WCBD — Zion, Ill. 431
WCBI — Columbus, Miss. 490
WCBL — Benton, Ky. 449
WCBM — Baltimore, Md. 465
WCBS — New York, N. Y. 527
WCBT — Roanoke Rapids, N. C. 553
WCBY — Cheboygan, Mich. 475
WCCC — Hartford, Conn. 391
WCCM — Lawrence, Mass. 471
WCCO — Minneapolis, Minn. 487
WCCP — Savannah, Ga. 417
WCDJ — Edenton, N. C. 547
WCDL — Carbondale, Pa. 582
WCDT — Winchester, Tenn. 613
WCEC — Rocky Mount, N. C. 553
WCED — Dubois, Pa. 584
WCEF — Parkersburg, W. Va. 655
WCEH — Hawkinsville, Ga. 415
WCEM — Cambridge, Md. 465
WCEN — Mt. Pleasant, Mich. 482
WCFL — Chicago, Ill. 424
WCFV — Clifton Forge, Va. 640
WCGA — Calhoun, Ga. 412
WCGC — Belmont, N. C. 545
WCHA — Chambersburg, Pa. 583
WCHF — Chippewa Falls, Wis. 657
WCHI — Chillicothe, Ohio 561
WCHJ — Brookhaven, Miss. 489
WCHL — Chapel Hill, N. C. 546
WCHN — Norwich, N. Y. 539
WCHO — Washington Court House, Ohio 568
WCHS — Charleston, W. Va. 652
WCHV — Charlottesville, Va. 639
WCIL — Carbondale, Ill. 423
WCIN — Cincinnati, Ohio 561
WCJU — Columbia, Miss. 490
WCKB — Dunn, N. C. 547
WCKI — Greer, S. C. 601
WCKR — Miami, Fla. 403
WCKY — Cincinnati, Ohio 561
WCLA — Petersburg, Va. 643
WCLB — Camilla, Ga. 412
WCLD — Cleveland, Miss. 490
WCLG — Morgantown, W. Va. 654
WCLI — Corning, N. Y. 522
WCLO — Janesville, Wis. 658
WCLS — Columbus, Ga. 412
WCLT — Newark, Ohio 567
WCMA — Corinth, Miss. 490
WCMB — Harrisburg, Pa. 585
WCMC — Wildwood, N. J. 516
WCME — Brunswick, Me. 462
WCMI — Ashland, Ky. 449
WCMN — Arecibo, P. R. 669
WCMS — Norfolk, Va. 642
WCMW — Canton, Ohio 559
WCMY — Ottawa, Ill. 429
WCNB — Connersville, Ind. 433
WCNC — Elizabeth City, N. C. 547
WCNH — Quincy, Fla. 405
WCNR — Bloomsburg, Pa. 582
WCNT — Centralia, Ill. 423
WCNU — Crestview, Fla. 397
WCNX — Middletown, Conn. 392
WCOA — Pensacola, Fla. 405
WCOC — Meridian, Miss. 493
WCOG — Greensboro, N. C. 549
WCOH — Newnan, Ga. 416
WCOJ — Coatesville, Pa. 583
WCOL — Columbus, Ohio 564
WCOM — Parkersburg, W. Va. 655
WCON — Cornelia, Ga. 413
WCOP — Boston, Mass. 468
WCOR — Lebanon, Tenn. 609
WCOS — Columbia, S. C. 599
WCOU — Lewiston, Me. 462
WCOV — Montgomery, Ala. 356
WCOW — Sparta, Wis. 662
WCPA — Clearfield, Pa. 583
WCPC — Houston, Miss. 492
WCPH — Etowah, Tenn. 607
WCPM — Cumberland, Ky. 450
WCPO — Cincinnati, Ohio 561
WCPS — Tarboro, N. C. 555
WCRA — Effingham, Ill. 426
WCRB — Waltham, Mass. 473
WCRE — Cheraw, S. C. 599
WCRI — Scottsboro, Ala. 357
WCRK — Morristown, Tenn. 611
WCRL — Oneonta, Ala. 356
WCRM — Elkhart, Ind. 433
WCRO — Johnstown, Pa. 586
WCRS — Greenwood, S. C. 601
WCRT — Birmingham, Ala. 351
WCRV — Washington, N. J. 516
WCRW — Chicago, Ill. 424
WCSC — Charleston, S. C. 599
WCSH — Portland, Me. 462
WCSI — Columbus, Ind. 433
WCSS — Amsterdam, N. Y. 519
WCTA — Andalusia, Ala. 350
WCTC — New Brunswick, N. J. 514
WCTT — Corbin, Ky. 450
WCUE — Akron, Ohio 558
WCUM — Cumberland, Md. 465
WCVA — Culpeper, Va. 640
WCVI — Connellsville, Pa. 583
WCVS — Springfield, Ill. 430
WCYB — Bristol, Va. 639
WDAD — Indiana, Pa. 585
WDAE — Tampa, Fla. 407
WDAF — Kansas City, Mo. 499
WDAK — Columbus, Ga. 413
WDAN — Danville, Ill. 425
WDAS — Philadelphia, Pa. 589
WDAY — Fargo, N. Dak. 557
WDBC — Escanaba, Mich. 477
WDBF — Delray Beach, Fla. 398
WDBJ — Roanoke, Va. 644
WDBL — Springfield, Tenn. 613
WDBO — Orlando, Fla. 404
WDBQ — Dubuque, Iowa 440
WDCF — Dade City, Fla. 397
WDCL — Tarpon Springs, Fla. 407
WDDT — Greenville, Miss. 490
WDEB — Gulfport, Miss. 491
WDEC — Americus, Ga. 409
WDEF — Chattanooga, Tenn. 606
WDEH — Sweetwater, Tenn. 613
WDEL — Wilmington, Del. 394
WDEV — Waterbury, Vt. 638
WDEW — Springfield, Mass. 473
WDGY — Minneapolis, Minn. 486
WDIA — Memphis, Tenn. 610
WDIG — Dothan, Ala. 353
WDIX — Orangeburg, S. C. 602
WDKD — Kingstree, S. C. 601

WDKN — Dickson, Tenn. 607
WDLA — Walton, N. Y. 543
WDLB — Marshfield, Wis. 660
WDLC — Port Jervis, N. Y. 540
WDLP — Panama City, Fla. 404
WDMG — Douglas, Ga. 414
WDMJ — Marquette, Mich. 482
WDNC — Durham, N. C. 547
WDNE — Elkins, W. Va. 653
WDOB — Canton, Miss. 490
WDOD — Chattanooga, Tenn. 606
WDOG — Marine City, Mich. 482
WDOK — Cleveland, Ohio. 562
WDON — Wheaton, Md. 467
WDOR — Sturgeon Bay, Wis. 662
WDOS — Oneonta, N. Y. 539
WDOT — Burlington, Vt. 637
WDOV — Dover, Del. 394
WDQN — Du Quoin, Ill. 425
WDRC — Hartford, Conn. 391
WDRF — Chester, Pa. 583
WDSC — Dillon, S. C. 600
WDSG — Dyersburg, Tenn. 607
WDSM — Superior, Wis. 663
WDSR — Lake City, Fla. 401
WDSU — New Orleans, La. 458
WDUN — Gainesville, Ga. 414
WDUX — Waupaca, Wis. 663
WDUZ — Green Bay, Wis. 658
WDVA — Danville, Va. 640
WDVH — Gainsville, Fla. 399
WDVM — Pocomoke City, Md. 466
WDWD — Dawson, Ga. 413
WDWS — Champaign, Ill. 423
WDXB — Chattanooga, Tenn. 606
WDXE — Lawrenceburg, Tenn. 609
WDXI — Jackson, Tenn. 608
WDXL — Lexington, Tenn. 609
WDXN — Clarksville, Tenn. 606
WDZ — Decatur, Ill. 425
WEAB — Greer, S. C. 601
WEAM — Arlington, Va. 639
WEAN — Providence, R. I. 597
WEAR — Pensacola, Fla. 405
WEAS — Decatur, Ga. 413
WEAT — West Palm Beach, Fla. 408
WEAU — Eau Claire, Wis. 657
WEAV — Plattsburg, N. Y. 540
WEAW — Evanston, Ill. 426
WEBB — Dundalk, Md. 466
WEBC — Duluth, Minn. 485
WEBJ — Brewton, Ala. 352
WEBK — Tampa, Fla. 407
WEBQ — Harrisburg, Ill. 426
WEBR — Buffalo, N. Y. 522
WEBY — Milton, Fla. 403
WEDC — Chicago, Ill. 424
WEDO — McKeesport, Pa. 587
WEDR — Birmingham, Ala. 351
WEEB — Southern Pines, N. C. 554
WEED — Rocky Mount, N. C. 554
WEEI — Boston, Mass. 468
WEEK — Peoria, Ill. 429
WEEU — Reading, Pa. 592
WEEX — Easton, Pa. 584
WEGO — Concord, N. C. 547
WEIC — Charleston, Ill. 423
WEIM — Fitchburg, Mass. 470
WEIR — Weirton, W. Va. 655
WEJL — Scranton, Pa. 593
WEKR — Fayetteville, Tenn. 607
WEKY — Richmond, Ky. 454
WEKZ — Monroe, Wis. 661
WELC — Welch, W. Va. 655
WELI — New Haven, Conn. 392
WELL — Battle Creek, Mich. 475
WELM — Elmira, N. Y. 522
WELO — Tupelo, Miss. 494
WELP — Easley, S. C. 600
WELR — Roanoke, Ala. 357
WELS — Kinston, N. C. 551
WELY — Ely, Minn. 485
WEMP — Milwaukee, Wis. 660
WENA — Bayamon, P. R. 669
WENC — Whiteville, N. C. 555
WENE — Binghamton, N. Y. 521
WENK — Union City, Tenn. 613
WENT — Gloversville, N. Y. 523
WENY — Elmira, N. Y. 522
WEOA — Evansville, Ind. 433
WEOK — Poughkeepsie, N. Y. 540
WEOL — Elyria, Ohio 565
WEPG — South Pittsburgh, Tenn. 613
WEPM — Martinsburg, W. Va. 654
WERC — Erie, Pa. 584
WERD — Atlanta, Ga. 411
WERE — Cleveland, Ohio 561
WERH — Hamilton, Ala. 354
WERI — Westerly, R. I. 597
WESA — Charleroi, Pa. 583
WESB — Bradford, Pa. 582
WESC — Greenville, S. C. 601
WESO — Southbridge, Mass. 472
WEST — Easton, Pa. 584
WESX — Salem, Mass. 472
WETB — Johnson City, Tenn. 608
WETO — Gadsden, Ala. 354
WETU — Wetumpka, Ala. 358
WETZ — New Martinsville, W. Va. 655
WEVA — Emporia, Va. 640
WEVD — New York, N. Y. 527
WEVE — Eveleth, Minn. 485
WEW — St. Louis, Mo. 503
WEWO — Laurinburg, N. C. 551
WEXL — Royal Oak, Mich. 483
WEYE — Sanford, N. C. 554
WEZB — Birmingham, Ala. 351
WFAA — Dallas, Tex. 620
WFAH — Alliance, Ohio 558
WFAI — Fayetteville, N. C. 548
WFAR — Farrell, Pa. 584
WFAS — White Plains, N. Y. 544
WFAU — Augusta, Me. 462
WFAX — Falls Church, Va. 640
WFBC — Greenville, S. C. 601
WFBF — Fernandina Beach, Fla. 398
WFBG — Altoona, Pa. 581
WFBL — Syracuse, N. Y. 542
WFBM — Indianapolis, Ind. 434
WFBR — Baltimore, Md. 465
WFCB — Dunkirk, N. Y. 522
WFCR — Fairfax, Va. 640
WFDF — Flint, Mich. 478
WFEA — Manchester, N. H. 513
WFEB — Sylacauga, Ala. 357
WFEC — Miami, Fla. 402
WFGM — Fitchburg, Mass. 470
WFGN — Gaffney, S. C. 600

WFHG — Bristol, Va. 639
WFHR — Wisconsin Rapids, Wis. 663
WFIG — Sumter, S. C. 603
WFIL — Philadelphia, Pa. 589
WFIN — Findlay, Ohio 565
WFIW — Fairfield Ill. 426
WFKN — Franklin, Ky. 450
WFKY — Frankfort, Ky. 450
WFLA — Tampa, Fla. 407
WFLB — Fayetteville, N. C. 548
WFLO — Farmville, Va. 641
WFLW — Monticello, Ky. 453
WFMC — Goldsboro, N. C. 548
WFMD — Frederick, Md. 466
WFMH — Cullman, Ala. 352
WFMJ — Youngstown, Ohio 569
WFMO — Fairmont, N. C. 547
WFMW — Madisonville, Ky. 452
WFNC — Fayetteville, N. C. 548
WFNM — DeFuniak Springs, Fla. 398
WFNS — Burlington, N. C. 546
WFOB — Fostoria, Ohio 565
WFOM — Marietta, Ga. 416
WFOR — Hattiesburg, Miss. 491
WFOX — Milwaukee, Wis. 660
WFOY — St. Augustine, Fla. 405
WFPA — Ft. Payne, Ala. 353
WFPG — Atlantic City, N. J. 514
WFPM — Fort Valley, Ga. 414
WFPR — Hammond, La. 457
WFRC — Reidsville, N. C. 553
WFRL — Freeport, Ill. 426
WFRM — Coudersport, Pa. 583
WFRO — Fremont, Ohio 566
WFRP — Savannah, Ga. 417
WFRX — West Frankfort, Ill. 431
WFTC — Kinston, N. C. 551
WFTG — London, Ky. 452
WFTL — Ft. Lauderdale, Fla. 398
WFTM — Maysville, Ky. 453
WFTR — Front Royal, Va. 641
WFTW — Ft. Walton Beach, Fla. 399
WFUL — Fulton, Ky. 450
WFUN — Huntsville, Ala. 354
WFUR — Grand Rapids, Mich. 478
WFVA — Fredericksburg, Va. 641
WFVG — Fuquay Springs, N. C. 548
WFYC — Alma, Mich. 474
WGAA — Cedartown, Ga. 412
WGAC — Augusta, Ga. 411
WGAD — Gadsden, Ala. 354
WGAF — Valdosta, Ga. 418
WGAI — Elizabeth City, N. C. 547
WGAL — Lancaster, Pa. 586
WGAN — Portland, Me. 463
WGAP — Maryville, Tenn. 609
WGAR — Cleveland, Ohio 562
WGAT — Utica, N. Y. 543
WGAU — Athens, Ga. 409
WGAW — Gardner, Mass. 471
WGAY — Silver Spring, Md. 467
WGBA — Columbus, Ga. 413
WGBB — Freeport, N. Y. 523
WGBF — Evansville, Ind. 433
WGBG — Greensboro, N. C. 549
WGBI — Scranton, Pa. 592
WGBR — Goldsboro, N. C. 548
WGBS — Miami, Fla. 402
WGCB — Red Lion, Pa. 592
WGCD — Chester, S. C. 599
WGCM — Gulfport, Miss. 491
WGEA — Geneva, Ala. 354
WGEM — Quincy, Ill. 429
WGES — Chicago, Ill. 424
WGET — Gettysburg, Pa. 584
WGEZ — Beloit, Wis. 657
WGFS — Covington, Ga. 413
WGGA — Gainesville, Ga. 414
WGGG — Gainesville, Fla. 399
WGGH — Marion, Ill. 427
WGH — Norfolk-Newport News, Va. 642
WGHM — Waterville, Me. 464
WGHN — Grand Haven, Mich. 478
WGIG — Brunswick, Ga. 412
WGIL — Galesburg, Ill. 426
WGIR — Manchester, N. H. 513
WGIV — Charlotte, N. C. 546
WGKA — Atlanta, Ga. 411
WGKV — Charleston, W. Va. 652
WGL — Ft. Wayne, Ind. 433
WGLC — Centerville, Miss. 490
WGMA — Hollywood-Miami, Fla. 399
WGMS — Washington, D. C. 395
WGN — Chicago, Ill. 424
WGNC — Gastonia, N. C. 548
WGNI — Wilmington, N. C. 556
WGNS — Murfreesboro, Tenn. 611
WGNY — Newburgh, N. Y. 526
WGOL — Goldsboro, N. C. 548
WGOV — Valdosta, Ga. 418
WGPA — Bethlehem, Pa. 582
WGPC — Albany, Ga. 408
WGR — Buffalo, N. Y. 522
WGRA — Cairo, Ga. 412
WGRC — Louisville, Ky. 452
WGRD — Grand Rapids, Mich. 478
WGRM — Greenwood, Miss. 491
WGRV — Greeneville, Tenn. 607
WGRY — Gary, Ind. 434
WGSA — Ephrata, Pa. 584
WGSM — Huntington, N. Y. 525
WGST — Atlanta, Ga. 411
WGSV — Guntersville, Ala. 354
WGSW — Greenwood, S. C. 601
WGTA — Summerville, Ga. 417
WGTC — Greenville, N. C. 549
WGTL — Kannapolis, N. C. 550
WGTM — Wilson, N. C. 556
WGTN — Georgetown, S. C. 600
WGTO — Haines City, Fla. 399
WGUY — Bangor, Me. 462
WGVA — Geneva, N. Y. 523
WGVM — Greenville, Miss. 491
WGWC — Selma, Ala. 357
WGWR — Asheboro, N. C. 545
WGY — Schenectady, N. Y. 541
WGYV — Greenville, Ala. 354
WHAB — Baxley, Ga. 412
WHAI — Greenfield, Mass. 471
WHAK — Rogers City, Mich. 483
WHAL — Shelbyville, Tenn. 613
WHAM — Rochester, N. Y. 540
WHAN — Charleston, S. C. 599
WHAP — Hopewell, Va. 641
WHAR — Clarksburg, W. Va. 653
WHAS — Louisville, Ky. 452
WHAT — Philadelphia, Pa. 589
WHAV — Haverhill, Mass. 471
WHAW — Weston, W. Va. 656
WHAY — New Britain, Conn. 392

WHB — Kansas City, Mo. 499
WHBB — Selma, Ala. 357
WHBC — Canton, Ohio 559
WHBF — Rock Island, Ill. 430
WHBI — Newark, N. J. 514
WHBL — Sheboygan, Wis. 662
WHBN — Harrodsburg, Ky. 450
WHBO — Tampa, Fla. 407
WHBQ — Memphis, Tenn. 610
WHBS — Huntsville, Ala. 354
WHBT — Harriman, Tenn. 607
WHBU — Anderson, Ind. 431
WHBY — Appleton, Wis. 656
WHCC — Waynesville, N. C. 555
WHCO — Sparta, Ill. 430
WHCU — Ithaca, N. Y. 525
WHDF — Houghton, Mich. 480
WHDH — Boston, Mass. 468
WHDL — Olean, N. Y. 539
WHDM — McKenzie, Tenn. 610
WHEB — Portsmouth, N. H. 513
WHEC — Rochester, N. Y. 540
WHED — Washington, N. C. 555
WHEE — Martinsville, Va. 642
WHEN — Syracuse, N. Y. 541
WHEP — Foley, Ala. 353
WHER — Memphis, Tenn. 610
WHFB — Benton Harbor-St. Joseph, Mich. 475
WHFC — Chicago, Ill. 424
WHGB — Harrisburg, Pa. 585
WHGR — Houghton Lake, Mich. 480
WHHH — Warren, Ohio 568
WHHM — Memphis, Tenn. 610
WHIE — Griffin, Ga. 414
WHIL — Medford, Mass. 472
WHIM — Providence, R. I. 597
WHIN — Gallatin, Tenn. 607
WHIO — Dayton, Ohio 565
WHIP — Mooresville, N. C. 552
WHIR — Danville, Ky. 450
WHIS — Bluefield, W. Va. 652
WHIT — New Bern, N. C. 552
WHIZ — Zanesville, Ohio 569
WHJB — Greensburg, Pa. 585
WHJC — Matewan, W. Va. 654
WHK — Cleveland, Ohio 562
WHKK — Akron, Ohio 558
WHKP — Hendersonville, N. C. 550
WHKY — Hickory, N. C. 550
WHLB — Virginia, Minn. 488
WHLD — Niagara Falls, N. Y. 539
WHLF — South Boston, Va. 645
WHLI — Hempstead, N. Y. 525
WHLL — Wheeling, W. Va. 656
WHLM — Bloomsburg, Pa. 582
WHLN — Harlan, Ky. 450
WHLP — Centerville, Tenn. 605
WHLS — Port Huron, Mich. 483
WHMA — Anniston, Ala. 350
WHMP — Northhampton, Mass. 472
WHNC — Henderson, N. C. 550
WHNY — McComb, Miss. 493
WHO — Des Moines, Iowa 440
WHOA — San Juan, P. R. 670
WHOC — Philadelphia, Miss. 494
WHOK — Lancaster, Ohio 566
WHOL — Allentown, Pa. 581
WHOM — New York, N. Y. 531
WHOO — Orlando, Fla. 404
WHOP — Hopkinsville, Ky. 451
WHOS — Decatur, Ala. 352
WHOT — Campbell, Ohio 559
WHOW — Clinton, Ill. 425
WHP — Harrisburg, Pa. 585
WHPB — Belton, S. C. 598
WHPE — High Point, N. C. 550
WHRV — Ann Arbor, Mich. 475
WHSC — Hartsville, S. C. 601
WHSY — Hattiesburg, Miss. 491
WHTB — Talladega, Ala. 357
WHTC — Holland, Mich. 479
WHTN — Huntington, W. Va. 653
WHUB — Cookeville, Tenn. 607
WHUC — Hudson, N. Y. 525
WHUM — Reading, Pa. 592
WHUN — Huntington, Pa. 585
WHVF — Wausau, Wis. 663
WHVH — Henderson, N. C. 550
WHVR — Hanover, Pa. 585
WHWB — Rutland, Vt. 638
WHWL — Nanticoke, Pa. 587
WHXY — Bogalusa, La. 456
WHYL — Carlisle, Pa. 583
WHYN — Holyoke-Springfield, Mass. 471
WIAC — San Juan, P. R. 671
WIAM — Williamston, N. C. 555
WIBA — Madison, Wis. 659
WIBB — Macon, Ga. 415
WIBC — Indianapolis, Ind. 434
WIBG — Philadelphia, Pa. 589
WIBM — Jackson, Mich. 480
WIBR — Baton Rouge, La. 456
WIBU — Poynette, Wis. 661
WIBV — Belleville, Ill. 423
WIBW — Topeka, Kans. 448
WIBX — Utica, N. Y. 543
WICA — Ashtabula, Ohio 559
WICC — Bridgeport, Conn. 391
WICE — Providence, R. I. 597
WICH — Norwich, Conn. 393
WICK — Scranton, Pa. 592
WICY — Malone, N. Y. 526
WIDE — Biddeford, Me. 462
WIEL — Elizabethtown, Ky. 450
WIFM — Elkin, N. C. 547
WIGM — Medford, Wis. 660
WIKB — Iron River, Mich. 480
WIKC — Bogalusa, La. 456
WIKE — Newport, Vt. 638
WIKK — Erie, Pa. 584
WIKY — Evansville, Ind. 433
WIL — St. Louis, Mo. 503
WILD — Birmingham, Ala. 351
WILE — Cambridge, Ohio 559
WILK — Wilkes-Barre, Pa. 594
WILM — Wilmington, Del. 394
WILO — Frankfort, Ill. 434
WILS — Lansing, Mich. 481
WILY — Pittsburgh, Pa. 591
WIMA — Lima, Ohio 566
WIMO — Winder, Ga. 419
WIMS — Michigan City, Ind. 436
WINA — Charlottesville, Va. 639
WINC — Winchester, Va. 645
WIND — Chicago, Ill. 424
WING — Dayton, Ohio 565
WINI — Murphysboro, Ill. 429
WINK — Ft. Myers, Fla. 399

WINN — Louisville, Ky. 452
WINR — Binghamton, N. Y. 521
WINS — New York, N. Y. 531
WINX — Rockville, Md. 466
WINZ — Miami, Fla. 402
WIOK — Tampa-St. Petersburg, Fla. 407
WION — Ionia, Mich. 480
WIOU — Kokomo, Ind. 435
WIP — Philadelphia, Pa. 590
WIPC — Lake Wales, Fla. 402
WIPS — Ticonderoga, N. Y. 543
WIRA — Fort Pierce, Fla. 399
WIRB — Enterprise, Ala. 353
WIRC — Hickory, N. C. 550
WIRE — Indianapolis, Ind. 434
WIRJ — Humboldt, Tenn. 608
WIRK — West Palm Beach, Fla. 408
WIRL — Peoria, Ill. 429
WIRO — Ironton, Ohio 566
WIRY — Plattsburg, N. Y. 540
WIS — Columbia, S. C. 599
WISC — Madison, Wis. 659
WISE — Asheville, N. C. 545
WISH — Indianapolis, Ind. 434
WISL — Shamokin, Pa. 593
WISN — Milwaukee, Wis. 660
WISO — Ponce, P. R. 669
WISP — Kinston, N. C. 551
WISR — Butler, Pa. 582
WIST — Charlotte, N. C. 546
WITA — San Juan, P. R. 671
WITH — Baltimore, Md. 465
WITY — Danville, Ill. 425
WITZ — Jasper, Ind. 435
WIVI — Christiansted, V. I. 671
WIVK — Knoxville, Tenn. 608
WIVY — Jacksonville, Fla. 399
WIZE — Springfield, Ohio 568
WIZZ — Streator, Ill. 431
WJAC — Johnstown, Pa. 586
WJAG — Norfolk, Neb. 509
WJAK — Jackson, Tenn. 608
WJAM — Marion, Ala. 355
WJAN — Spartanburg, S. C. 603
WJAR — Providence, R. I. 597
WJAS — Pittsburgh, Pa. 591
WJAT — Swainsboro, Ga. 417
WJAX — Jacksonville, Fla. 401
WJAY — Mullins, S. C. 602
WJAZ — Albany, Ga. 408
WJBB — Haleyville, Ala. 354
WJBC — Bloomington, Ill. 423
WJBK — Detroit, Mich. 477
WJBO — Baton Rouge, La. 456
WJBS — DeLand, Fla. 398
WJBW — New Orleans, La. 459
WJCD — Seymour, Ind. 437
WJCM — Sebring, Fla. 406
WJDA — Quincy, Mass. 472
WJDB — Thomasville, Ala. 357
WJDX — Jackson, Miss. 492
WJEF — Grand Rapids, Mich. 478
WJEH — Gallipolis, Ohio 566
WJEJ — Hagerstown, Md. 466
WJEM — Valdosta, Ga. 418
WJER — Dover, Ohio 565
WJET — Erie, Pa. 584
WJHB — Talladega, Ala. 357
WJHL — Johnson City, Tenn. 608
WJHO — Opelika, Ala. 356
WJHP — Jacksonville, Fla. 401
WJIG — Tullahoma, Tenn. 613
WJIM — Lansing, Mich. 481
WJIV — Savannah, Ga. 417
WJJD — Chicago, Ill. 424
WJJL — Niagara Falls, N. Y. 539
WJJM — Lewisburg, Tenn. 609
WJKO — East Longmeadow, Mass. 470
WJLB — Detroit, Mich. 477
WJLD — Birmingham, Ala. 351
WJLK — Asbury Park, N. J. 513
WJLS — Beckley, W. Va. 652
WJMA — Orange, Va. 643
WJMB — Brookhaven, Miss. 489
WJMC — Rice Lake, Wis. 662
WJMJ — Philadelphia, Pa. 590
WJMO — Cleveland, Ohio 562
WJMR — New Orleans, La. 459
WJMS — Ironwood, Mich. 480
WJMW — Athens, Ala. 350
WJMX — Florence, S. C. 600
WJNC — Jacksonville, N. C. 550
WJNO — West Palm Beach, Fla. 408
WJOB — Hammond, Ind. 434
WJOC — Jamestown, N. Y. 526
WJOI — Florence, Ala. 353
WJOL — Joliet, Ill. 427
WJON — St. Cloud, Minn. 488
WJOT — Lake City, S. C. 602
WJOY — Burlington, Vt. 637
WJPA — Washington, Pa. 594
WJPD — Ishpeming, Mich. 480
WJPF — Herrin, Ill. 426
WJPG — Green Bay, Wis. 658
WJPR — Greenville, Miss. 491
WJPS — Evansville, Ind. 433
WJQS — Jackson, Miss. 492
WJR — Detroit, Mich. 477
WJRD — Tuscaloosa, Ala. 358
WJRI — Lenoir, N. C. 551
WJSB — Crestview, Fla. 397
WJTN — Jamestown, N. Y. 525
WJUN — Mifflintown, Pa. 587
WJVA — South Bend, Ind. 437
WJVB — Jacksonville Beach, Fla. 401
WJW — Cleveland, Ohio 564
WJWG — Conway, N. H. 512
WJWL — Georgetown, Del. 394
WJWS — South Hill, Va. 645
WJXN — Jackson, Miss. 492
WJZM — Clarksville, Tenn. 606
WKAB — Mobile, Ala. 355
WKAI — Macomb, Ill. 427
WKAL — Rome, N. Y. 541
WKAM — Goshen, Ind. 434
WKAN — Kankakee, Ill. 427
WKAP — Allentown, Pa. 581
WKAQ — San Juan, P. R. 671
WKAT — Miami Beach, Fla. 403
WKAY — Glasgow, Ky. 450
WKBC — North Wilkesboro, N. C. 552
WKBH — La Crosse, Wis. 659
WKBI — St. Mary's, Pa. 592
WKBJ — Milan, Tenn. 611
WKBL — Covington, Tenn. 607
WKBN — Youngstown, Ohio 569
WKBO — Harrisburg, Pa. 585
WKBR — Manchester, N. H. 513
WKBV — Richmond, Ind. 436

WKBW — Buffalo, N. Y. 521
WKBZ — Muskegon, Mich. 482
WKCT — Bowling Green, Ky. 449
WKDA — Nashville, Tenn. 611
WKDK — Newberry, S. C. 602
WKDL — Clarksdale, Miss. 490
WKDN — Camden, N. J. 514
WKEI — Kewanee, Ill. 427
WKEU — Griffin, Ga. 414
WKEY — Covington, Va. 640
WKGN — Knoxville, Tenn. 609
WKHM — Jackson, Mich. 480
WKIC — Hazard, Ky. 451
WKID — Urbana, Ill. 431
WKIK — Leonardtown, Md. 466
WKIN — Kingsport, Tenn. 608
WKIP — Poughkeepsie, N. Y. 540
WKIT — Mineola, N. Y. 526
WKIX — Raleigh, N. C. 553
WKJB — Mayaguez, P. R. 669
WKJG — Ft. Wayne, Ind. 434
WKKO — Cocoa, Fla. 397
WKLA — Ludington, Mich. 481
WKLC — St. Albans, W. Va. 655
WKLE — Washington, Ga. 418
WKLF — Clanton, Ala. 352
WKLK — Cloquet, Minn. 485
WKLO — Louisville, Ky. 452
WKLV — Blackstone, Va. 639
WKLX — Paris, Ky. 454
WKLY — Hartwell, Ga. 414
WKLZ — Kalamazoo, Mich. 480
WKMC — Roaring Spring, Pa. 592
WKMF — Flint, Mich. 478
WKMH — Detroit, Mich. 477
WKMI — Kalamazoo, Mich. 481
WKMT — Kings Mountain, N. C. 551
WKNA — Charleston, W. Va. 653
WKNB — New Britain, Conn. 392
WKNE — Keene, N. H. 512
WKNK — Muskegon, Mich. 482
WKNX — Saginaw, Mich. 483
WKNY — Kingston, N. Y. 526
WKOA — Hopkinsville, Ky. 451
WKOK — Sunbury, Pa. 593
WKOP — Binghamton, N. Y. 521
WKOV — Wellston, Ohio 568
WKOW — Madison, Wis. 659
WKOX — Framingham, Mass. 471
WKOY — Bluefield, W. Va. 652
WKOZ — Kosciusko, Miss. 492
WKPA — New Kensington, Pa. 589
WKPT — Kingsport, Tenn. 608
WKRC — Cincinnati, Ohio 561
WKRG — Mobile, Ala. 355
WKRM — Columbia, Tenn. 606
WKRO — Cairo, Ill. 423
WKRS — Waukegan, Ill. 431
WKRT — Cortland, N. Y. 522
WKRZ — Oil City, Pa. 589
WKSB — Milford, Del. 394
WKSR — Pulaski, Tenn. 612
WKST — New Castle, Pa. 587
WKTG — Thomasville, Ga. 418
WKTL — Kendallville, Ind. 435
WKTM — Mayfield, Ky. 453
WKTQ — South Paris, Me. 464
WKTY — La Crosse, Wis. 659
WKUL—Cullman, Ala. 352

WKVA — Lewiston, Pa. 587
WKVM — San Juan, P. R. 671
WKWF — Key West, Fla. 401
WKWK — Wheeling, W. Va. 656
WKXL — Concord, N. H. 512
WKXV — Knoxville, Tenn. 609
WKXY — Sarasota, Fla. 406
WKY — Oklahoma City, Okla. 572
WKYB — Paducah, Ky. 453
WKYR — Keyser, W. Va. 654
WKYW — Louisville, Ky. 452
WKZO — Kalamazoo, Mich. 481
WLAC — Nashville, Tenn. 611
WLAD — Danbury, Conn. 391
WLAF — Lafollette, Tenn. 609
WLAG — LaGrange, Ga. 415
WLAK — Lakeland, Fla. 402
WLAM — Lewiston, Me. 462
WLAN — Lancaster, Pa. 586
WLAP — Lexington, Ky. 451
WLAQ — Rome, Ga. 416
WLAR — Athens, Tenn. 605
WLAS — Jacksonville, N. C. 550
WLAT — Conway, S. C. 600
WLAU — Laurel, Miss. 493
WLAV — GrandRapids, Mich. 479
WLAY — Muscle Shoals, Ala. 356
WLBB — Carrollton, Ga. 412
WLBC — Muncie, Ind. 436
WLBE — Leesburg, Fla. 402
WLBG — Laurens, S. C. 602
WLBH — Mattoon, Ill. 428
WLBJ — Bowling Green, Ky. 449
WLBK — De Kalb, Ill. 425
WLBN — Lebanon, Ky. 451
WLBR — Lebanon, Pa. 586
WLBS — Birmingham, Ala. 352
WLBZ — Bangor, Me. 462
WLCM — Lancaster, S. C. 602
WLCO — Eustis, Fla. 398
WLCR — Torrington, Conn. 393
WLCS — Baton Rouge, La. 456
WLCX — La Crosse, Wis. 659
WLDB — Atlantic City, N. J. 513
WLDL — La Crosse, Wis. 659
WLDS — Jacksonville, Ill. 427
WLDY — Ladysmith, Wis. 659
WLEA — Hornell, N. Y. 525
WLEC — Sandusky, Ohio 567
WLEE — Richmond, Va. 644
WLET — Tocoa, Ga. 418
WLEU — Erie, Pa. 584
WLEW — Bad Axe, Mich. 475
WLEX — Lexington, Ky. 451
WLFA — Lafayette, Ga. 415
WLFH — Little Falls, N. Y. 526
WLIB — New York, N. Y. 535
WLIK — Newport, Tenn. 612
WLIL — Lenoir City, Tenn. 609
WLIP — Kenosha, Wis. 659
WLLH — Lowell-Lawrence, Mass. 471
WLLY — Richmond, Va. 644
WLMJ — Jackson, Ohio 566
WLNA — Peekskill, N. Y. 539
WLNH — Laconia, N. H. 512
WLOA — Braddock, Pa. 582
WLOE — Leaksville, N. C. 551
WLOF — Orlando, Fla. 404
WLOG — Logan, W. Va. 654

WLOH — Princeton, W. Va. 655
WLOI — La Porte, Ind. 435
WLOK — Memphis, Tenn. 610
WLOL — Minneapolis, Minn. 487
WLON — Lincolnton, N. C. 551
WLOS — Asheville, N. C. 545
WLOU — Louisville, Ky. 452
WLOW — Norfolk, Va. 642
WLOX — Biloxi-Gulfport, Miss. 489
WLPM — Suffolk, Va. 645
WLPO — La Salle, Ill. 427
WLRP — New Albany, Ind. 436
WLS — Chicago, Ill. 425
WLSD — Big Stone Gap, Va. 639
WLSE — Wallace, N. C. 555
WLSH — Lansford, Pa. 586
WLSI — Pikeville, Ky. 454
WLSM — Louisville, Miss. 493
WLSV — Wellsville, N. Y. 544
WLTC — Gastonia, N. C. 548
WLVA — Lynchburg, Va. 641
WLYC — Williamsport, Pa. 594
WLW — Cincinnati, Ohio 561
WLYN — Lynn, Mass. 471
WMAG — Forrest, Miss. 490
WMAJ — State College, Pa. 593
WMAK — Nashville, Tenn. 611
WMAL — Washington, D. C. 395
WMAM — Marinette, Wis. 660
WMAN — Mansfield, Ohio 566
WMAP — Monroe, N. C. 552
WMAQ — Chicago, Ill. 425
WMAS — Springfield, Mass. 473
WMAX — Grand Rapids, Mich. 479
WMAY — Springfield, Ill. 430
WMAZ — Macon, Ga. 415
WMBC — Macon, Miss. 493
WMBD — Peoria, Ill. 429
WMBG — Richmond, Va. 644
WMBH — Joplin, Mo. 497
WMBL — Morehead City, N. C. 552
WMBM — Miami Beach, Fla. 403
WMBN — Petoskey, Mich. 482
WMBO — Auburn, N. Y. 521
WMBR — Jacksonville, Fla. 401
WMBS — Uniontown, Pa. 594
WMC — Memphis, Tenn. 610
WMCA — New York, N. Y. 527
WMCD — Welch, W. Va. 656
WMCH — Church Hill, Tenn. 606
WMCK — McKeesport, Pa. 587
WMCW — Harvard, Ill. 426
WMDC — Hazlehurst, Miss. 492
WMDD — Fajardo, P. R. 669
WMDN — Midland, Mich. 482
WMEG — Eau Gallie, Fla. 398
WMEN — Tallahassee, Fla. 406
WMEV — Marion, Va. 642
WMEX — Boston, Mass. 468
WMFC — Monroeville, Ala. 355
WMFD — Wilmington, N. C. 556
WMFG — Hibbing, Minn. 486
WMFJ — Daytona Beach, Fla. 397
WMFR — High Point, N. C. 550
WMFS — Chattanooga, Tenn. 606
WMGA — Moultrie, Ga. 416
WMGE — Madison, Ga. 415
WMGM — New York, N. Y. 529
WMGR — Bainbridge, Ga. 412
WMGW — Meadville, Pa. 587
WMGY — Montgomery, Ala. 356
WMID — Atlantic City, N. J. 513
WMIE — Miami, Fla. 403
WMIK — Middlesboro, Ky. 453
WMIL — Milwaukee, Wis. 660
WMIN — St. Paul, Minn. 488
WMIQ — Iron Mountain, Mich. 480
WMIS — Natchez, Miss. 493
WMIX — Mt. Vernon, Ill. 428
WMJM — Cordele, Ga. 413
WMLP — Milton, Pa. 587
WMLS — Sylacauga, Ala. 357
WMLT — Dublin, Ga. 414
WMLV — Millville, N. J. 514
WMMB — Melbourne, Fla. 402
WMMN — Fairmont, W. Va. 653
WMMT — McMinnville, Tenn. 610
WMMW — Meriden, Conn. 391
WMNB — North Adams, Mass. 472
WMNC — Morganton, N. C. 552
WMNE — Menomonie, Wis. 660
WMOA — Marietta, Ohio 566
WMOD — Moundsville, W. Va. 654
WMOG — Brunswick, Ga. 412
WMOH — Hamilton, Ohio 566
WMOK — Metropolis, Ill. 428
WMON — Montgomery, W. Va. 654
WMOP — Ocala, Fla. 404
WMOR — Morehead, Ky. 453
WMOU — Littleton, N. H. 512
WMOX — Meridian, Miss. 493
WMOZ — Mobile, Ala. 355
WMPA — Aberdeen, Miss. 489
WMPM — Smithfield, N. C. 554
WMPS — Memphis, Tenn. 610
WMRB — Greenville, S. C. 601
WMRE — Monroe, Ga. 416
WMRF — Lewistown, Pa. 587
WMRI — Marion, Ind. 435
WMRN — Marion, Ohio 566
WMRO — Aurora, Ill. 423
WMRP — Flint, Mich. 478
WMRY — New Orleans, La. 459
WMSA — Massena, N. Y. 526
WMSC — Columbia, S. C. 599
WMSL — Decatur, Ala. 352
WMSN — Raleigh, N. C. 553
WMT — Cedar Rapids, Iowa 438
WMTA — Central City, Ky. 449
WMTC — Vancleve, Ky. 455
WMTE — Manistee, Mich. 481
WMTM — Moultrie, Ga. 416
WMTR — Morristown, N. J. 514
WMTS — Murfreesboro, Tenn. 611
WMUS — Muskegon, Mich. 482
WMUU — Greenville, S. C. 601
WMVA — Martinsville, Va. 642
WMVG — Milledgeville, Ga. 416
WMVO — Mt. Vernon, Ohio 567
WMYB — Myrtle Beach, S. C. 602
WMYR — Ft. Myers, Fla. 399
WNAB — Bridgeport, Conn. 391
WNAC — Boston, Mass. 468
WNAE — Warren, Pa. 594
WNAG — Granada, Miss. 491
WNAH — Nashville, Tenn. 611
WNAM — Neenah, Wis. 661
WNAR — Norristown, Pa. 589

WNAT — Natchez, Miss. 493
WNAU — New Albany, Miss. 493
WNAV — Annapolis, Md. 464
WNAX — Yankton, S. D. 605
WNBF — Binghamton, N. Y. 521
WNBH — New Bedford, Mass. 472
WNBS — Murray, Ky. 453
WNBT — Wellsboro, Pa. 594
WNBZ — Saranac Lake, N. Y. 541
WNCA — Silver City, N. C. 554
WNCC — Barnsboro, Pa. 582
WNDB — Daytona Beach, Fla. 398
WNDR — Syracuse, N. Y. 542
WNDU — South Bend, Ind. 437
WNEB — Worcester, Mass. 474
WNEL — Caguas, P. R. 669
WNER — Live Oak, Fla. 402
WNES — Central City, Ky. 449
WNEW — New York, N. Y. 529
WNEX — Macon, Ga. 415
WNGO — Mayfield, Ky. 453
WNHC — New Haven, Conn. 392
WNIX — Springfield, Vt. 638
WNJR — Newark, N. J. 514
WNLA — Indianola, Miss. 492
WNLC — New London, Conn. 393
WNLK — Norwalk, Conn. 393
WNMP — Evanston, Ill. 426
WNNC — Newton, N. C. 552
WNNJ — Newton, N. J. 514
WNNT — Warsaw, Va. 645
WNOE — New Orleans, La. 459
WNOG — Naples, Fla. 404
WNOK — Columbia, S. C. 600
WNOP — Newport, Ky. 453
WNOR — Norfolk, Va. 643
WNOS — High Point, N. C. 550
WNOW — York, Pa. 595
WNOX — Knoxville, Tenn. 609
WNPT — Tuscaloosa, Ala. 358
WNRC — New Rochelle, N. Y. 527
WNRG — Grundy, Va. 641
WNRI — Woonsocket, R. I. 597
WNRV — Narrows, Va. 642
WNTM — Vero Beach, Fla. 407
WNVA — Norton, Va. 643
WNXT — Portsmouth, Ohio 567
WOAI — San Antonio, Tex. 632
WOAP — Owosso, Mich. 482
WOAY — Oak Hill, W. Va. 655
WOBS — Jacksonville, Fla. 401
WOBT — Rhinelander, Wis. 662
WOC — Davenport, Iowa 439
WOCB — West Yarmouth, Mass. 474
WOCH — Mount Vernon, Ind. 436
WOHI — East Liverpool, Ohio 565
WOHO — Toledo, Ohio 568
WOHP — Bellefontaine, Ohio 559
WOHS — Shelby, N. C. 554
WOIC — Columbia, S. C. 600
WOKE — Oak Ridge, Tenn. 612
WOKJ — Jackson, Miss. 492
WOKO — Albany, N. Y. 519
WOKW — Sturgeon Bay, Wis. 662
WOKY — Milwaukee, Wis. 660
WOKZ — Alton, Ill. 423
WOL — Washington, D. C. 395
WOLF — Syracuse, N. Y. 542
WOLS — Florence, S. C. 600
WOMI — Owensboro, Ky. 453
WOMT — Manitowoc, Wis. 659
WOND — Pleasantville, N. J. 515
WONE — Dayton, Ohio 565
WONN — Lakeland, Fla. 402
WONW — Defiance, Ohio 565
WOOD — Grand Rapids, Mich. 479
WOOF — Dothan, Ala. 353
WOOK — Washington, D. C. 395
WOOW — New Bern, N. C. 552
WOPA — Oak Park, Ill. 429
WOPI — Bristol, Tenn. 605
WOR — New York, N. Y. 529
WORA — Mayaguez, P. R. 669
WORC — Worcester, Mass. 474
WORD — Spartanburg, S. C. 603
WORK — York, Pa. 595
WORL — Boston, Mass. 468
WORM — Savannah, Tenn. 612
WORX — Madison, Ind. 435
WORZ — Orlando, Fla. 404
WOSA — Wausau, Wis. 663
WOSC — Fulton, N. Y. 523
WOSH — Oshkosh, Wis. 661
WOTR — Corry, Pa. 583
WOTW — Nashua, N. H. 513
WOV — New York, N. Y. 537
WOW — Omaha, Neb. 510
WOWL — Florence, Ala. 353
WOWO — Ft. Wayne, Ind. 433
WOXF — Oxford, N. C. 553
WOZK — Ozark, Ala. 356
WPAB — Ponce, P. R. 670
WPAC — Patchogue, N. Y. 539
WPAD — Paducah, Ky. 454
WPAG — Ann Arbor, Mich. 475
WPAL — Charleston, S. C. 599
WPAM — Pottsville, Pa. 591
WPAQ — Mt. Airy, N. C. 552
WPAR — Parkersburg, W. Va. 655
WPAT — Paterson, N. J. 515
WPAW — Pawtucket, R. I. 597
WPAX — Thomasville, Ga. 418
WPAY — Portsmouth, Ohio 567
WPAZ — Pottstown, Pa. 591
WPBB — Jackson, Ala. 355
WPBC — Minneapolis, Minn. 487
WPCF — Panama City, Fla. 405
WPCO — Mount Vernon, Ind. 436
WPCT — Putnam, Conn. 393
WPDM — Potsdam 540
WPDQ — Jacksonville, Fla. 401
WPDR — Portage, Wis. 661
WPDX — Clarksburg, W. Va. 653
WPEN — Philadelphia, Pa. 590
WPEO — Peoria, Ill. 429
WPEP — Taunton, Mass. 473
WPET — Greensboro, N. C. 549
WPFA — Pensacola, Fla. 405
WPFB — Middletown, Ohio 567
WPFD — Darlington, S. C. 600
WPFP — Park Falls, Wis. 661
WPGC — Morningside, Md. 466
WPGW — Portland, Ind. 436
WPIC — Sharon, Pa. 593
WPID — Piedmont, Ala. 356
WPIK — Alexandria, Va. 639
WPIN — St. Petersburg, Fla. 406
WPIT — Pittsburgh, Pa. 591
WPKE — Pikeville, Ky. 454
WPKO — Waverly, Ohio 568

WPKY — Princeton, Ky. 454
WPLA — Plant City, Fla. 405
WPLH — Huntington, W. Va. 653
WPLM — Plymouth, Mass. 472
WPLY — Plymouth, Wis. 661
WPME — Punxsutawney, Pa. 592
WPMP — Pascagoula, Miss. 494
WPNF — Brevard, N. C. 545
WPNX — Phenix City, Ala. 356
WPON — Pontiac, Mich. 482
WPOP — Hartford, Conn. 391
WPOR — Portland, Me. 463
WPPA — Pottsville, Pa. 591
WPRA — Mayaguez, P. R. 669
WPRC — Lincoln, Ill. 427
WPRE — Prairie Du Chien, Wis. 661
WPRO — Providence, R. I. 597
WPRP — Ponce, P. R. 670
WPRS — Paris, Ill. 429
WPRT — Prestonburg, Ky. 454
WPRY — Perry, Fla. 405
WPTF — Raleigh, N. C. 553
WPTR — Albany, N. Y. 519
WPTS — Pittston, Pa. 591
WPTW — Piqua, Ohio 567
WPTX — Lexington Park, Md. 466
WPUV — Pulaski, Va. 643
WPVL — Painesville, Ohio 567
WQAM — Miami, Fla. 403
WQBC — Vicksburg, Miss. 494
WQIK — Jacksonville, Fla. 401
WQOK — Greenville, S. C. 600
WQSN — Charleston, S. C. 599
WQUA — Moline, Ill. 428
WQXI — Atlanta, Ga. 411
WQXR — New York, N. Y. 539
WRAC — Racine, Wis. 661
WRAD — Radford, Va. 643
WRAG — Carrollton, Ala. 352
WRAK — Williamsport, Pa. 594
WRAL — Raleigh, N. C. 553
WRAP — Norfolk, Va. 643
WRAW — Reading, Pa. 592
WRAY — Princeton, Ind. 436
WRBC — Jackson, Miss. 492
WRBL — Columbus, Ga. 413
WRC — Washington, D. C. 395
WRCA — New York, N. Y. 533
WRCD — Dalton, Ga. 413
WRCO — Richland Center, Wis. 662
WRCS — Ahoskie, N. C. 545
WRCV — Philadelphia, Pa. 589
WRDB — Reedsburg, Wis. 662
WRDO — Augusta, Me. 462
WRDW — Augusta, Ga. 412
WREB — Holyoke-Springfield, Mass. 471
WREC — Memphis, Tenn. 611
WREL — Lexington, Va. 641
WREN — Topeka, Kans. 448
WREV — Reidsville, N. C. 553
WRFC — Athens, Ga. 409
WRFD — Worthington, Ohio 569
WRFW — Eau Claire, Wis. 657
WRFS — Alexander City, Ala. 350
WRGA — Rome, Ga. 416
WRGS — Rogersville, Tenn. 612
WRHC — Jacksonville, Fla. 401
WRHI — Rock Hill, S. C. 602
WRIB — Providence, R. I. 597
WRIC — Richlands, Va. 643
WRIO — Rio Piedras, P. R. 670
WRIS — Roanoke, Va. 644
WRIT — Milwaukee, Wis. 660
WRIV — Riverhead, N. Y. 540
WRJN — Racine, Wis. 661
WRJW — Picayune, Miss. 494
WRKD — Rockland, Me. 463
WRLD — West Point, Ga. 419
WRMA — Montgomery, Ala. 356
WRMN — Elgin, Ill. 426
WRNL — Richmond, Va. 644
WRNY — Rochester, N. Y. 541
WROB — West Point, Miss. 494
WROD — Daytona Beach, Fla. 398
WROK — Rockford, Ill. 430
WROM — Rome, Ga. 416
WRON — Ronceverte, W. Va. 655
WROS — Scottsboro, Ala. 357
WROV — Roanoke, Va. 644
WROW — Albany, N. Y. 519
WROX — Clarksdale, Miss. 490
WROY — Carmi, Ill. 423
WRPB — Warner Robbins, Ga. 418
WRR — Dallas, Tex. 620
WRRF — Washington, N. C. 555
WRRR — Rockford, Ill. 430
WRRZ — Clinton, N. C. 546
WRSW — Warsaw, Ind. 437
WRTA — Altoona, Pa. 581
WRUF — Gainesville, Fla. 399
WRUM — Rumford, Me. 464
WRUN — Utica, N. Y. 543
WRUS — Russellville, Ky. 454
WRVA — Richmond, Va. 644
WRWB — Kissimmee, Fla. 401
WRXO — Roxboro, N. C. 554
WSAC — Radcliff, Ky. 454
WSAI — Cincinnati, Ohio 561
WSAL — Logansport, Ind. 435
WSAM — Saginaw, Mich. 483
WSAN — Allentown, Pa. 581
WSAR — Fall River, Mass. 470
WSAT — Salisbury, N. C. 554
WSAU — Wausau, Wis. 663
WSAV — Savannah, Ga. 417
WSAY — Rochester, N. Y. 541
WSAZ — Huntington, W. Va. 654
WSB — Atlanta, Ga. 411
WSBA — York, Pa. 595
WSBB — New Smyrna Beach, Fla. 404
WSBC — Chicago, Ill. 425
WSBS — Great Barrington, Mass. 471
WSBT — South Bend, Ind. 437
WSCR — Scranton, Pa. 593
WSDR — Sterling, Ill. 431
WSEV — Sevierville, Tenn. 613
WSFA — Montgomery, Ala. 356
WSFB — Quitman, Ga. 416
WSFC — Somerset, Ky. 455
WSFT — Thomaston, Ga. 417
WSGA — Savannah, Ga. 417
WSGC — Elberton, Ga. 414
WSGN — Birmingham, Ala. 352
WSGW — Saginaw, Mich. 484
WSHE — Sheboygan, Wis. 662
WSIC — Statesville, N. C. 554
WSID — Baltimore, Md. 465
WSIG — Mount Jackson, Va. 642

WSIP — Paintsville, Ky. 454
WSIR — Winter Haven, Fla. 408
WSIV — Pekin, Ill. 429
WSIX — Nashville, Tenn. 612
WSJM — Saint Joseph, Mich. 483
WSJS — Winston-Salem, N. C. 556
WSKI — Montpelier-Barre, Vt. 637
WSKN — Saugerties, N. Y. 541
WSKY — Asheville, N. C. 545
WSLB — Ogdensburg, N. Y. 539
WSLI — Jackson, Miss. 492
WSLM — Salem, Ind. 436
WSLS — Roanoke, Va. 645
WSM — Nashville, Tenn. 612
WSMB — New Orleans, La. 459
WSMI — Litchfield, Ill. 427
WSMT — Sparta, Tenn. 613
WSNJ — Bridgeton, N. J. 514
WSNW — Seneca, S. C. 603
WSNY — Schenectady, N. Y. 541
WSOC — Charlotte, N. C. 546
WSOK — Nashville, Tenn. 612
WSON — Henderson, Ky. 451
WSOO — Sault Ste. Marie, Mich. 484
WSOY — Decatur, Ill. 425
WSPA — Spartanburg, S. C. 603
WSPB — Sarasota, Fla. 406
WSPC — Anniston, Ala. 350
WSPD — Toledo, Ohio 568
WSPN — Saratoga Springs, N. Y. 541
WSPR — Springfield, Mass. 473
WSPT — Stevens Point, Wis. 662
WSRC — Durham, N. C. 547
WSRS — Cleveland, Ohio 564
WSSB — Durham, N. C. 547
WSSC — Sumter, S. C. 603
WSSO — Starkville, Miss. 494
WSSV — Petersburg, Va. 643
WSTA — St. Thomas, V. I. 671
WSTC — Stamford, Conn. 393
WSTN — St. Augustine, Fla. 406
WSTP — Salisbury, N. C. 554
WSTR — Sturgis, Mich. 484
WSTU — Stuart, Fla. 406
WSTV — Steubenville, Ohio 568
WSUH — Oxford, Miss. 493
WSUN — St. Petersburg, Fla. 406
WSUX — Seaford, Del. 394
WSVA — Harrisonburg, Va. 641
WSVS — Crewe, Va. 640
WSWN — Belle Glade, Fla. 397
WSWW — Platteville, Wis. 661
WSYB — Rutland, Vt. 638
WSYD — Mount Airy, N. C. 552
WSYL — Sylvania, Ga. 417
WSYR — Syracuse, N. Y. 542
WTAB — Tabor City, N. C. 555
WTAC — Flint, Mich. 478
WTAD — Quincy, Ill. 430
WTAG — Worcester, Mass. 474
WTAL — Tallahassee, Fla. 406
WTAM — Decatur, Ga. 414
WTAN — Clearwater, Fla. 397
WTAO — Cambridge, Mass. 469
WTAQ — La Grange, Ill. 427
WTAR — Norfolk, Va. 643
WTAW — College Station, Tex. 618
WTAX — Springfield, Ill. 430
WTAY — Robinson, Ill. 430
WTBC — Tuscaloosa, Ala. 358
WTBF — Troy, Ala. 357
WTBO — Cumberland, Md. 465
WTCB — Flomaton, Ala. 353
WTCH — Shawano, Wis. 662
WTCJ — Tell City, Ind. 437
WTCM — Traverse City, Mich. 484
WTCN — Minneapolis-St. Paul, Minn. 487
WTCO — Campbellsville, Ky. 449
WTCR — Ashland, Ky. 449
WTCS — Fairmont, W. Va. 653
WTCW — Whitesburg, Ky. 455
WTEL — Philadelphia, Pa. 590
WTHI — Terre Haute, Ind. 437
WTIC — Hartford, Conn. 391
WTIK — Durham, N. C. 547
WTIL — Mayaguez, P. R. 669
WTIM — Taylorville, Ill. 431
WTIP — Charleston, W. Va. 653
WTIV — Titusville, Pa. 593
WTIX — New Orleans, La 459
WTJH — East Point, Ga. 414
WTJS — Jackson, Tenn. 608
WTKM — Hartford, Wis. 658
WTMA — Charleston, S. C. 599
WTMC — Ocala, Fla. 404
WTMJ — Milwaukee, Wis. 661
WTMV — East St. Louis, Ill. 426
WTNC — Thomasville, N. C. 555
WTND — Orangeburg, S. C. 602
WTNJ — Trenton, N. J. 515
WTNS — Coshocton, Ohio 565
WTNT — Tallahassee, Fla. 407
WTOB — Winston-Salem, N. C. 556
WTOC — Savannah, Ga. 417
WTOD — Toledo, Ohio 568
WTOE — Spruce Pine, N. C. 554
WTOK — Meridian, Miss. 493
WTOL — Toledo, Ohio 568
WTON — Staunton, Va. 645
WTOP — Washington, D. C. 395
WTOR — Torrington, Conn. 393
WTOW — Towson, Md. 467

WTPR — Paris, Tenn. 612
WTPS — New Orleans, La. 460
WTRB — Ripley, Tenn. 612
WTRC — Elkhart, Ind. 433
WTRL — Bradentown, Fla. 397
WTRN — Tyrone, Pa. 593
WTRP — LaGrange, Ga. 415
WTRR — Sanford, Fla. 406
WTRW — Two Rivers, Wis. 663
WTRX — Bellaire, Ohio 559
WTRY — Troy, N. Y. 543
WTSA — Brattleboro, Vt. 637
WTSB — Lumberton, N. C. 551
WTSL — Lebanon, N. H. 512
WTSN — Dover, N. H. 512
WTSP — St. Petersburg, Fla. 406
WTSV — Claremont, N. H. 512
WTTB — Vero Beach, Fla. 407
WTTH — Port Huron, Mich. 483
WTTM — Trenton, N. J. 515
WTTN — Watertown, Wis. 663
WTTR — Westminster, Md. 467
WTTS — Bloomington, Ind. 431
WTUP — Tupelo, Miss. 494
WTUS — Tuskegee, Ala. 358
WTUX — Wilmington, Del. 394
WTVB — Coldwater, Mich. 477
WTVL — Waterville, Me. 464
WTVN — Columbus, Ohio 564
WTWA — Thomson, Ga. 418
WTWN — St. Johnsbury, Vt. 638
WTXL — Springfield, Mass. 473
WTYC — Rock Hill, S. C. 602
WTYN — Tryon, N. C. 555
WTYS — Marianna, Fla. 402
WULA — Eufaula, Ala. 353
WUSJ — Lockport, N. Y. 526
WUST — Washington, D. C. 395
WVAM — Altoona, Pa. 581
WVCG — Coral Gables, Fla. 397
WVCH — Chester, Pa. 583
WVDA — Boston, Mass. 469
WVEC — Hampton, Va. 641
WVET — Rochester, N. Y. 541
WVIM — Vicksburg, Miss. 494
WVJP — Caguas, P. R. 669
WVJS — Owensboro, Ky. 453
WVKO — Columbus, Ohio 564
WVLK — Lexington, Ky. 452
WVLN — Olney, Ill. 429
WVMC — Mount Carmel, Ill. 428
WVMI — Biloxi, Miss. 489
WVNA — Tuscumbia, Ala. 358
WVNJ — Newark, N. J. 514
WVOK — Birmingham, Ala. 352
WVOP — Vidalia, Ga. 418
WVOS — Liberty, N. Y. 526
WVOT — Wilson, N. C. 556
WVOW — Logan, W. Va. 654
WVPO — Stroudsburg, Pa. 593
WVSC — Somerset, Pa. 593
WWBG — Bowling Green, Ohio 559
WWBZ — Vineland, N. J. 516
WWCO — Waterbury, Conn. 394
WWCA — Gary, Ind. 434
WWDC — Washington, D. C. 395
WWEZ — New Orleans, La. 459
WWGP — Sanford, N. C. 554
WWGS — Tifton, Ga. 418
WWHG — Hornell, N. Y. 525
WWIL — Ft. Lauderdale, Fla. 398
WWIN — Baltimore, Md. 465
WWIT — Canton, N. C. 546
WWJ — Detroit, Mich. 477
WWKY — Winchester, Ky. 455
WWL — New Orleans, La. 459
WWNC — Asheville, N. C. 545
WWNH — Rochester, N. H. 513
WWNR — Beckley, W. Va. 652
WWNS — Statesboro, Ga. 417
WWNY — Watertown, N. Y. 544
WWOC — Manitowoc, Wis. 660
WWOD — Lynchburg, Va. 642
WWOK — Charlotte, N. C. 546
WWOL — Buffalo, N. Y. 522
WWON — Woonsocket, R. I. 597
WWPA — Williamsport, Pa. 595
WWPB — Miami, Fla. 403
WWPF — Palatka, Fla. 404
WWPG — Palm Beach, Fla. 404
WWRL — Woodside, N. Y. 544
WWSC — Glens Falls, N. Y. 523
WWSR — St. Albans, Vt. 638
WWST — Wooster, Ohio 568
WWSW — Pittsburgh, Pa. 591
WWVA — Wheeling, W. Va. 656
WWWB — Jasper, Ala. 355
WWWF — Fayette, Ala. 353
WWWR — Russellville, Ala. 357
WWWW — Rio Piedras, P. R. 670
WWYL — Pineville, W. Va. 655
WXAL — Demopolis, Ala. 353
WXGI — Richmond, Va. 644
WXLW — Indianapolis, Ind. 435
WXOK — Baton Rouge, La. 456
WXRA — Buffalo-Kenmore, N. Y. 522
WXRF — Guayama, P. R. 669
WXYZ — Detroit, Mich. 477
WYCL — York, S. C. 603
WYOU — Newport News, Va. 642
WYVE — Wytheville, Va. 645
WYZE — Atlanta, Ga. 411
WZIP — Covington, Ky. 450
WZOB — Ft. Payne, Ala. 353

WAVU—Albertville—1948

Frequency: 630 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Sand Mt. Bcstg. Service
Business-Studio Address.....P. O. Box 250
News Service .....AP, UP
Transcription Service .....World
Gen. Mgr. .....Pat M. Courington
Comm. Mgr. .....James Thompson
Prog. Dir.....Bill Hagler

WRFS—Alexander City—1947 KBS

Frequency: 1050 Kc.....Power: 1000 Watts
Owned-Operated By..Piedmont Service Corp.
Business-Studio Address .....12 Main St.
News Service .....UP
Transcription Service.....Thesaurus
Representative ....Sears & Ayers, Dixieland
General Mgr. .....Jim Whatley

WCTA—Andalusia—1946 MBS

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By..Andalusia Bcstg. System
Address .....Sanford Rd.
News Service .....AP
Transcription Service.....RCA
Representative .....Dixieland
Membership.....NARTB, RAB
Pres., Gen. Sta. Mgr., Comm. Mgr. .....Dige Bishop
Sales Prom. Manager .....Don Cooke
Program Director.....Jeanette Powell
Publicity Director.....Bob Duck
Chief Engineer.....Emil Wasilowski

WANA—Anniston—1954—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Gadsden Radio Co.
Address.....Box 509
News Service.....UP
Rep. .....McGillvra, Inc.
Owner.....C. L. Graham
General Mgr.....Mac M. Thomas

WHMA—Anniston—1938—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Anniston Bcstg. Co., Inc.
Business-Studio Address.....Radio Bldg.
Newspaper Affil.....Anniston Star
News Service .....UP
Transcription Service.....World, Thesaurus
Representative.....Sears & Ayer
Membership .....NARTB
President.....Harry M. Ayers
Gen.-Sta. Mgr.....Malcolm Street
Program Director.....Rosamond Ponder
Publicity Director.....E. Cody Hall
Sales Prom. Mgr.....W. Hall Wray
Chief Engineer.....James A. Hudson

WSPC—Anniston—1949—MBS

Freq.: 1390 Kc.....Power: 5 Kw. d.; 1 Kw. n.
Owned-Operated By Model City Bcstg. Co., Inc.
Business Address.....Jefferson Davis Hotel
News Service .....AP
Transcription Service .....Standard
Representative.....Walker, Dixieland
Pres., Gen. Mgr.....W. S. Weatherly
Comm. Mgr.....Rosebud Waldrop
Prog. Dir.....Bettie R. Ferguson
Chief Engineer.....Frank Cole

WJMW—Athens—1948

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By...Athens Bcstg. Co., Inc.
Business-Studio Address.....Hine St.
Trans. Ser.....SESAC
News Service .....AP
Pres.-Gen. Mgr.....Homer F. Dunnavant
Program Dir.....Robt. V. Dunnavant
Chief Eng.....William G. Mitchell

WATM—Atmore—1948

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Southland Bcstg. Co.
Address.....P. O. Box 59
News Service .....AP
Membership .....NARTB
Transcription Service .....World
Gen. Mgr., Ch. Eng.....T. C. Miniard
Comm. Mgr.....Julia Miniard

WAUD—Auburn—1947—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Auburn Bcstg. Co.
Addres .....Box 391
News Service.....AP
Representative .....Dixieland
Membership .....NARTB
Pres., Gen.-Sta. Mgr.....Elmer G. Salter
Sales Prom. Dir., Comm. Mgr...Bobbie Sanders
Chief Engineer.....Ed Holliday

WBCO—Bessemer—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Bessemer Bcstg. Co., Inc.
Business Address.....Box 510
Representative .....Forjoe, Dora-Clayton
Membership .....NARTB
Pres.....J. E. Lanier
Gen., Sta., Comm. Mgr., Pub. Dir..Dean R. Upson

WAPI—Birmingham—1922 NBC

Frequency: 1070 Kc.....Power: 10,000 Watts
Oper. by.....Alabama Bcstg. System, Inc.
Address.....P. O. Box 2553
Phone: 4-2466.....Air Time: Full Time
News Service.....AP
Newspaper Affil.....Birmingham News
Representative.....John Blair
Membership.....NARTB, RAB
Pres., Gen. Mgr.....Henry P. Johnston
VP Programming.....Ray A. Furr
Mgr., Radio Sales.....W. O. Mogge
Publicity Director.....James Chenoweth
Chief Engineer.....J. V. Sanderson

WBRC—Birmingham—1925
CBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By.....Storer Bcstg. Co., Inc.
Address .....1729 2nd Ave., N.
News Service .....AP
Transcription Service .....Standard
Representative .....Katz
Membership.....NARTB, RAB
President.....George B. Storer
Managing Dir.....Lionel Baxter
Nat. Sales Mgr.....G. O. Privett
Prog. Dir.....Fox Lightfoot
Chief Engineer.....Robert L. DuPriest

WCRT—Birmingham—1953

Freqnency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Chapman Radio-TV Co.
Business Address.....725 S. 22nd St.
News Service.....UP
Membership .....NARTB
Owners.....W. A. & G. K. Chapman
Gen., Com., Mgr.....Rudy C. Clark

WEDR—Birmingham—1949

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Edwin H. Estes
Business Address.....1417 Fourth Ave. N.
News Service.....UP
Representative..... John E. Pearson
Owner..... Edwin H. Estes
Gen. Mgr.....William R. Kennedy

WEZB—Birmingham—1953

Frequency: 1320 Kc.....Power: 1 Kw. d.
Owned:.....Gene Newman Radio, Inc.
Address .....Dinkler-Tutwiler Hotel
News Service .....UP
Membership .....NARTB
Gen., Comm. Mgr.....Gene Newman
Local Sales.....Gaines Allen
Prog. Dir.....Gene Newman

WILD—Birmingham—1946
MBS

Frequency: 850 Kc..Power: 10 Kw. d., 1 Kw. n.
Owned-Oper. By.....Gordon Ala. Bcstg. Co.
Address.....1901 Montgomry Hi-way
News Service .....UP
Transcription Service .....Langworth
Representative .....Weed, Clarke Brown
President.....Sherwood D. Gordon
Gen. Mgr.....T. W. Thuman
Program Director.....William Burns
Publicity Director.....Arthur Plaut
Chief Engineer.....Ray Lowery

WJLD—Birmingham—1942

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Johnston Bcstg. Co.
Business Address.....Box 5767, Birmingham
News Service .....UP
Representative.....W. J. Rambeau
President.....George Johnston, Jr.
Gen. Manager.....James Connolly
Program Director.....Truman Puckett

WBRC — Radio
Birmingham, Alabama

has the exclusive Franchise

for

BIRMINGHAM BARON BASEBALL

1957 - 1958

PHONE YOUR KATZ MAN FOR DETAILS

Sales Prom., Comm. Mgr.....Otis Dodge
Pub. Dir. .....Doc Lee
Chief Engineer.....Cliff Goggins

WLBS—Birmingham—1946

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WLBS, Inc.
Address.....710 S. 22nd St.
News Service .....UP
Pres., Gen. Mgr.....Faye N. Puett
Sales Mgr.....W. L. Steadman
Program Dir.....Grady Puett
Sales Mgr.....J. T. Tuggle
News Dir.....Doug Carter
Program Dir.....W. L. Steadman

WSGN—Birmingham—1926
ABC

Frequency: 610 Kc..Power: 5Kw. d., 1 Kw. n.
Owned.....Winston-Salem Broadcasting Co.
Address .....2320 7th Avenue South
News Service .....AP
Transcription Service .....World
Rep.....Venard, Rintoul & McConnell, Inc.
President.....James W. Coan
Gen., Sta. Mgr.....Ben K. McKinnon
Comm. Mgr.....Henry Sullivan
Prog. Dir.....Horace D. Pumphrey
Pub. Dir.....Sylvia J. Moore
Chief Engineer.....Emmett J. Smith

WVOK—Birmingham—1947

Frequency: 690 Kc....Power: 50,000 Watts d.
Owned-Oper. By.....Voice of Dixie, Inc.
Address .....P. O. Box 2468
News Service .....UP
Representative .....Radio-TV Reps., Inc.
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Iralee W. Benns
Comm., Sales Mgr., Prog., Pub. Dir..Ira Leslie
Chief Engineer.....R. G. Blaskow

WEBJ—Brewton—1947
MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Brewton Bcstg. Co.
Business Address.....Box 870
News Service .....AP
Membership.....NARTB, RAB
Representative.....Dora-Clayton, Hil F. Best
Pres. .....W. Emmett Brooks
V.P.....W. E. Brooks, Jr.

WRAG—Carrollton—1951

Frequency: 590 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Pickens County Bcstg. Co.
Address.....Box 71
News Service .....UP
Representative .....Continental
President.....R. E. Hook
Sta. Mgr.....Carl Sauceman
Treasurer .....W. E. Farrar

WKLF—Clanton—1947—KBS

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By..Southeastern Bcstg. Co.
Address.....P. O. Box 110
News Service.....AP
Transcription Service .....World
Representative.....Continental Radio Sales
Membership .....NARTB
General Mgr.....L. L. Hudson
Pgm. Dir. .....Helen Parrish

WFMH—Cullman—1949

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Operated By....The Voice of Cullman
Address.....206 Second Ave. E.
News Service.....AP
Transcription Service.....Associated
Membership .....NARTB
General Mgr.....B. C. Eddins
Commercial Mgr.....James Miller

WKUL—Cullman—1946
MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Cullman Bcstg. Co.
Address.....Drawer 620
News Service .....UP
Pres., Gen., Sta. Mgr.....Hudson C. Millar, Jr.
Sales Mgr., Pub. Dir.....Eve Buettner
Prog. Dir., Chief Eng.....Art Bachmann

WAJF—Decatur—1953

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....J. B. Falt, Jr.
Business Address.....112 Grant St.
News Service .....UP
Station Representative.....Dixieland
Gen., Sta., Comm. Mgr.....Ralph Mann
Program Dir.....Jerry Griggs

WHOS—Decatur—1948

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By..No. Alabama Bcstg. Co.
Business-Studio Address.....Johnston St.
News Service.....AP
Representative .....T. F. Clarke
Transcription Service.....World, Thesaurus
Membership.....NARTB, RAB
Partners.....Jeffie Jones, John J. Jones
Gen., Comm. Mgr.....J. C. Fouts
Pgm. Dir., Sales Mgr.....C. Skinner
Chief Eng.....E. Buxton

WMSL—Decatur—1935
KBS-MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Tennessee Valley Bcstg. Co.
Address .....701 Bank St.
News Service .....AP
Membership .....NARTB
Representative .....Dora-Clayton
President .....Frank Whisenant
Sta. Mgr.....L. Blizzard
Pgm. Dir.....Elice Mullican
Chief Engineer .....Alvin Millwood

WXAL—Demopolis—1948 MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Demopolis Bcstg. Co.
Address.....Radio Bldg., U.S. Hwy. 80
News Service .....AP
Transcription Service.....World
General Manager.....W. M. Jordan

WAGF—Dothan—1932—NBC

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Operated By.....Dothan Bcstg. Co.
Address.....204½ E. Main Street
News Service .....AP
Transcription..... World
Representative.....Joseph Hershey McGillvra
Membership .....NARTB
General Manager.....Fred C. Moseley

WDIG—Dothan—1947—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Houston Bcsters.
Business-Studio Address.....208 N. Oates St.
Trans. Service.....Thesaurus
Representative.....Hil F. Best
Gen. Mgr.....Jess Swicegood

WOOF—Dothan—1948—KBS

Frequency: 560 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....The WOOF Trust
Business-Studio Address...Columbia Highway
Representative .....Thomas F. Clark
News Service .....AP
Membership .....NARTB
General Manager.....Agatha Gay
Sta., Sls., Prog. Dir.....R. A. Dowling, Jr.
Commercial Mgr.....Arthur Gay
Chief Engineer.....J. Hubbard

WIRB—Enterprise—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..The Wiregrass Bcstg. Co.
Address.....Dothan Highway
News Service .....AP
Transcription Service.....World
Gen. Mgr.....R. E. James
Comm. Mgr.....Fred S. Watson

WULA—Eufaula—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Ala.-Ga. Bcstrs., Inc.
Address.....Box 301
News Service .....UP
Gen. Mgr., Co-Owner.....Edward B. Fussell
Sta. Mgr., Co-Owner.....R. Hoffman

WWWF—Fayette—1949—KBS

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Operated By.Bankhead Bcstg. Co., Inc.
Address .....Jasper, Ala.
Membership .....RAB
Representative .....Hil F. Best
News Service .....UP
President.....W. W. Bankhead
Sta. Mgr.....Jack Black
Chief Engineer.....J. Dickinson

WTCB—Flomaton—1955

Frequency: 990 Kc.....Power: 500 Watts d.
Owned.....Tri-City Broadcasting Co., Inc.
Address.....P. O. Box 386
News Service .....UP
Representative .....Hil F. Best
President.....William L. Kline
Gen., Sales Prom. Mgr.....Sam B. Ford
Comm. Mgr., Pub. Dir.....Milliard L. Harris
Program Director.....Paul S. Wood
Chief Engineer.....Hoyt T. Bonds

WJOI—Florence—1945—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Florence Bcstg. Co., Inc.
Address.....850 S. Court St.
News Service .....AP
Transcription Service .....SESAC
Pres., Gen. Mgr.....Joe T. Van Sandt
Sta., Comm. Sls. Mgr.....J. W. Phillips
Prog., Pub. Dir.....G Manush
Comm. Mgr.....Jim Connolly
Chief Engineer.....Paul Shannon

WOWL—Florence—1945—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Muscle Shoals, Inc.
Business Address.....840 Cypress Mill Rd.
News Service.....AP
Representative...Rambeau and Dora Clayton
Membership .....NARTB
President.....Richard B. Biddle
General Mgr.....R. S. Walker, Sr.
Commercial Manager.....R. Fuller
Sales Prom. Mgr.....Dennis Jones
Program Director.....Mel Hunt
Chief Engineer.....Lawrence Rohling

WHEP—Foley—1953

Frequency: 1310 Kw.....Power: 1000 Watts d.
Owned-Oper. By....Alabama Gulf Radio Inc.
Address.....P. O. Drawer F
News Service.....AP
Transcription Service..... Thesaurus
Representative .....Dixieland
Membership .....RAB
President.....Howard E. Pill
Program Dir.....Dick Killebrew
Sales Mgr.....Jim Stewart

WFPA—Ft. Payne—1949

Frequency: 1400 Kc.....Power: 250 watts
Owned.....Gothberg Community Bdcstg.
Address .....Box 391
Representative.....Hil F. Best
Pres.....George Gothberg
Gen. Mgr.....Ozelle Gothberg
Comm., Sls. Mgr.....Adis Childers
Program Dir. .....D. Holderfield
Chief Engineer.....P. Helms

WZOB—Ft. Payne—1950—KBS

Frequency: 1250 Kc.....Power: 1000 Watts d.

Owned-Operated By.....Glenn M. Gravitt
Address.....P. O. Box 255
News Service .....UP
Transcription Service .....Thesaurus
General Manager.....Glenn M. Gravitt
Comm. Mgr.....N. B. Haston
Program Dir.....Jack C. Dobbs

WETO—Gadsden—1950—KBS

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Gadsden Radio Co.
Address.....722 S. 12th St.
News Service.....UP
Representative ..... McGillvra
Owner.....Cary L. Graham
General Mgr.....Mac Thomas

WGAD—Gadsden—1947—ABC

Freq.: 1350 Kc.....Power: 5 Kw. D., 1 Kw. N.
Owned-Oper. By.....Coosa Bcstg. Co., Inc.
Address.....Box 351
News Service.....AP
Representative.....Rambeau, D. Clayton
Membership .....NARTB
Pres., Gen. Mgr.....William A. Mapes
Program Director.....Bill Cornelius
Comm. Mgr.....A. Brooks
Chief Engineer.....H. Williams

WCAS—Gadsden—1947 MBS

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Etowah Bdcstrs., Inc.
Address.....750 Forest Ave.
Transcription ..... Associated
Representative.....Grant Webb
Membership ..... NARTB
Gen. Mgr.....J. P. Kirby

WGEA—Geneva—1953

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned .....Radio South Alabama, Inc.
Address .....P. O. Box 5
News Service .....AP
Transcription Service .....World
Rep....Continental Radio Sales, Dora-Clayton
Membership .....RAB
President .....Howard Pill
Vice-President .....Allen Woodall
Secy., Gen., Prom. Mgr.....Emery Evans
Treasurer .....Miles Ferguson
Program, Pub. Dir.....Jimmy Helms
Chief Engineer.....Erwin Pebworth

WGYV—Greenville—1948 KBS

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By.....Greenville Bcstg. Corp.
Business Address.....P. O. Box 227
News Service.....UP
Representative .....Hil F. Best, Dixieland
Gen., Sta., Comm. Mgr.....W. H. Miller, Jr.
Prog. Dir.....L. S. Harrison
Chief Engineer.....J. D. Bell

WGSV—Guntersville—1950 KBS

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By....Guntersville Bcstg. Co.
Address.....P. O. Box 32
News Service .....UP
Representative .....Dixieland
President.....H. E. Moore
Gen., Sta., Comm. Mgr.....Edward Z. Carroll
Chief Engineer.....Lavelle Jackson

WJBB—Haleyville—1949 MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Haleyville Bcstg. Co.
Address .....Box 191
Representative .....Dora-Clayton
President.....W. P. Thielens
Gen. Sta. Mgr.....J. L. Slatton
Program Director.....Roger Smith
Publicity Dir.....Pat Slatton
Chief Engineer.....Paul Kelly

WERH—Hamilton—1950 KBS

Frequency: 970 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Hugh J. Fite
Address .....Box 187
Phone: 3481.....Air Time: Daytime
News Service .....UP
Transcription Service.....SESAC
Representative.....Hill F. Best Co.
Owner, Gen. Mgr.....Hugh J. Fite
Sta., Sales, Mgr.....C. B. Tucker
Publ., Prog. Dir.....Edgar L. Clayton
Chief Engineer.....C. B. Tucker

WBHP—Huntsville—1937 MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Wilton H. Pollard
Bus.-Studio Address .....Fifth Avenue
Owner.....Wilton H. Pollard
Manager .....Fred Still
Program Dir.....Barbara Atkins

WFUN—Huntsville—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Huntsville Bcstg. Co., Inc.
Address.....410 W. Holmes
News Service .....UP
Representative...Sears & Ayers, Dora-Clayton
Gen. Mgr.....J. B. Falt, Jr.
Sta. Mgr.....John Garrison

WHBS—Huntsville—1946 ABC

Freq.: 1550 Kc....Power: 5 Kw. d., 500 W. n.
Address.....P. O. Box 986
Phone: Jefferson 2-8471.....Air Time: Full
Newspaper Affiliation.....Huntsville Times
News Service.....AP

Rep.....Harry E. Cummings, Gill-Perna
Membership.....NARTB, RAB
General Manager.....John F. Neal

WPBB—Jackson—1950
KBS-MBS

Frequency: 1280.....Power: 1000 Watts d.
Owned-Operated By.....Jackson Bcstg. Co.
Address.....H'way 43
News Service.....AP
Representative .....Indie, ..Sears & Ayers
Pres., Gen. Mgr.....T. H. Gaillard, Jr.

WWWB—Jasper—1946

Frequency: 1360 Kc.....Power: 1 Kw. d.
Owned-Operated By.Bankhead Bcstg. Co., Inc.
Address.....Bankhead-Long Bldg.
News Service .....UP
Representative.....Hil F. Best
Membership .....NARTB, RAB
President.....W. W. Bankhead
Gen. Mgr.....William C. Edgemon
Program Dir.....Marion B. Grant

WRLD—Lanett—1940

(See West Point, Ga.)

WJAM—Marion—1951

Frequency: 1310 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Neely & Neely
Address .....Box 221
Transcription Service .....Capitol
Membership .....NARTB
News Service .....AP
President, Gen. Mgr.....K. W. Neely
Comm., Sta. Mgr., Chief Eng.....Virgil Moore
Prog., Pub. Dir.....Stan Hendricks

WABB—Mobile—1948—ABC

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Oper. By...Mobile Press Register, Inc.
Business Address.....304 Government St.
News Service .....UP
Newspaper Aff.....Mobile Press Register
Transcription Service.....World
Representative .....Branham Co.
Membership .....RAB
President.....R. B. Chandler
Gen., Sta. Mgr.....Dewey H. Long
Prog. Director.....Phil Forrest
Chief Engineer.....William H. Murphree

WALA—Mobile—1930—NBC

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By.....Pape Bcstg. Co., Inc.
Bus.-Studio Address.....210 Government St.
Phone: .....Hemlock 3-3756
News Service .....AP
Transcription Service .....Standard
Representative .....Headley-Reed
President .....W. O. Pape
V. P., Gen. Mgr.....W. B. Pape
Sls. Promotion Mgr.....C. L. Thompson
Pgm. Dir.....Al Homan
Chief Engineer.....A. R. Bell

WKAB—Mobile—1947
MBS

Frequency: 840 Kc.....Power: 1000 Watts
Owned....Pursley Broadcasting Service, Inc.
Address.....525 Donald Street
Representative.....Forjoe, Dora-Clayton
President.....Louise P. Pursley
General, Sta. Mgr.....R. H. Moore
Commercial Manager.....W. C. Carter
Sales Promotion Manager.....A. D. Zbinden
Program Director.....J. T. Jackson
Chief Engineer.....Cliff Sizemore

WKRG—Mobile—1946—CBS

Freq.: 710 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....WKRG-TV, Inc.
Address.....162 St. Louis St.
News Service.....AP
Representative .....Avery-Knodel
Membership ..... NARTB
President.....Kenneth R. Giddens
Gen. Mgr.....W. S. Baskerville, Jr.

WMOZ—Mobile—1952

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Edwin H. Estes
Address.....Stephen Road
Representative.....John E. Pearson
News Service.....UP
Owner.....Edwin Estes

WMFC—Monroeville—1952
KBS

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Monroe Bdcstg. Co.
Address.....H'way 84
Representative .....Continental
News Service .....AP
Transcription Service .....World
Business Maanger.....Tom Gardner
Program Director.....Riley Kelly

WAPX—Montgomery—1947
ABC-MBS

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Operated By.....United Bcstg. Co.
Business, Studio Address....116 Catoma St.
News Service .....AP
Transcription Service.....Standard, World
Representative.....Walker Co.
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....Thomas E. Martin
V.P., Comm. Manager.....Hoke Williford
Program Dir.....Lee Gooch
Chief Engineer.....M. K. Lock

WBAM—Montgomery—1953

Frequency: 740 Kc.....Power: 50 Kw. d.
Owned.....Deep South Bcstg. Co.
Address.....Highway 231
Representative.....Radio-TV Reps.
Gen. Mgr.....W. J. Brennan
Nat. Sales Mgr.....Ira Leslie

WCOV—Montgomery—1939
CBS

Frequency:
1170 Kc.....Power: 10 Kw. d., 1 Kw. n.
Owned-Oper. By.....Southern Bcstg. Co.
Address .....Adrian Lane
News Service .....UP
Representative.....Paul H. Raymer Co.
Membership .....NARTB
President.....Oscar P. Covington
General Manager.....Hugh M. Smith
Station Manager.....Joe Petranka

WMGY—Montgomery—1946

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Dixie Bcstg. Co.
Business-Studio
Address .....358 N. Capitol Pkwy.
News Service .....UP
Rep.....Keller, Dora-Clayton
General Mgr.....L. D. Hargreaves
Sales Mgr.....Randy Rainwater

WRMA—Montgomery—1953

Frequency: 950 Kw....Power: 1000 Watts d.
Owned-Oper. By.....Southland Bcstg. Co.
Business Address.....135 Commerce St.
Membership ..... NARTB
Representative .....McGillvra
Co-owner & Gen. Mgr.....Ralph M. Allgood
Commercial Mgr.....Judd Sparling
Chief Engineer.....Walter L. Stevenson

WSFA—Montgomery—1930
NBC

Freq.: 1440 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Chas. Holt & Assoc.
Business Address.....P. O. Box 2566
News Service.....AP
Representative ..... Headley-Reed
Membership .....RAB
Manager.....Robert Robinson
Program Mgr.....Robert Doty
Sales Mgr.....John C. Hughes
Promotion Mgr.....R. L. Tuttle
Chief Engineer.....Robert Hayward

WLAY—Muscle Shoals—1933

Frequency: 1450 Kc.....Power: 250 Watts
Owned Oper. By.... ..Gregory Bcstg. Corp.
Business Address.....Box 230, Sheffield
News Service.....UP
Trans. Service.....World
Membership ..... NARTB
Rep.....Hil F. Best
Pres., Gen. Mgr.....M. C. Gregory
Sales Mgr.....Julian A. Flint

WCRL—Oneonta—1952
KBS

Frequency: 1750 Kc.....Power: 250 Watts d.
Owned-Oper...Blount County Bcstg. Serv., Inc.
Address.....H'way 32
News Service.....AP
Trans. Service.....Capitol, World, Thesaurus
General Mgr.....L. D. Bentley, Jr.
Commercial Mgr.....Max G. Bynum
Program Dir.....Beecher Hyde

WJHO—Opelika—1940
MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned Oper. By...Opelika-Auburn Bcstg. Co.
Address.....1400 Auburn Road
News Service.....UP
Transcription Service .....World
Representative..Indie Sales, Inc., Dora-Clayton
Membership ..... NARTB, RAB
Gen. Mgr., Ch. Eng.....John E. Smollon
Comm. Mgr.....Lurline M. Smollon
Program Director.....Edwin P. Rowell
Pub. Dir.....Ennis Caldwell

WAMI—Opp—1952

Frequency: 860 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....Opp Bcstg. Co.
Business Address.....Box 169
News Service .....UP
Gen. Mgr.....Beri Moore

WOZK—Ozark—1953

Frequency: 900 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....Ozark Bcstg. Corp.
Address.....Box 742
News Service .....AP
Gen. Mgr., Ch. Eng.....Howard Parrish, Jr.
Commercial Mgr.....Wade Sullivan
Program Dir.....Miriam Brown

WPNX—Phenix City—1952
ABC-MBS

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Oper. By.....Community Bdcstg. Co.
Address.....Phenix Girard Bank Bldg.
Pres.....Roy M. Greene
Sta., Comm. Mgr.....Sam Keel
Prog. Dir.....Ralph Burgess
Chief Engineer.....Arnold White

WPID—Piedmont—1953—KBS

Frequency: 1280 Kw....Power: 1000 watts d.
Owned-Oper. By..Piedmont Broadcasting Co.
Address.....P.O. Box 223
News Service.....UP
Membership .....NARTB
President.....C. L. Graham
General Manager.....Mac M. Thomas
Station Mgr.....Jesse D. Smith
Program Director.....Frances Howren
Chief Engineer.....J. A. Livingston

WAIP—Prichard—1954

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Prichard Bcstg. Co.
Address.....74 Main St.
News Service .....AP
Representative .....Walker

Gen. Mgr. ..... Herbert Johnson
Sales Prom. Mgr. ..... Jack Frost
Comm. Mgr. ..... Jim Smith
Program Dir. ..... Hy Davis
Publicity Dir. ..... Evelyn Martin
Chief Eng. ..... Eugene Miller

WELR—Roanoke—1949—KBS

Frequency: 1360 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Roanoke Bcstg. Co.
Address ..... 801 N. Main St.
News Service ..... UP
Membership ..... NARTB
Pres., Gen. Mgr. ..... J. W. Buttram
Prog. Dir., Chief Eng. ..... La Verne Foster, Jr.

WWWR—Russellville—1949 KBS

Frequency: 920 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Bankhead Bcstg. Co., Inc.
Address ..... Underwood Rd.
News Service ..... UP
Rep. ..... Hil F. Best
Membership ..... RAB
Gen. Mgr. ..... Hal Kirby
Pgm. Dir. ..... Jim Elliott

WCRI—Scottsboro—1950

Frequency: 1050 Kc. ..... Power: 250 Watts d.
Owned-Operated By ..... Pat M. Courington
Address ..... P. O. Box 394
News Service ..... AP
Trans. Service ..... Thesaurus
Gen. Mgr. ..... Pat M. Courington
Sta., Comm. Mgr., Chief Eng. ..... J. L. Fisher
Program Director ..... Helen Arnold
Sales Mgr. ..... K. H. Frazier

WROS—Scottsboro—1952

Frequency: 1330 Kw. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Rose M. Kirby
Business Address ..... 717 Scott St.
News Service ..... UP
Gen., Com. Mgr. ..... Rose M. Kirby
Program Dir. ..... Clyde R. Varner
Chief Engr. ..... Lonnie W. Prickett

WGWC—Selma—1946—CBS

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Dallas Broadcasters, Inc.
Address ..... Box 686
Representative ..... Hal Holman
News Service ..... UP
Membership ..... NARTB
President ..... Oscar Covington
Station Manager ..... Erle Hanna
Gen. Manager ..... Hugh Smith
Comm. Manager ..... Charles Stewart, Jr.
Program Director ..... Carolyn Perrin
Chief Eng. ..... Stanley Smith

WHBB—Selma—1935 NBC-KBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Selma Bcstg., Inc.
Business Address ..... P. O. Box 26
Pres., Gen. Mgr. ..... John F. Townshend

WFEB—Sylacauga—1945 MBS-KBS

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Alabama Bcstg. Co.
Address ..... 527 No. Broadway
News Service ..... UP
Membership ..... NARTB
President ..... E. E. Forbes, Sr.
Gen., Sta., Comm. Mgr., Prog., Pub. Dir. G. W. Carr
Chief Engineer ..... Conrad Pickren

WMLS—Sylacauga—1948

Frequency: 1290 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Marble City Bcstg. Co., Inc.
Business Address ..... P. O. Box 511
News Service ..... AP
Membership ..... NARTB
Pres., Gen. Manager ..... Curtis O. Liles, Jr.
Commercial Manager ..... Marion W. McEwen
Chief Engineer ..... Walter Welch

WHTB—Talladega—1945 MBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Voice of Talladega, Inc.
Address ..... Fort Lashley Ave.
News Service ..... AP
Representative ..... Continental
Owner ..... Cecil Hornady
Gen. Mgr. ..... Myron T. Snoddy

WJHB—Talladega—1956

Frequency: 1580 Kc. ..... Power: 1000 Watts
Owned ..... Confederate Broadcasting Co.
Address ..... 104 West Battle Street
News Service ..... UP
Representative ..... McGillvra
General Mgr., Chief Eng. ..... Ned Butler
Station Manager ..... James Hemphill
Commercial Manager ..... W. K. Johnston
Program Director ..... Wallace Hobgood

WJDB—Thomasville—1956 KBS

Frequency: 630 Kc. ..... Power: 1000 Watts
Owned ..... J. Dige Bishop
Address ..... Andalusia, Ala.
News Service ..... UP
Representative ..... Dixieland
President ..... J. Dige Bishop
General Manager ..... Cecil Goodreau

WTBF—Troy—1947 MBS-KBS

Frequency: 970 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Troy Bcstg. Corp.

Address .....College Drive
News Service.....AP
Transcription Service.....World, Keystone
Membership .....NARTB
Pres.....J. Roy Crow
Gen. Mgr.....Jess Jorden
Comm. Mgr.....Robert Tolbert
Prod. Mgr.....Asa Dudley
Ch. Eng.....Joe Gilchrist

WJRD—Tuscaloosa—1936
NBC

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Wilhelmina Echols
Business-Studio Address 2216½ Broad St.
News Service .....UP
Representative .....Rambeau, Dixieland
Membership .....NARTB, RAB
General Manager.....John C. Cooper Jr.
Station Manager.....Roy McAllister
Commercial Manager.....Leyman Mayer
Sales Prom. Mgr.....Charles G. Gardner
Prog. Director.....Donald Wallace
Publicity Dir. .....Wendal Harris
Chief Engineer .....Percy Sexton

WNPT—Tuscaloosa—1951
ABC

Freq.: 1280 Kc..Power: 1000 W. d., 500 W. n.
Owned-Oper. By.....W. Alabama Bdcstg. Co.
Address.....P.O. Box 181
Representative .....Indie Sales
News Service.....AP
Trans. Ser.....Lang-Worth
General Manager.....T. H. Todd
Commercial Mgr.....Ruth Harris

WTBC—Tuscaloosa—1946
MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Tuscaloosa Bcstg. Co.
Address.....Radio Center
News Service .....AP
Transcription Service .....World
Representative:.....Sears & Ayer
Membership .....NARTB, RAB
Station Mgr.....Bert Bank
Comm. Mgr.....E. E. Manning, Jr.
Program Dir.....Jack Mock
Chief Engineer.....Jim Rutledge

WVNA—Tuscumbia—1955

Frequency: 1590 Kc.....Power: 5 Kw. d.
Owned-Oper. By.....Power Center Bcstg. Co.
Address .....112 S. Main St.
News Service.....UP
Representative.....Devney, Whitehead
Transcription .....Thesaurus
Gen. Manager.....Eulus O. Whitehead
Sales Manager.....Stanley Walters
Promotion Manager.....Jean Pollard

WTUS—Tuskegee—1952
KBS

Frequency: 580 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Radio Tuskeegee, Inc.
Address.....Union Springs Road
News Service .....UP
Sta. Manager.....J. A. Bowers
Comm. Mgr., Prog. Dir.....Jack Huffman
Chief Engineer.....Oscar Lanman

WETU—Wetumpka—1954
KBS

Frequency: 1250 Kc.....Power: 1000 Watts
Owned.....Elmore Service Corp.
Address .....Box 60
Transcription Ser.....Thesaurus
News Service.....UP
Station Rep.....Sears & Ayers, Dixieland
President .....Lem Coley
General Mgr.....Ed Morgan
Chief Engineer.....David Conley

Arizona

Pop. March 1 (Est.) 1,113,000—Families 312,000
Radio Homes 298,000—TV Homes 188,000—Stations in State 32

KSUN—Bisbee—1933
MBS-DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Carleton W. Morris
Address.....Drawer C, Lowell St.
Transcription Service .....Thesaurus
News Service .....UP
President.....C. W. Morris
Gen., Sta., Comm. Mgr.....Arlo Woolery
Prog. Dir.....Ray Helgesen

KCLF—Clifton—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Gila Bcstg. Co.
Address.....Box 548
Sta. Rep.....Best
News Service.....UP, AP, INS
Gen. Mgr.....Paul Merrill
Sta., Comm. Mgr.....Eric L. Manola

KHCD—Clifton—1956

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Darwin Broadcasting Co.
Address.....P.O. Box 608
News Service.....UP
Representative.....Grant Webb
Station Manager.....Jack Campbell

KCKY—Coolidge—1948
CBS

Frequency: 1150 Kc.....Power: 1,000 Watts

Owned-Oper. By.....Gila Bcstg. Co., Inc.
Address.....Roosevelt & Main Streets
Transcription Service .....Lang-Worth
News Service.....UP
Representative.....Hil F. Best
President.....Louis F. Long
General Maanger.....Bill Parady
Comm. Mgr.....Bill Worley
Prog. Dir.....Hal McWilliams
Chief Eng.....Frank Hancock
Sls. Prom. Mgr.....Oliver Grieve
Publicity Dir.....Buddy Martin
Chief Engineer.....Earl Hickman

KAWT—Douglas—1947
MBS-KBS—DON LEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Carlton W. Morris
Address .....Drawer 1118
Transcription Service....Lang-Worth, World
Representative .....Best
Sta. Mgr.....Ed Williams

KCLS—Flagstaff—1950
NBC

Freq.: 600 Kc.....Power: 5 Kw. d., 500 W. n.
Owned-Operated By.....Saunders Bcstg. Co.
Address .....Box 1677
Pres., Gen., Sta., Comm...Charles J. Saunders
Prog. Dir.....Robt. Townsend
Chief Engineer.....Jim Robinson

KVNA—Flagstaff—1950
DON LEE

Freq.: 690 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By..Frontier Television Co., Inc.
Address.....P.O. Box 300
Transcription Service..Lang-Worth, Thesaurus
Representative...John Hershey McGillvra, Inc.
Membership .....NARTB
Gen. Mgr.....Ed Whelan
Asst. Mgr.....Herb Jepko
Prog. Dir.....Bill Foley
Ch. Eng.....Len Benson

KWJB—Globe—1938—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Gila Bcstg. Co., Inc.
Address.H'way 60-70, between Globe & Miami
Representative.....Paul H. Raymer
Station Manager.....Willard Shoecraft

KDJI—Holbrook—1955—KBS

Frequency: 1270 Kc.....Power: 1000 W. d.
Owned-Oper. By....Northeastern Ariz. Bcstrs.
Address.....Box 31
News Service.....UP
Transcription .....Lang-Worth, SESAC
Representative.....Moore, Best
Membership .....NARTB
General Manager.....Donald E. Jacobs, Jr.
Program Director.....Bill Cross
Chief Engineer.....Gary F. Grant

KAAA—Kingman—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.Stonybrook Broadcasting Co.
Business Address.....P. O. Box 1208
News Service .....AP
Membership .....NARTB
Co-Partners.....Wallace E. Stone,
John F. Holbrook
Commercial Manager.....Bernard Wilson
Program Director.....John F. Holbrook
Publicity Director.....W. E. Stone
Chief Engineer.....B. Wilson

KTYL—Mesa—1946

Freq.: 1310 Kc..... Power: 1 kw. d.; 500 w. n.
Owned-Oper. By.....Harkins Bdcstg. Co.
Address .....P. O. Box 231
News Service .....UP
Transcription Service .....Standard
Membership .....NARTB
President .....Walter Hershfield
General Manager.....Dwight Harkins
Station Manager.....Jack Harris
Comm. Manager.....Martin Welch
Publicity Director.....Bonnie Netherton
Chief Engineer.....Ben Smith

KNOG—Nogales—1948—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....C. F. & A. B. Montano
Address .....Box 1681
News Service .....UP
Representative .....Best
Gen., Comm. Mgr.....C. F. Montano
Asst. Mgr., Prog. Dir.....A. B. Montano
Chief Engineer.....Miles Shepherd

KOOL—Phoenix—1947—CBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By.....KOOL Radio-TV Inc.
Business-Studio Address.....511 W. Adams
News Service .....UP
Representative.....AM Radio Sales
Transcription .....Standard
Membership .....NARTB
President .....Gene Autry
V.P., General Maanger.....Tom Chauncey
Asst. Gen. Mgr., Prog. Dir.....Homer L. Lane
Chief Engineer.....Milford Richey
Sales Mgr.....Kenneth Morton

KPHO—Phoenix—1940—ABC

Frequency: 910 Kc.....Power: 5000 Watts
Owned.....Meredith Publishing Co.
Address.....631 No. 1st Ave.
Transcription Service.....Associated
News Service.....UP
Representative .....Katz
Membership .....NARTB, RAB
Gen. Mgr.....Richard B. Rawls
Asst. Sta. Mgr.....Gene Spry
Commercial Mgr.....E. Packer
Nat. Sales Mgr.....John R. Crowley

KIFN—Phoenix—1949

Frequency: 860 Kc.....Power: 1000 Watts d.

Owned-Operated By.....Western Bcstg. Co.
Address.....Box 430
News Service .....UP
Station Representative.....Harlan Oakes, NTS
Gen. Mgr.....Frank P. Redfield
Commercial Mgr.....J. K. Redfield

KOY—Phoenix—1922—MBS

Frequency: 550 Kc..Power: 5 Kw. d., 1 Kw. N.
Owned-Oper. By.....KOY Bcstg. Co.
Address.....840 N. Central Ave.
News Service .....UP
Transcription Service .....World
Representative .....John Blair
Membership .....NARTB, RAB
Pres., Gen. Mgr.....John L. Hogg
Comm. Mgr.....James W. Ross
Prog., Pub. Director.....John R. Williams
Chief Engineer.....Edward R. Janney

KONI—Phoenix—1954

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Anjo Bdcstrs. & Telecstrs. Inc.
Address.....Rm. 103, Mayer Heard Bldg.
News Service.....INS
Sta. Rep..Grant Webb, Clarke Brown, T. Moore
President.....Annie Dee Davis
General Manager.....James T. Ownby
Prog. Dir. .....Dee Junker
Chief Engineer.....James C. Corn

KRIZ—Phoenix—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....KRIZ, Inc.
Address-Trans. Loc.....2345 Westward Blvd.
News Service .....AP
Station Representative .....Burn-Smith
Membership .....NARTB
Pres., Gen., Sta. Manager....Howard M. Loeb
Comm., Prom. Mgr.....Sheldon Engel
Pub., Prog. Dir.....Bob Johnson
Chief Engineer.....Andy Lane

KRUX—Phoenix—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Bartell Broadcasters, Inc.
Bus.-Studio Address.....Sahara Hotel
News Service .....UP
Transcription .....SESAC
Representative .....Adam Young
Membership .....NARTB
President.....Gerald A. Bartell
Exec. Vice-Pres., Gen. Mgr.....John F. Box, Jr.
Comm. Mgr.....W. H. Robbins, Jr.
Program Dir.....Frank Pollack
Chief Engineer.....Ev Fliegal

KTAR—Phoenix—1922—NBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....KTAR Bcstg. Co.
Business Studio Address...1101 North Central
News Service .....AP
Trans. Ser.....Standard, Capitol
Representative.....Paul H. Raymer
Membership .....NARTB
Chrman. of the Board.....John J. Louis
Pres., Gen. Mgr.....Richard O. Lewis
Commercial Manager.....E. W. Harvey
Prog. Director.....Blue Wright
Chief Engineer.....Harold Haughawout

KYCA—Prescott—1940—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwest Bcstg. Co.
Business-Studio Address.....East Gurley St.
Representative.....Paul H. Raymer
Pres., Gen. Mgr.....Harold Ritter

KGLU—Safford—1938—NBC

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....Gila Bcstg. Co.
Business-Studio Address.....520 Main St.
News Service.....AP, UP
Transcription Service .....Thesaurus
Representative.....Paul H. Raymer
General Mgr.....Paul Merrill
Station Mgr.....Harl Barnett
Commercial Mgr.....Tom Moore

KCNA—Tucson—1946—ABC

Freq.: 580 Kc.....Power: 5 kw. d.; 500 w. n.
Owned-Operated By.....Catalina Bcstg. Co.
Business-Studio Address.....1511 East 16th
News Service.....AP
Representative.....Gill-Perna, Tracy Moore
Pres., Gen. Mgr.....Harry B. Chambers
Prog. Dir.....Russ Wonnacott
Business Mgr.....Robert Black

KEVT—Tucson—1953

Frequency: 690 Kw.....Power: 250 Watts d.
Owned-Oper. By.....Tucson Radio Inc.
Business Address.....400 N. Shawnee
Representative.....Oakes, Nat. Time Sls.
Membership .....NARTB
News Service .....UP
General Manager.....Peter Trowbridge
Comm. Mgr.....De Witt Wray
Program Dir.....Oscar H. Stevens
Sales Manager.....Arturo Aguilar

KOPO—Tucson—1947—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Old Pueblo Bcstg. Co.
Business-Studio Add.....115 W. Drachman St.
News Service .....AP
Reprsentative.....AM Radio Sales
Membership ..... NARTB
President.....Gene Autry
Manager .....Stan Norman
Comm. Mgr. .....Bill Riley
Sales Mgr.....Jim Dewson
Prog. Director .....Ed Tucker
Pub. Director.....Pat Wiener
Chief Engineer.....Verne Cimiotti

KTKT—Tucson—1949

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Operated By.....Thomas J. Wallace
Business-Studio Address.....Box 5585
Membership .....NARTB
Representative .....Forjoe

News Service.....UP
General Mgr.....Thomas J. Wallace
Station Manager.....George Wallace
Commercial Mgr.....Richard Grand
Chief Eng.....Thomas J. Wallace, Jr.

KTUC—Tucson—1929
MBS-DON LEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Tucson Bcstg. Co.
Business-Studio Address....900 E. Broadway
News Service .....UP
Trans. Service.....World, Associated, SESAC
Rep.....Radio-TV Reps
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr., Pub. Dir.....Lee Little
Comm. Mgr.....Mac C. Matheson
Sales Mgr.....Greoge Bradley
Chief Engineer.....Edgar N. Bouchard

KVOA—Tucson—1929—NBC

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By..Arizona Bcstg. Co., Inc.
Business-Studio Address.....209 W. Elm
Transcription Service ..... Capitol
Representative.....Paul H. Raymer
News Service .....UP
President.....C. D. McKinnon
Sales Mgr.....Ray Owen

KVNC—Winslow—1952
DON LEE-MBS

Freq.: 1010 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Gila Bdcstg. Co.
Address.....P. O. Box 373
News Service.....AP, UP

Transcription .....Standard
Sta., Comm. Mgr.....Chuck Mizner
Sales Prom. Mgr.....Warner Stensland
Program Dir.....Jerry Graham
Pub. Director.....Connie Mizner
Chief Engineer.....Woody Woodsworth

KOLD—Yuma—1951

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Broadcasters, Inc.
Address.....P. O. Box 1430
News Service .....AP
Membership ..... NARTB
Representative.....Tracy Moore, ..Keystone
Gen. Mgr.....Fred Pegler
Program Dir.....Sheldon Gibbs
Chief Engineer.....Jose Armendariz

KVOY—Yuma—1950
MBS—DON LEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....KYMA-YUMA, Inc.
Address.....P. O. Box 671
Representatives .....Radio-TV Reps.
Trans.....World, SESAC
Membersnip .....NARTB, RAB
Pres., Gen Mgr.....William B. Lindsey

KYUM—Yuma—1940—NBC

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By.....Yuma Bcstg. Co.
Business Address.....P.O. Box 352
Transcription Service.....Thesaurus, Capitol
Representative.....Paul H. Raymer
Membership .....NARTB
Station Mgr.....R. C. Smucker

Arkansas

Pop. March 1 (Est.) 1,831,000—Families 510,000
Radio Homes 504,000—TV Homes 263,000—Station in State 51

KVRC—Arkadelphia—1947
MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Arkadelphia Bcstg. Co.
Business-Studio Address.....Arkadelphia
Business-Studio Address....South Third Street
News Service .....AP
Representative.....Hil F. Best
President.....Cecil, Cupp, Sr.
Gen., Sta., Comm., Prom., Mgr., Prog., Pub., Dir. Bill Deaton
Chief Engineer.....Ray Burns

KBTA—Batesville—1950
MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....White River Valley Bdcsts. Co.
Address.... .....P. O. Box 1112
News Service .....AP
Representative .....Best
Transcription Service.....World

Membership .....NARTB
Pres., Gen., Sta., Comm., Sales Mgr. J. F. Higginsbottom
Program Director.....Myrline Morgan
Chief Engineer.....Morris Cofer

KBBA—Benton—1953

Frequency: 690 Kw.....Power: 250 Watts d.
Owned-Oper. By.....Benton Bcstg. Service
Business Address.....Box 294
News Service.....AP
Pres., Gen. Mgr.....Lavelle Langley
Sls. Prom. Mgr., Prog. Dir.....Phillip R. Craig
Comm. Mgr., Chief Eng.....Preston Bridges

KLCN—Blytheville—1922

Frequency: 910 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Harold L. Sudbury
Address.....Sudbury Bldg., Main St.
Station Representative.....John E. Pearson
Gen. Mgr.....Harold L. Sudbury
Sales Promotion Manager.....J. T. Sudbury
Program Director.....Carl Frame

KAMD—Camden—1946—MBS ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Camden Radio Inc.
Address.....South California St.
Newspaper affil.....News
News Service .....AP
Representative..Venard, Rintoul & McConnell
News Service .....AP
Membership .....NARTB, RAB
President, Gen. Mgr.....Walter E. Hussman
Sta. Mgr.....Donald Cathey
Chief Engineer.....Dorris C. Hunter

KPLN—Camden—1953

Frequency: 1370 Kw....Power: 1000 Watts d.
Owned-Oper. By.....Southern Bcstg. Co.
Business Address.....Stephens Rd.
Trans. Ser.....SESAC, World
Sta. Rep..... Hil Best
News Service.....UP
Gen., Comm. Mgr.....C. T. Mullins
Prog. Dir., Prom. Mgr.....J. Andrew Wright

KCON—Conway—1950—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Conway Bcstg. Co.
Address.....ASTC Campus
Transcription Service.....World, SESAC
Gen. Mgr.....James E. Clayton
Program Dir.....S. F. Morehead
Chief Engineer.....Edwin McClendon

KAGH—Crossett—1951 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Julian Haas
Address.....900 Main St.
News Service .....AP
Representative .....Bogner-Martin, Melville
Gen. Mgr.....Julian Haas
Chief Engineer.....Gene Kidd

KDMS—El Dorado—1950

Frequency: 1290 Kc.....Power: 1,000 Watts d.
Owned-Oper. By.....El Dorado Bcstg. Co.
Address.....208 N. Cleveland
News Service .....UP
Transcription Service .....Thesaurus
Rep.....Dora-Clayton, Melville, Rambeau
Membership .....NARTB
Gen. Mgr.....E. R. Hall
Sls. Mgr.....Rodney P. Smith
Prog. Dir., Chief Eng.....J. Andrew Wright

KELD—El Dorado—1935—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Radio Enterprises, Inc.
Business-Studio Address..208½ N. Washington
News Service .....AP
Transcription Service .....World
Representative .....Bogner & Martin
Membership .....NARTB
Pres., Gen., Sta., Com. Mgr...W. N. McKinney
Sales Mgr.....J. R. Duerson
Program Director.....Jerome Orr
Chief Engineer.....Troy B. Eddins

KGRH—Fayetteville—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By...Fayetteville Bcstg. Co., Inc.
Business-Studio Address...103 West Mountain
News Service .....AP
Representative .....Walker
Membership .....NARTB
President .....Hayden McIlroy
Gen. Mgr.....Fred J. Stevenson
Comm. Sls. Prom. Mgr.....Ed. Gideon
Program Director.....Wallie Ingalls
Chief Engineer.....Harold Lindsey

KXJK—Forrest City—1949 KBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned By.....Forrest City Bcstg. Co., Inc.
Address...Natl. Bank of East. Arkansas Bldg.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....H. F. Best
Gen., Sta. Mgr.....William Fogg
Sls., Comm. Mgr.....James Pearson
Pub. Dir.....Bob Webber
Program Dir.....H. W. Smith
Chief Engineer.....Walter Smith, Jr.

KFPW—Fort Smith—1930 CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Tulsa Bcstg. Co.
Business Address.....Sta. B Box 98
News Service.....UP, AP
Representative .....Avery-Knodel
Membership .....NARTB
Station Manager,
Sales Mgr.....J. Paul McCaslin

KFSA—Fort Smith—1947 ABC

Frequency: 950 Kc..Power: 1 Kk. d., 500 W. n.
Owned.....Fort Smith Broadcasting Co.
Address.....920 Rogers Ave.
Newspaper Affiliation
Southwestern Publishing Co.
News Service .....UP
Transcription ..... Thesaurus
Representative.....John E. Pearson
Membership .....NARTB
President.....Donald W. Reynolds
General Manager.....J. W. Slates
Comm., Prom. Mgr., Pub Dir.....Leo House
Program Director Director....Harry Freeman
Chief Engineer.....Robert W. Platt, Jr.

KWHN—Ft. Smith—1947

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By...KWHN Bcstg. Co., Inc.
Business-Studio Add...421-423 Garrison Ave.
News Service .....AP

Trans. Ser. ..... Standard
Representative ..... Rambeau
Gen. Mgr., Sec-Treas. ..... J. H. Friedman
Station Mgr. ..... Jimmy Barry
Program Dir. ..... Glenn A. O'Neal

KHOZ—Harrison—1946

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Operated By ... Harrison Bcstg. Corp.
Bus.-Studio Address ..... Harrison
News Service ..... UP
Transcription Service ..... Thesaurus
Gen. Mgr. ..... R. S. Wheeler, Jr.
Comm. Mgr. ..... Everett S. Horton
Station Mgr. ..... Harry Temple

KFFA—Helena—1941
KBS-MBS

Frequency: 1360 Kc. ..... Power: 1,000 Watts
Owned-Operated By ..... Helena Bcstg. Co.
Address ..... 215 York St.
News Service ..... AP
Representative ..... Best
Membership ..... NARTB
Pres., General Manager .... Sam W. Anderson
Comm. Mgr. ..... Cecil R. Scaife
Sales Prom. Mgr. ..... Katherine Kizer
Program Director ..... Larry Parker
Chief Engineer ..... Charles Smith

KXAR—Hope—1947—MBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Hope Bcstg. Co.
Address ..... P. O. Box 138
News Service ..... AP
Gen. Mgr. ..... L. B. Tooley
Comm. Mgr. ..... Wes Ninemire

KBHS—Hot Springs—1953

Frequency: 590 Kc. .... Power: 1000 Watts d.
Owned-Oper. By ..... Resort Bdcstg. Co., Inc.
Address ..... 113 Third St.
News Service ..... UP
Transcription ..... World
Sta. Rep. ..... Sears & Ayer
President ..... A. M. McGregor
V.P., General Mgr. ..... Gene Kelley
Station, Sales Prom. Mgr. ..... Ed Appler
Program Director ..... Steve Nichols
Publicity Director ..... Haines Hower
Chief Engineer ..... Clint Norman

KBLO—Hot Springs—1953

Frequency: 1470 Kw. .... Power: 1000 Watts d.
Owned-Oper. By ..... Bullard Enterprises
Address ..... 1011 Central Ave.
Representative ..... Indie, Dora-Clayton
News Service ..... AP
General Mgr. ..... Carl Van Sittert
Commercial Mgr. ..... C. J. Dickson
Chief Engineer ..... R. G. King

KWFC—Hot Springs—1941
MBS-ABC

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Spa Bcstg. Co., Inc.
Business-Studio Address ... 819½ Central Ave.
Representative .. Venard, Rintoul & McConnell
News Service ..... AP
Trans. ..... World
Membership ..... NARTB, RAB
President, Gen. Mgr. ..... Walter E. Hussman
Comm. Mgr. ..... Jack Wolever
Chief Engineer ..... William A. Carr

KBTM—Jonesboro—1930
MBS-KBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Regional Bcstg. Co.
Address ..... 603 Madison St.
Representative ..... Burn-Smith
News Service ..... AP
Trans. ..... World
Owner, Mgr. ..... Harold E. King
Sta. Mgr. ..... Clarence Adams
Comm. Mgr. ..... James Barnes
Promotion Dir. ..... Marion Boyne

KNEA—Jonesboro—1950

Frequency: 970 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Radio Jonesboro, Inc.
Address ..... New Citizens Bank Bldg.
News Service ..... UP
Transcription Service ..... World, Thesaurus
Representative ..... Gill-Perna
President ..... Ernest Farabee
General Manager ..... Harold Gregson
Comm. Mgr. ..... Bob Blackwood
Prog. Dir. ..... Bill Leach
Chief Eng. ..... Wesley Bell

KARK—Little Rock—1928
NBC

Frequency: 920 Kc. ..... Power: 5000 Watts
Owned-Oper. By .. Arkansas Radio & Equip. Co.
Address ..... 10th & Spring Sts.
News Service ..... AP, UP
Representative ..... Edward Petry
Membership ..... NARTB
V.P., Gen. Mgr. ..... T. K. Barton
Commercial Mgr. ..... Ernest Howard
Prom. Dir. ..... Shirley Kennedy
Program Director ..... Ernest M. Howard

KGHI—Little Rock—1927

Freq.: 1250 Kc. .... Power: 1 Kw. d. 500 w. n.
Owned-Operated By .... KGHI-Radio Arkansas
Address ..... P. O. Box 3099
Representative ..... Burn-Smith
Transcription Service ..... World
News Service ..... UP
Owner, Gen. Mgr. ..... Harold E. King
Comm. Mgr. ..... Rex Parnell
Program Dir. ..... Hugh Brown
Chief Eng. ..... V. O. Van Deusen
Station Mgr. ..... W. J. Hart

KLRA—Little Rock—1927
ABC

Freq.: 1010 Kc. .... Power: 10 Kw. d., 5 Kw. n.

Owned-Oper. By.....WTCR Inc
Business-Studio Address.....Gazette Bldg.
News Service .....AP
Transcription..... Standard
Representative.....Paul Raymer
Chairman of the Board .....Connie B. Gay
President.....Jane E. Trimner
Exec. V.P.....Donald J. Tucker
General Mgr.....N. S. Twell

KTHS—Little Rock—1924 CBS

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned-Oper.....Radio Bcstg., Inc.
Business-Studio Address.....P. O. Box 269
Newspaper Affil.....Shreveport Times
News Service.....AP, UP
Representative .....Branham
President.....W. H. Bronson
General Manager.....B. G. Robertson
Comm. Manager.....A. C. Dowden
Sales Prom. Mgr.....R. Brown
Program Director.....George F. Moore
Chief Engineer.....Cecil L. Suitt

KVLC—Little Rock—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By..Southwestern Bcstg. Co.
Address .....Southern Natl. Insurance Bldg.
Representative .....Radio Representatives, Clarke Brown, O'Connell
News Service .....AP
Prog. Dir.....Charlie Simms
General Mgr.....Dale Mahurin
Asst. Sta. Mgr.....Henry H. Steele

KXLR—N. Little Rock—1946 MBS

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Ark. Airwaves Co.
Address.....Cotton Belt Bldg.
Representative .....Pearson
News Service .....AP
President.....John F. Wells
Commercial Mgr.....Melton Lancaster

KVMA—Magnolia—1948 MBS

Frequency: 630 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Magnolia Bcstg. Co.
Business-Studio Address..212 N. Jefferson St.
Representative.....John E. Pearson
News Service .....AP
Transcription ..... World
Membership .....NARTB
Gen. Mgr.....William M. Bigley

KBOK—Malvern—1951—KBS

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Malvern Bcstg. Co.
Address.....Young Insurance Bldg.
Representative .....Devney, Melville
News Service .....AP
Gen., Comm. Mgr.....Kermit Richardson
Chief Engineer.....Tom Graves

KVSA—McGehee—1953

Frequency: 1220 Kw.....Power: 1000 Watts d.
Owned-Oper. By...S. E. Arkansas Bcstrs. Inc.
Address .....Box 1220
Representative .....Best
News Service .....AP
Transcription ..... Capitol
Pres., Gen. Mgr.....Abbott F. Kinney

KENA—Mena—1955—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....R. B. Bell
Address.....S. Reine St.
Representative.....Hil F. Best
News Service .....AP
General Mgr.....Larry Shephard
Comm. Mgr.....Bill Hughes
Ch. Eng.....O. D. Frederick

KHBM—Monticello—1955 KBS

Frequency: 1430 Kc.....Power: 1 Kw.
Owned-Oper. By.....College Bcstg. Co.
Address .....Box 446
Representative .....Continental Radio Sales
News Service .....UP
Transcription .....SESAC, Standard
Membership .....NARTB
Gen., Sta., Comm., Sls. Mgr.....Bill Wells
Prog. Dir.....Sue Wells
Chief Engineer.....John Stanley

KVOM—Morrilton—1953

Frequency: 800 Kw.....Power: 250 Watts d.
Owned-Oper. By.....Morrilton Bcstg. Co.
Address.....P. O. Box 541
News Service .....AP
Transcription Service.....Standard, World
Pres., Gen., Sta., Pub. Mgr.....J. C. Willis
Prog. Director.....Hugh C. Jones
Comm. Mgr., Ch. Eng.....Weldon Sludge

KTLO—Mountain Home—1953 KBS

Frequency: 1490 Kw.....Power: 250 Watts
Owned-Oper. By..Mountain Home Bcstg. Corp.
Address.....Mountain Home
Representative .....Best
News Service .....UP
Transcription ..... World
Pres., Gen. Mgr.....A. Stricklen
Commercial Mgr.....Bob Pratt

KNBY—Newport—1949

Frequency:
1280 Kc....Power: 1000 Watts d., 500 W. n.
Owned-Operated By.....Newport Bcstg. Co.
Business Address.....Newport
General Manager.....Gene Howe
Program Director.....Jerry Grojean

KOSE—Osceola—1949—KBS

Frequency: 860 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....Osceola Bcstg. Corp.
Business Address.....P. O. Box 311
Representative.....Hil F. Best
News Service .....AP
Trans. ..... World
President.....H. F. Ohlendorf
General Manager.....Ted Woods
Commercial Manager.....Betty G. Woods

KDRS—Paragould—1947 KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Progressive Bcstg. Co.
Business Address .....Box 491
News Service .....AP
Membership .....NARTB
General Manager.....T. Rand
Commercial Manager.....Doyne F. Bateman
Business Manager.....T. M. Self
Prog. Dir.....W. Wheelis
Chief Engineer.....Russell Schwamb

KCLA—Pine Bluff—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Radio Engineering Service
Business-Studio Address.....2900 W. 28th St.
News Service .....AP
Station Representative.....Hil Best
General Mgr.....Kenneth Kesterson
Commercial Manager.....Clyde Martin
Pgm. Dir.....Charles Penix

KOTN—Pine Bluff—1934 MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Universal Bcstg. Corp
Address .....P. O. Box 957
News Service .....AP
Transcription Service.....Thesaurus, World
Pres., Gen. Mgr., Chief Engr.....B. J. Parrish
Prom. Mgr.....J. Wallace
Program Director .....Hilda Matz
Pub. Director.....Alva Holt

KPOC—Pocahontas—1950 KBS

Frequency: 1420 Kc....Power: 1,000 Watts d.
Owned-Operated By...Pocahontas Radio, Inc.
Address.....P. O. Box 250
News Service .....AP
Transcription ..... World
General Mgr.....Adrian L. White
Program Dir. .....Bill Nicholson
Sales Mgr.....Virgil Pace

KAMO—Rogers—1954

Frequency: 1390 Kc.....Power: 1000 Watts
Owned .....KAMO, Inc.
Address.....Am. Natl. Bank Bldg.
Station Rep.....G. Don Thompson
Pres., Gen. Mgr.....G. Don Thompson
Prog., Pub. Dir.....Chuck Davis
Chief Engineer.....W. E. Dacus

KXRJ—Russellville—1947 MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Valley Broadcasters, Inc.
Address .....Box 191
News Service .....AP
Pres., Gen., Sta. Mgr.....C. R. Horne
Comm. Mgr.....L. L. Bryan
Sales Prom. Mgr.....Don Sammons
Prog. Director.....Ora Mae Lee
Chief Engineer.....William C. McKenney

KWCB—Searcy—1951—KBS

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned.....White County Bcstg. Co., Inc.
Address.....P. O. Box 95
News Service .....AP
Representative.....Hil F. Best
Membership .....NARTB
Pres., Comm. Mgr., Sta., Comm. Mgr.
Carl N. Dodd
Prom. Mgr., Prog., Pub. Dir. ....Don P. Jones
Chief Eng.....Homer M. Harris

KUOA—Siloam Springs—1923 MBS-KBS

Frequency: 1290 Kc.....Power: 5,000 Watts d.
Owned-Operated By.....Kuoa, Inc.
Business-Studio Address.....Siloam Springs
News Service .....UP
Representative .....Dora-Clayton
Transcription Service .....Lang-Worth
Membership .....NARTB
President.....Dr. John E. Brown, St.
Gen. Mgr., Sta., Comm. Mgr., Ch. Eng.
Cecil Smith
Program Director .....Ralph Kennedy, Jr.

KBRS—Springdale—1949 ABC-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper...Northeast Ark. Bcstg. & TV Co.
Address .....P. O. Box 29
Newspaper Affiliation..Southeastern Pub. Co.
News Service .....AP
Representative .....Hil F. Best
President .....Donald W. Reynolds
Gen., Sta. Mgr.....Roy J. Bowman
Comm. Manager.....Hubert Phillips
Chief Engineer.....William Ussery

KWAK—Stuttgart—1948 MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Stuttgart Bcstg. Corp.
Business Address.....1818 S. Buerkle
Representative.....Hil F. Best
News Service .....AP
Transcription .....World, Standard
President .....Beloit Taylor
Gen. Manager.....Melvin P. Spann
Station Mgr.....June S. Spann
Comm. Mgr.....L. A. Sabo
Chief Engineer.....Marvin Heffington

In a single day, KNX reaches
more homes in
Metropolitan Los Angeles
than the three leading
independent stations *combined.*

That's saturation!

And KNX saturation *sinks in.*
Your sales message is backed
by programming
that demands attention:
drama, discussion, comedy,
sports, variety and news...
not a lulling repetition
of top tunes.

When you talk "saturation"
get *saturation.*
Buy **KNX RADIO,**
the most *listened to* station
in Los Angeles.

Represented by
CBS Radio Spot Sales.

KOSY—Texarkana—1951 MBS

Freq.: 790 Kc.....Power: 1 Kw. d., 500 w. n.
Owned-Operated By.....Gateway Bcstg. Co.
Address.....State Line Ave.
Representative .....Pearson
Trans. ..... Thesaurus
Gen. Manager .....Tom E. Dillahunty
Sales Manager .....Herman Cecil

KRLW—Walnut Ridge—1951

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Lawrence Co. Bcstg. Co.
Address .....Walnut Ridge
News Service .....UP
Trans. ..... Thesaurus
Gen. Mgr.....Wm. H. Cate

KWRF—Warren—1953

Freq.: 860 Kc.....Power: 250 Watts
Owned .....Pines Bcstg. Co.
Address .....Box 480
News Service .....AP
Transcription Service .....World
Representative .....Hil F. Best
Gen., Sta. Mgr.....Lee Reaves
Comm. Mgr.....H. A. Harris
Chief Engineer.....P. L. Demaree

California

Pop. March 1 (Est.) 13,923,000—Families 4,467,000
Radio Homes 4,420,000—TV Homes 3,986,000—Stations in State 156

KCNO—Alturas—1951—ABC

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Operated By..Interstate Bcstg. Co., Inc.
Address.....P. O. Box 207
News Service .....UP
Trans. Ser.....Standard, Capitol
Representative .....Best
Pres., Gen. Mgr.....H. L. Chander, Jr.
Comm., Sta. Mgr.....R. W. Ball, Jr.
Chief Eng.....J. M. Condrey

KAVR—Apple Valley—1954

Frequency: 960 Kc.....Power: 5 Kw. d.
Owned.....Apple Valley Bcstg. Co.
Address.....Apple Valley Inn
News Service.....UP
Membership .....NARTB
Transcription .....World
President.....Newton T. Bass
Managing Dir.....J. C. Thomas
Commercial Mgr.....R. T. McKenzie

KENL—Arcata—1956

Frequency: 1340 Kc.....Power: 250 Watts
Owned .....Vern Emmerson
Address.....225 Shirley Boulevard
News Service .....AP
Transcription .....SESAC
Representative .....W. T. Grant
Membership .....NARTB
Gen., Sta. Mgr.....Vern Emmerson
Comm. Mgr.....Eberle Shultz
Program Dir.....Lee Norton
Chief Engineer.....Vince Lambert

KBIG—Avalon—1952

Frequency: 740 Kc.....Power: 10,000 Watts
Owned-Operated By.....John Poole Bcstg. Co.
Address.....6540 Sunset Blvd., Hollywood
News Service.....UP, AP
Transcription Service .....Standard
Representative .....Weed
Membership .....NARTB, RAB
President, Gen. Mgr.....John Poole
Comm., Prom. Mgr., Pub. Dir..R. J. McAndrews
Operations Manager.....Cliff Gill
Program Director.....Alan Lisser
Chief Engineer.....Buell Dalton

KAFY—Bakersfield—1946 MBS

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By.....Radio Station KAFY
Address.....1669 Chester Ave.
News Service .....UP
Representative ..... McGavren-Quinn
Transcription .....SESAC
Membership ..... NARTB
Gen., Sta., Comm. Mgr.....Benton Paschall
Sales Promotion Manager.....Frank Cassidy
Program Director.....Glenn Lockhart
Publicity Director.....Hal Laffoon
Chief Engineer.....Carl Carlson

KBIS—Bakersfield—1950

Frequency: 1490 Kc.....Power: 1000 Watts
Owned-Oper. By.....Marmat Bcstg. Co.
Studio Address.....2013 Chester Ave.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Young
Pres., Gen., Sta. Mgr.....Hal Brown
Comm. Mgr.....Don Hopkins
Chief Engineer.....Jack Duemler
Prog. Dir.....P. Battisti

KERN—Bakersfield—1932 CBS

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By...McClatchy Bdcstg. Co.
Business Address .....Sacramento
News Service .....UP
Transcription Service.....Capitol
Representative.....Paul H. Raymer
Membership .....NARTB, RAB
President .....Eleanor McClatchy
Sta., Comm., Prom. Mgr., Prog., Pub. Dir.
Walter Baziuk
Chief Engineer.....Verne Shatto

KGEE—Bakersfield—1946 NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....KGEE, Inc.
Business-Studio Address....1415 17th Street
News Service .....UP
Representative .....Hollingbery
Membership ..... RAB
Pres., Prom. Mgr., Pub. Dir.
C. Dexter Haywood
Gen., Sta., Comm. Mgr. ..Herbert H. Wixson
Program Director.....Thad Bulkeley
Chief Engineer.....Edwin Andreas

KMAP—Bakersfield—1955

Frequency: 1490 Kc.....Power: 250 Watts
Owned .....Morris Mindel
Address.....P.O. Box 693
News Service .....UP
Representative ..... Forjoe
Membership .....NARTB
Station Manager.....Jeanne Backer

KPMC—Bakersfield—1932 ABC

Frequency: 1560 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Pioneer Mercantile Co.
Address.....307 E. 21st St.
Representative ..... Burn-Smith
Harlan G. Oakes
Membership ..... NARTB
Gen., Sta. Mgr.....L. A. Schamblin

KPAS—Banning—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....San Jacinto Bctsg. C.
Address.....4425 W. Ramsey St.
News Service.....UP
Transcription Service..... World
Representative.....Grant Webb
Manager.....Melvin F. Berstler
Commercial Mgr.....G. F. Kraus

KWTC—Barstow—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.Mojave Valley Bcstg. Co.
Address .....Box 697
News Service .....UP
Representative ..... O'Connell

KRE—Berkeley—1923

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Central Calif. Bcstrs., Inc
Address-Trans.....601 Ashby Avenue
News Service .....AP
Representative .....W. S. Grant
Membership .....NARTB
General Mgr.....Arthur Westlund
Sta. Mgr.....Don Hambly
Chief Engineer.....Robert K. Morrison

KOWL—Bijou—1956

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Radio Station KOWL
Address.....Lake Tahoe, Bijou
General Sales Mgr.....Sam Taylor, Jr.

KIBS—Bishop—1953—KBS

Frequency: 1230 Kw.....Power: 250 Watts
Owned-Oper. By.....Inyo Bcstg. Co.
Address.....Box 757
News Service.....UP
Transcription Service.....Capital, SESAC
Representative.....Broadcast Time Sales
Pres., Gen. Mgr., Pub. Dir.....J. Oliver
Station Mgr.....Dorothy Cowley
Commercial Mgr., Prom. Mgr...R. S. Deming
Prog. Dir.....George Hobkirk
Ch. Engineer.....Paul Shirk

KYOR—Blythe—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned...Imperial Broadcasting Systems, Inc.
Address .....Box 668
News Service .....UP
Representative .....John E. Pearson
President, Gen. Mgr.....Frank K. Danzig
V.P., Gen. Sales Mgr.....A. Bartlett Ross, Jr.
Station Mgr.....Vic Lundberg
Commercial Mgr.....Sam Christie
Program Dir.....Lee Young
Chief Engineer.....Carl S. Johnson

KROP—Brawley—1946—ABC

Frequency: 1300 Kc....1000 Watts d., 500 n.
Owned-Oper. By.....Imperial Bcstg. System
Address .....6331 Hollywood Blvd.
Representative.....John E. Pearson Co.
Station Manager.....Ed Silvera
Program Dir.....Chap Rollins

KBLA—Burbank—1952

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Bdcstrs. of Burbank
Address.....11516 Oxnard St., N. Hollywood
News Service .....UP
Station Representative.....Grant Webb
Transcription Service.....Capitol

KICO—Calexico—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Charles R. Love
Address.....Box 1697
News Service .....AP
Station Representative....D. Cooke, O'Connel
Owner .....Charles R. Love
General Manager.....W. L. Gleeson
Station Manager.....Ray Mitchell
Comm. Manager.....Bob Purcell
Program Dir.....H. Herbert
Chief Engineer.....E. Barranza

KHSL—Chico—1935—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated....Golden Empire Bcstg. Co.
Address.....Box 303
Representative .....Avery-Knodel
Membership .....NARTB

Pres., Gen. Mgr.....Mrs. H. McClung
Station Manager.....Charles H. Kinsley, Jr.

KXOC—Chico—1949
MBS

Frequency: 1060 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Broadmoor Bcstg. Corp.
Address-Trans. .....Radio Lane
News Service .....UP
Transcription Service .....Standard
Representaitve ...Branham, McGavren-Quinn
Membership .....RAB, NARTB
President .....J. O. Gross
Gen., Sta., Mgr.....Ted L. Snider
Comm. Mgr.....R. Gheller
Prog. Director.....Ned Tollinger
Publicity Dir.....L. Barksdale
Chief Engineer.....Bill Pope

KCHV—Coachella—1954

Frequency: 970 Kc.....Power: 1 Kw.
Owner.....Coachella Valley Bcstg. Co.
Address .....Avenue 50
News Service .....AP
Partner, Gen. Mgr.....E. Gorges
Partner, Ch. Eng.....M. Carroll
Sta. Mgr.....Ed Keane

KBMX—Coalinga—1950—KBS

Frequency: 1470 Kc.....Power: 500 W. d.
Owned-Oper. By.....Westside Bdcstg. Co.
Address .....Box 1179
News Service .....UP
Sta. Rep.....Grant Webb
Gen., Sta., Com. Mgr.....V. J. Stedry
Chief Engineer.....M. E. Davis

KBUC—Corona—1948

Frequency: 1370 Kc.Power: 1 Kw. d., 500 W. n.
Owned.....Radio Broadcasting, Inc.
Business Address....758 East Colorado St., Pasadena
News Service .....UP
Trans. ..... Lang-Worth
Pres., Gen. Mgr.....Henry Fritzen
Sta., Comm. Mgr.....Charles M. Ferguson
Chief Engineer.....Robert Cochems

KCRE—Crescent City—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Del Norte Bcstg. Co.
Address .....Box 248
Representative .....Ayres
Transcription.....Standard, SESAC, World
Pres., Gen. Mgr., Sta. Mgr...Robert E. Grey
Chief Engineer.....Herb W. Hall

KCHJ—Delano—1950

Frequency: 1010 Kc.....Power: 1000 W. d.
Owned-Oper. By.....Charles Herman Johnes
Address.....County Line Rd.
News Service .....UP
General Mgr.....Jean J. Johnes
Program Dir.....Joe McFolin

KRDU—Dinuba—1946—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Dinuba Co.
Business-Studio Address.....Box 157
News Service .....AP
Representative .....W. Ayres
Pres., Gen., Sta. Mgr.....Egon A. Hofer
Chief Engineer.....Warren Nystrom

KBAB—El Cajon—1955
KBS-ABC

Frequency: 910 Kc.....Power: 1 Kw.
Owned-Operated By.....Babcock Bcstg. Corp.
Address.....200 E. Main St.
Representative .....Bolling
Transcription Service .....Thesaurus
President.....L. H. Kornik
Gen., Sta. Manager.....N. E. Key
Comm. Mgr., Pub. Dir.....John Stam
Program Dir.....W. Sweet
Chief Engineer.....Robert E. Lee

KXO—El Centro—1927
MBS-DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Valradio Inc.
Business Address.....Box 140
News Service .....UP
Representative.....Paul H. Raymer
Membership .....NARTB
Pres., Gen. Mgr.....Riley R. Gibson
Commercial Manager.....Marc Hanan
Prog. Dir.....Bob Weaver
Chief Engineer.....Jim Pollard

KHUM—Eureka—1947—CBS

Freq.: 980 Kc.....Power: 5 Kw., d., 500 W. n.
Owned-Oper. By.....Carroll R. Hauser
Address .....Box 1015
News Service .....AP
Transcription Service .....Capitol
Representative.....Pearson, MacGavren
Pres., Gen. Mgr.....C. R. Hauser
Sta. Mgr., Pgm., Pub. Dir.....Frank R. Brown
Comm., Prom. Mgr.....Frank M. Smith
Chief Engineer.....Dean Elliott

KIEM—Eureka—1933—MBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned Opr. By....Redwood Bdcstg. Co., Inc.
Address.....6th at E. Sts.
Trans. Ser.....MacGregor, World
Membership.....NARTB, RAB
Representative .....John Blair
President, Manager.....Wm. B. Smullin
General Manager.....John Bauriedel
Commercial Mgr.....Robert Stach
Prom. Mgr.....B. Adams
Program Dir.....Eddy Arnold
Chief Engineer.....Bert Speer

KDAC—Fort Bragg—1948
KBS

Frequency: 1230 Kc.....Power: 250 Watts

Owned.....Mendocino Coast Bcstg. Co.
Address .....Box 616
News Service .....AP
Owner .....Edward Mertle
General Manager.....Craig N. Smith
Comm. Mgr., Prog. Dir.....Matthew V. Huber
Chief Engineer.....Craig N. Smith

KARM—Fresno—1938—ABC

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Oper. By .....KARM
Business-Studio Address..1333 Van Ness Ave.
News Service .....AP
Transcription Service .....Standard
Representative .....Bolling
President.....Mrs. Hattie Harm
General-Station Manager....Clyde F. Coombs
Comm. Mgr.....George Nickson
Sls. Prom. Mgr.....E. Roth Cooney
Program Director.....Lou Lampe
Chief Engineer.....Elbert Dean

KBIF (See San Francisco)

KFRE—Fresno—1937—CBS

Frequency: 940 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Calif. Inland Bcstg. Co.
Business-Studio Address..T. W. Patterson Bldg.
Representative .....John Blair
Pres., Gen. Mgr.....P. R. Bartlett
Com. Mgr.....Donald Barry
V. P. Eng.....Keith L. Mealey
Program Dir.....Robert Fulton

KGST—Fresno—1949

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Operated By...Delle Broadcasting Co.
Address.....1244 'O' St.
News Service .....UP
Representative .....Rambeau
Membership .....NARTB
Commercial Manager.....Morrie Mindel
Program Director.....Jeanne Bacher

KMAK—Fresno—1953

Frequency: 1340 Kw.....Power: 250 Watts
Owned-Oper. By.....McMahan Bcstg. Co.
Address.....2020 McKinley
Representative .....McGavren
President.....R. O. McMahan
Gen., Sta. Mgr.....Coyle Chambers
Chief Engineer.....Ed Nickels

KMJ—Fresno—1925—NBC

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....McClatchy Bcstg. Co.
Business-Studio Address..1515 Van Ness Ave.
Transcription Service .....Associated
Representative.....Paul H. Raymer
Membership .....NARTB, RAB
Station Manager.....David T. Harris

KYNO—Fresno—1947
MBS-DON LEE

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio KYNO
Address.....2125 N. Barton Ave.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Hollingbery
Membership .....NARTB, RAB
General, Sta. Manager.....L. E. Chenault
Sales Prom. Mgr.....Jim Carroll
Program Director.....Jack Grady
Chief Engineer.....Bert Williamson

KIEV—Glendale—1933

Frequency: 870 Kc.....Power: 250 Watts d.
Owned-Operated By.....Cannon System, Ltd.
Address.....102 N. Glendale Ave.
News Service.....UP, AP
Transcription Service .....Standard
President.....David H. Cannon
Station Mgr.....Cal Cannon

KNGS—Hanford—1948

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Oper. By.....Hanford Bcstg.
Business Address.....P. O. Box 620
News Service .....UP
Rep.....Harlan G. Oakes
Membership .....NARTB, RAB
President.....Earl J. Fenston
Gen., Sta. Mgr.....M. Offenbach
Commercial Mgr.....Forrest Howard
Publicity Dir.....Dave Camp
Prog. Dir., Ch. Eng.....Stan Vestal

HOLLYWOOD'S
"PERSONALITY"
STATION

- Balanced Block Programming
- Superior Musical Selection
- News, Sports, Personalities

KEEPS RADIO DIALS SET AT
1230 Kc.
Twenty Four Hours Daily
"The Original 24-hr. Station"
6314 Sunset Blvd.
Hollywood 28 HO. 4-0201

KFWB—Hollywood—1926

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....KFWB Inc.
Business-Studio Add....6419 Hollywood Blvd.
Representative....Branhan, MsGavren, Quinn
Pres., Gen. Mgr.....Harry Maizlish
Dir. of Oper.....Sydney Yallen
General Sales Mgr.....Frank King

KDAY—Hollywood—1947

(See Santa Monica For Listing)

KGFJ—Hollywood—1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ben S. McGlashan
Business-Studio Address....6314 Sunset Blvd.
News Service.....UP
Owner.....Ben S. McGlashan
General, Station Manager....Thelma Kirchner
Sales Mgr.....Molly C. Low
Prog., Pub. Dir.....Dan Speare
Prom. Mgr.....Juanita McCurdy
Chief Engineer.....Homer Obuchon

KLAC—Hollywood—1924

Freq.: 570 Kc.....Power: 5 Kw. d.; 1 Kw. .n
Owned-Operated By...Hall Broadcasting Co.
Address.....6363 Sunset Blvd
Representative.....Adam J. Young
Membership .....NARTB, RAB
President, Gen. Mgr.....M. W. Hall
Gen. Sales Manager.....Felix D. Adams

KREO—Indio—1946—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned....Imperial Broadcasting System, Inc.
Address.....P.O. Box 697
News Service .....UP
Representative.....John E. Pearson
President, Gen. Mgr.....Frank K. Danzig
V.P., Gen. Sales Mgr.....A. Bartlett Ross, Jr.
Station Mgr.....Douglas Caplette
Commercial Mgr.....Bill Gibeau
Program Director.....Don Retz
Chief Engineer.....Cliff Lantz

KAVL—Lancaster—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Antelope Bcstg. Co.
Address.....P. O. Box 1192
Transcription Service .....Lang-Worth
Membership .....NARTB, RAB
Station Representative..Broadcast Time Sales
News Service .....UP
President .....W. B. Carter
General Mgr.....H. L. Comstock
Sls. Prom. Mgr.....Dean Roper
Chief Engineer.....Carl Pendergraft

KBVM—Lancaster—1956

Frequency: 1380 Kc.....Power: 1000 Watts
Owned.....Brocaw Broadcasting Co.
Address.....112 East Avenue "J"
News Service .....AP

A bumper crop of Listeners at home and on the road in Los Angeles.

National Representatives: Branham Co. San Francisco: McGavren-Quinn. Robert M. Purcell, Vice President and General Manager

5000 Watts day and night... clear regional channel.

Representative .....Adam Young
Pres., Gen. Mgr.....Hal Brown
Station, Sales Mgr.....Frank Wilbur

KCVR—Lodi—1946—KBS

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....H. W. & D. A. Brown
Business Address.....P. O. Box 600
Transcription Service .....Standard
Station Representative.....Wm. Ayres
News Service .....UP
Gen. Mgr.....Herbert W. Brown
Sta. Mgr., Prog. Dir.....Dedah M. Corlett
Sales Mgr.....J. A. Duguid
Chief Engineer.....George Sampson

KFOX—Long Beach—1924

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Oper. By.....Hogan Bcstg. Corp.
Address.....220 E. Anaheim Street
News Service .....UP
Membership .....NARTB, RAB
Representative .....Headley-Reed
President.....Arthur B. Hogan
Gen., Sta., Comm. Mgr.....Hal Shideler
Pub. Dir.....Walt Abbott
Chief Engineer.....J. C. Warren

KGER—Long Beach—1926 KBS

Frequency: 1390 Kc.....Power: 5,000 Watts
Owned By...John Brown Schools of Calif., Inc.
Business-Studio Address.....3745 Atlantic
News Service .....AP
Representative .....Walker
Membership .....NARTB
Gen., Sta., Comm. Mgr.....Clinton H. Fowler
Beverly Hills Sales Mgr. ..Cornelius O. Lee

KABC—Los Angeles—1929 ABC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....AB-PT, Inc.
Address.....1539 N. Vine St.
News Service .....AP, INS
Representative .....Katz
Membership .....NARTB, RAB
Vice-President .....Earl J. Hudson
General Manager.....John Hansen
Promotion Manager.....David Nowinson
Commercial Mgr.....William Baxley
Program Director.....Dresser Dahlstead
Publicity Director.....Nell Cleary
Chief Engineer.....Ted Grenier

KFAC—Los Angeles—1931

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Los Angeles Bcstg. Co., Inc.
Bus.-Studio Address.....5773 Wilshire Blvd.
News Service .....AP
Representative .....Bolling
Membership .....NARTB
Pres.-Gen.-Sta. Mgr.....Calvin J. Smith
Publicity Dir.....Paul Price
Program Director.....Howard Rhines
Chief Engineer.....Ron Oakley

KFI—Los Angeles—1922 NBC

Frequency: 640 Kc.....Power: 50,000 Watts
Owned-Operated By..Earle C. Anthony, Inc.
Business-Studio Address..141 N. Vermont Ave.
News Service.....AP, UP
Representative.....Henry I. Christal
Membership .....NARTB
Pres., Gen. Mgr.....Earle C. Anthony
Asst. to President.....Charles E. Hamilton
Program Director.....Pat Kelly
Sales, Prom. Mgr., Pub. Dir...Edward H. Grigg
Co-Chief Engs...H. L. Blatterman, C. W. Mason

KNX—Los Angeles—1922 CBS

Frequency: 1070 Kc.....Power: 50,000 Watts
Owned By.... .Columbia Bcstg. System, Inc.
Operated By.....CBS Radio Division
Business-Studio Address....6121 Sunset Blvd.
News Service.....AP, UP
Representative.....CBS Radio Spot Sales
Membership.....NARTB, RAB
Comm. Mgr.....Donald M. Ross
Sales Promotion Mgr.....John Asher

(See Page 366)

KPOP—Los Angeles—1925

Frequency: 1020 Kc.....Power: 5,000 Watts
Owned-Operated By.....Standard Bcstg. Co.
Business-Studio Add.....338 S. Western Ave.
News Service.....AP, UP
Trans. Ser.....Lang-Worth, MacGregor

ENJOY
LOW COST
SO. CALIF.
SALES IMPACT
WITH
TEXACO
PEPSODENT
PET MILK
RICHARD HUDNUT
VITALIS
SCHILLING SPICES
CHESTERFIELDS
LAMB GROWERS
COCA COLA
CAMELS
USE
K·POP
5000w. LOS ANGELES 1020kc.
Represented by: BROADCAST TIMES SALES
New York Chicago Detroit Dallas
FRANK KING CO. San Francisco

Representative.....Broadcast Time Sales, Frank King
Membership ..... NARTB
General Manager.....Frank Burke, Jr.
Dir. Nat'l Sales.....Frank Crane
Comm. Manager .....Vern Lindblade

KMPC—Los Angeles—1927

Freq.: 710 Kc.....Power: 50 Kw. d.; 10 Kw. n.
Owned-Oper. By.....Golden West Bcsters.
Address.....5939 Sunset Boulevard
News Service .....INS, UP
Representative.....AM Radio Sales
Membership .....NARTB
Ch. of Board.....Gene Autry
President.....Robert O. Reynolds
V.P., Dir. Engineering.....Lloyd C. Sigmon
Gen. Sales Mgr.....Stanley Spero
Director of Bcstg., Sls. Prom.....Mark Haas
Chief Engineer.....L. C. Sigmon

KPOL—Los Angeles—1952

Frequency: 1540 Kc....Power: 10,000 Watts d.
Owned-Oper. By....Coast Radio Bdcstg. Corp.
Address.....4628 Wilshire Blvd.
News Service .....AP
Transcription Service..Associated, Lang-Worth
Representative.....Robert S. Keller
Membership ..... RAB
President, Gen. Mgr.....Hugh R. Murchison
Station, Comm. Mgr.....Frederick Custer
Program Dir.....R. Scott
Chief Engineer.....Floyd Hall

KHJ—Los Angeles—1922 MBS-DON LEE

Frequency: 930 Kc.....Power: 5,000 Watts
Owned-Oper. By.....RKO Teleradio Pictures
Address.....1313 N. Vine St., Hollywood
News Service.....AP, UP
Representative .....H-R Reps.
Membership .....NARTB, RAB
Pres., Don Lee Div.....Willet H. Brown
Gen. Mgr., Don Lee Div.....Ward D. Ingrim
Vice Pres., Sales.....Norman Boggs
Sales Promotion Mgr.....Robert Light
Comm. Mgr.....Terry Mann
Program Director.....A. J. LaFrano
Publicity Director.....Bill Barron
Chief Engineer.....Robert Arne

KRKD—Los Angeles—1927

Frequency: 1150 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By
Continental Telecasting Corp.
Business-Studio Address..1050 Montecito Drive
News Service .....INS
Transcription Service .....World
Rep. ..... Meeker
General Manager ..... Frank Oxarart
Commercial Mgr.....Dick Schofield

KMYC—Marysville—1940 MBS

Frequency: 1410 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owner-Oper..Marysville-Yuba City Bcstrs., Inc.

SUPPORT

YOUR

RTRA

CHARITIES

Business Address.....P. O. Box 631
News Service .....AP
Transcription Service .....World
Representative.....W. S. Grant
Membership .....NARTB, RAB
President.....H. E. Thomas
Gen.-Station Manager.....Joe D. Carroll
Program Director.....W. R. Cloveland
Sls. Prom. Mgr.....Gene Walker
Publicity Dir.....Anne Bailey
Chief Engineer.....Loyd McQueary

KYOS—Merced—1936
MBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....KYOS, Inc.
Business Address.....Box 717
News Service.....UP
Representative .....Headley-Reed
Transcription .....Lang-Worth
Membership .....NARTB
Pres., Gen. Sta. Mgr.....Robert S. Garrett
Commercial Manager.....Gene Bell
Program Director.....John McAdams
Sales Prom. Mgr.....G. Lorenson
Chief Engineer.....Cecil Lynch

KBEE—Modesto—1951

Frequency: 970 Kc.....Power: 1000 Watts
Owned .....McClatchy Blstg. Co.
Address.....14th & Eye Sts.
News Service .....UP
Representative.....Paul Raymer
Manager .....Hugh Shelley

KMOD—Modesto—1950—ABC

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By.....Radio Modesto, Inc.
Address .....Orangeburg Ave.
News Service .....AP
Representative .....Headley-Reed
Membership .....NARTB
President .....John Griffin
General Manager.....Don C. Reeves
Comm. Manager.....Judd Sturtevant
Sales Prom. Mgr., Pub. Dir.....D. Callahan
Program Director.....Gene D'Accardo
Chief Engineer.....Mel Freedman

KTRB—Modesto—1933

Frequency: 860 Kc...Power: 10,000 d.; 1000 n.
Owned-Operated By.....KTRB Bcstg. Co., Inc.
Address .....P. O. Box 593
News Service .....UP
Transcription Service.....Cole, Standard
Representative .....McGavren-Quinn
Membership .....NARTB
Pres.-Gen.-Station Mgr....William H. Bates, Jr.
Comm., Sales Prom. Mgr.....Richard Brown
Prog., Pub. Dir.....Carl Porviance
Chief Engineer.....William H. Bates, Jr.

KMBY—Monterey—1949
CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....KMBY Bcstg. Co.
Business Address.....468 Calle Principal
News Service .....UP
Transcription Service .....World
Station Representative .....Pearson
Pres., Gen., Sta. Mgr.....B. P. Timothy
Prog. Dir.....Florence Timothy
Publicity Dir.....J. T. Timothy
Chief Engineer.....G. Hammond

KXXL—Monterey—1955

Frequency: 630 Kc.....Power: 1 Kw.
Owned-Operated By....Pacific Ventures, Inc.
Address.....546 Hartnell Plaza
News Service .....AP
Transcription .....RCA, Standard
Representative .....Burn-Smith
President .....Norman Blitz
Gen. Mgr.....Al Madden
Comm. Mgr.....Robert G. Campbell
Program Director.....Jack G. Hamilton
Publicity Director.....Gerry Clemens
Chief Engineer.....Herman Stalberg

KWSD—Mt. Shasta—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Shasta Cascade Bcstg. Corp.
Address .....Mt. Shasta
Representative.....Continental, McGavren, BTS
Membership .....NARTB
Co-Owner .....Arthur Adler
Co-Owner .....David H. Rees

KVON—Napa—1947

Frequency: 1440 Kc.....Power: 500 Watts
Owned-Oper. By.....J. L. & A. M. Powell
Address .....Foster Rd.
Rep. ..... O'Connell, Ayres
Membership ..... RAB
Owner, Gen. Mgr., ...J. L. Powell
Comm. Mgr. .....Burke Riley

KSFE—Needles—1952—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Needles Bdcstg. Co.
Address.....P. O. Box C-2
News Service .....INS
Station Representative .....Continental
Transcription Service .....Thesaurus
Owner, Mgr.....B. J. Fitzpatrick

KLX—Oakland—1922

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By....Tribune Building Co.
Business Studio Address.....401 13th St.
Newspaper Affiliation.....Oakland Tribune
News Service .....AP
Transcription Service.....World, Standard
Representative .....Weed
President.....J. R. Knowland, Jr.
Gen., Sta. Mgr.....Bud Foster
Prog. Dir.....Bill Laws
Publicity Director.....Jean Williams
Comm., Sales Mgr.....S. Johnston
Chief Eng. ..... Roswell S. Smith

KROW—Oakland—1925

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By.....KROW, Inc.
Address.....464 19th St.
News Service .....UP
Representative .....Raymer
Membership .....NARTB, RAB
President.....Sheldon F. Sackett
General Manager.....J. G. Paltridge
Sales Mgr.....Russ Coglin

KWBR—Oakland—1920

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By.....Warner Bros. Radio
Business-Studio Address.....327 22nd St.
News Service.....UP
Transcription .....Capitol
Representative .....Forjoe
Pres., Gen. Mgr.....E. N. Warner
Station Manager.....F. Wellington Morse
Program Director.....Jeane K. Fisher
Chief Engineer.....Paul Gregg

KOCS—Ontario—1946

Frequency: 1510 Kc.....Power 250 Watts
Owned-Operated By....The Daily Report Co.
Business-Studio Address.....222 East "B" St.
News Service .....UP
Newspaper Aff.....Daily Report
Transcription Service .....World
Representative .....Hil F. Best
Membership .....NARTB
President.....Mrs. Jerene A. Harnish
General Mgr.....Peter R. Odens
Comm. Mgr.....P. Boshosin
Program Director.....Mel Hall
Chief Engineer.....Charles Tucker

KMOR—Oroville—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Oroville Bcstrs.
Address.....Arlin Rhine Dr.
News Service .....UP
Membership .....NARTB
Representative .....Ayres, Continental
General Mgr.....C. Ross McCarthy
Sales, Prom. Mgr.....Harry Ebeling
Program Dir.....Vic Ives
Chief Engineer .....Robert Fuller

KOXR—Oxnard—1955

Frequency: 910 Kc.....Power: 1 Kw.
Owned-Oper. By..Oxnard Broadcasting Corp.
Address.....613 S. "C" St.
News Service .....AP
Representative .....Tracy Moore
President.....Paul R. Schneider
General Manager.....Charles A. Farmer
Sales Manager .....Robert F. Brown

KCMJ—Palm Springs—1946 CBS

Frequency: 1340 Kc.....Power: 250 Watts

MORE NEWS
MORE FEATURES
MORE REGIONAL COVERAGE
AP
... and MORE RADIO AND TELEVISION STATIONS
depend on
THE ASSOCIATED PRESS

Owned-Operated By..Palm Springs Bcstg. Co.
Business Address.....Box KK
News Service .....UP
Representative .....McGavren
Transcription Service .....World
Membership .....RAB
President .....David H. Margolis
Sta., Sls., Pub. Mgr.....Robert D. Blashek
Gen., Comm. Mgr.....Norman Lofthus
Program Director.....Arthur Sipherd
Chief Engineer.....Del Davitt

KPAL—Palm Springs—1954

Frequency: 1450 Kc.....Power: 250 Watts
Owner.....Desert Radio-Telecasting Co.
Address .....El Mirador Hotel
Representative.....Holman, Moore
News Service .....AP
Pres., Gen. Mgr.....Florence P. Raley
Comm. Mgr.....John Michel

KIBE—Palo Alto—1947

Frequency: 1220 Kc.....Power: 1,000 Watts d.
Owned-Oper. By.....Sundial Bcstg. Corp.
Address.....P.O. Box 1151
News Service .....UP
Trans. ..... Standard, London
Membership .....RAB
General Mgr.....Edward Davis
Program Director .....Rik Aladdin

KALI—Pasadena—1950

Frequency: 1430 Kc.....Power: 5000 Watts
Owned..... Consolidated Broadcasting Co.
Address .....758 East Colorado Street
News Service .....UP
President, Gen. Mgr.....Henry Fritzen
Station Mgr., Prog. Dir.....Virginia O'Laughlin
Comm., Sales Prom. Mgr..Chester W. Erickson
Publicity Dir.....Edgar R. Mills
Chief Engineer .....Hervey E. Fritch

KWKW—Pasadena—1942

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By...Southern Calif. Bcstg. Corp.
Address.....800 Sierra Madre Villa
News Service.....AP
Membership .....NARTB
President.....Marshall S. Neal
Gen.-Station Mgr.....William J. Beaton
Program Dir.....Ernesto Cervera
Comm., Sls. Prom. Mgr., Pub. Dir...James Coyle
Chief Engineer.....Paul W. Spargo

KXLA—Pasadena—1941

Frequency: 1110 Kc.....Power: 10,000 Watts
Owned-Operated By..Pacific Coast Bcstg. Co.
Business.....1401 So. Oak Knell Ave.
News Service .....AP
Trans. Ser. .....World
Membership .....RAB
President-Gen. Sta. Mgr.....Loyal K. King

KPRL—Paso Robles—1946
MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....D. J. & Bernard Schwartz
Business-Studio Address.....32nd & Oak Sts.
News Service .....AP
Representative.....W. S. Grant
Gen., Sta., Mgr., Chief Eng.....Dale Schwartz
Comm., Sales Mgr., Pub. Dir..Bernard Schwartz
Prog. Dir.....Dorothy Schwartz

KAFP—Petaluma—1950
KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Redwood Empire Bcstg. Co.
Address .....Box 590
Transcription Service.....World
News Service .....UP
Representative.....Broadcast Time Sales
Pres., Gen., Sta. Mgr.....A. T. Shields
Comm. Mgr.....Gerald M. Hauser
Prog., Pub., Sales Prom. Dir....Corinne Shields
Chief Engineer.....Aubin Thomas

KECC—Pittsburg—1949

Frequency: 990 Kc.....Power: 1000 Watts
Owned-Operated By.....KECC, Inc.
Business.....235 Railroad Ave.
News Service.....UP
Representative.....W. S. Grant
Pres., Gen. Mgr. .....John C. MacFarland

KWOW—Pomona—1947

Freq.: 1600 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Valley Bdcstg. Co.
Business-Studio Address.....1240 E. Holt St.
News Service .....UP
General Mgr.....Dean H. Wickstrom
Comm., Prom. Mgr.....Jim Robertson
Prog., Pub. Dir.....F. E. Wickstrom
Chief Engineer.....Jim Flint

KTIP—Porterville—1947
ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Ralph F. Miller
Business-Studio Address.....Box 1312
News Service .....UP
Representative .....O'Connell
Gen. Mgr., Owner.....Ralph F. Miller
Local Sales Mgr.....Don Weldon
Chief Engineer.....Bill White

KBLF—Red Bluff—1947
ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Tehama Broadcasting Co.
Address .....Tremont Hotel
Representative .....Tracy Moore
President.....W. W. Boone
Station Mgr.....W. F. Baumgarten

KRDG—Redding—1956
MBS-DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Redding Broadcasting Co.

Address.....1214 Locust Street
News Service .....AP
Representative ....Tracy Moore, Hil F. Best
General Manager.....Howard N. Martineau
Comm. Manager.....Lee Craig
Program Director.....Edith Martineau
Chief Engineer.....Lynn F. Olsen

KSDA—Redding—1954

Frequency: 1400 Kc.....Power: 250 Watts
Owner .....Valr, Inc.
Address .....Box 1400
News Service .....AP
Representative .....Grant
General Mgr.....P. Farrelle
Commercial Mgr.....John N. Chames
Traffic Mgr.....Mrs. Lee Arnold

KVCV—Redding—1936 CBS

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Oper. By....Golden Empire Bcstg. Co.
Address .....Box 511
News Service .....UP
Representative .....Avery-Knodel
Membership .....NARTB
Pres., Gen. Mgr.....Mrs. Hugh McClung
Station Manager.....Fred M. Stuelpnagel

KCAL—Redlands—1954

Frequency: 1410 Kc.....Power: 1000 Watts
Owner.....Southwest Bcstg. Co., Inc.
Address.....223 E. State
Representative ....Tracy Moore, Continental
Gen., Comm. Mgr.....R. C. Winkelman
Program Dir.....Ellen Winkelman
Sec'y. Treas.....A. M. Miller

KPRO—Riverside—1941

Frequency: 1440 Kc.....Power: 1000 Watts
Owned....Imperial Broadcasting System, Inc.
Address.....3401 Russell Street
News Service .....UP
Representative .....John E. Pearson
President, Gen. Mgr.....Frank K. Danzig
V.P., Gen. Sales Mgr.....A. Bartlett Ross, Jr.
Station Mgr.....John Wages
Program Director.....George Corneal
Chief Engineer.....James Gardner

KCRA—Sacramento—1945 NBC

Freq.: 1320 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....KCRA, Inc.
Business Studio Address.....310 Tenth St.
News Service .....UP
Representative .....Petry
President-General Mgr.....Ewing C. Kelly
Business Director.....Irma Davis
Comm. Mgr.....Fred C. Beckwith
Sta. Mgr., Prog. Dir.....R. E. Kelly
Chief Engineer.....W. Herbert Hartman

KFBK—Sacramento—1922 ABC

Frequency: 1530 Kc.....Power: 50,000 Watts
Owned-Operated By...McClatchy Bcstg. Co.
Business Studio Address Twenty-First & Q
Newspaper Affiliation..McClatchy Newspapers
News Service.....UP, AP
Representative.....Paul H. Raymer
Membership .....NARTB, RAB
President .....Eleanor McClatchy
Station Manager.....Keith B. Collins
Sales Mgr.....A. C. Williams
Program Manager.....Harry Warren
Chief Engineer.....Stam Sronce

KGMS—Sacramento—1952

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Capitol Radio Enterprises
Address .....Hotel Senator
News Service .....AP
Transcription Service.....World, Langworth
Representative .....Forjoe Co.
Membership .....NARTB
General Manager.....Irving J. Schwartz
Station Manager.....J. Matranga
Sales Manager.....R. O'Brien
Program Director.....Jack Nelson
Commercial Manager.....S. George
Chief Engineer.....Logan Z. Edwards

KROY—Sacramento—1937 CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....KROY, Inc.
Business-Studio Address.....1010 11th St.
Representative ....Hollingbery
Membership ..... RAB
Pres., Gen. Mgr.....Robert W. Dunn
Station Mgr.....Dean Seaton

KXOA—Sacramento—1945 MBS-DON LEE

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Oper. By.....Sacramento Bcstrs., Inc.
Business Address.....Highway 40
Representative....Moore & Lund, McGavren, Branham
Pres., Gen. Mgr.....Lincoln Dellar
Station Mgr.....Howard Haman
Sales Mgr.....Howard Haman

KDON—Salinas—1935

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By.....Frank Oxarart
Business Address..The Arcade, Valley Center
News Service .....UP
Representative .....McGavren
Trans. ..... Capitol
Gen. Mgr..... Jack Feldmann, Jr.
Chief Engineer.....Omer Wright

KSBW—Salinas—1947—MBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Oper. By..Salinas Valley Bcstg. Corp.

Business Address.....238 John St.
News Service.....AP
Transcription Service..... World
Representative ..... Headley-Reed
Membership .....NARTB, RAB
Pres., Gen. Mgr.....John C. Cohan
Sta., Comm. Mgr.....W. M. Oates
Sales Prom. Mgr.....Dean Moxley
Prog. Dir.....Mike Morisoli
Chief Engineer.....Bill Hargan

KCSB—San Bernardino—1947

Frequency: 1350 Kc.....Power: 500 Watts
Owned-Oper. By.....Fred P. D'Angelo
Business Address.....770 Mill St.
News Service .....UP
Transcription Service .....Standard
Representative.....W. S. Grant
Pres., Gen., Comm., Sales Mgr....F. A'Angelo
Sta. Mgr., Prog. Dir., Eng.....Jim Blaine
Pub. Dir.....M. Boznic

KFXM—San Bernardino—1929 MBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned.....KFXM Broadcasting Co.
Address.....512 Fifth Street
News Service .....UP
Transcription ..... World
Representative .....McGavren-Quinn
Membership .....NARTB, RAB
Board of Dirs.....Howard Tullis,
John Hearne, Ben Paschall
Program Dir.....Howard Bailey
Chief Engineer.....George Ewing

KITO—San Bernardino—1947 ABC

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By
Cosmopolitan Bcstg. Corp.
Address.....Box 889
News Service .....UP
Representative .....Hollingbery
General Mgr.....Ray Rios
Asst. Mgr.....Perry Carle

KRNO—San Bernardino—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Western Empire Bcstrs., Inc.
Address.....990 Colton Ave
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Broadcast Time Sales
Pres., Gen. Mgr.....Norman H. Rogers
Station Manager.....George W. Brock
Sls. Prom., Comm. Mgr.....John Staples
Program Director.....Chuck Palmer
Chief Engineer.....George W. Brock

KCBQ—San Diego—1946

Freq.: 1170 Kc.....Power: 5 Kw. d; 1 Kw. n.
Owned-Oper. By.....KCBQ, Inc.
Bus.-Studio Address.....P. O. Box 1629
News Service.....UP
Representative .....Young
Membership .....NARTB
Managing Dir.....Lee B. Bartell

KFMB—San Diego—1941 CBS

Frequency: 540 Kc.....Power: 5 Kw.
Owned.....Wrather-Alvarez Bcstng Co.
Bus.-Studio Address.....1405 Fifth Ave.
News Service .....AP
Representative .....Petry
Membership .....RAB, NARTB
Trans. .....SESAC, Capitol
President.....J. D. Wrather, Jr.
General Mgr.....Maria Helen Alvarez
Station Manager.....A. M. Mortensen
Gen. Sales Mgr.....Joe Miller
Promotion Dir.....Dan Bellus

KFSD—San Diego—1925—NBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....KFSD, Inc.
Business-Studio Address.....U. S. Grant Hotel
News Service .....INS
Transcription Service .....World
Representative .....Katz Agency
Membership.....NARTB, RAB
Station Manager.....F. T. Boise Jr.
Chief Engineer.....Leroy Bellwood
Eng. Supvr.....Norman Burwell

KGB—San Diego—1926—MBS

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By.....KGB, Inc.
Address.....1017 First Ave.

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News Service .....UP
Representative .....H-R
Membership .....RAB, NARTB
President.....Marion R. Harris
Vice-Pres., Sales Mgr...Leonard W. Landmark
Program Director.....Robert S. Regan
Chief Engineer.....Norman Duncan

KSDO—San Diego—1947

Freq.: 1130 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By...San Diego Bcstg. Co.
Bus.-Studio Address..204 U.S. Natl. Bank Bldg.
News Service .....UP
Rep...Pearson, McGavren, Feltis, Cox, Walter Lake
Vice-Pres., Gen. Mgr.....Wilson Edwards
Prog. Dir., Chief Eng.....Vern Milton

KSON—San Diego—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Rabell Enterprises
Address.....U.S. Grant Hotel
Membership .....NARTB
Representative .....Forjoe
President .....Fred Rabell
Exec. V.P.....Dorothy Rabell
Vice-Pres.....Emery L. Chase

KGIL—San Fernando—1947

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Pierce Brooks Bcstg. Corp.
Business Address.....4919 Van Nuys Blvd.
News Service .....AP
Membership .....NARTB
Trans..Capitol, World, Lang-Worth, Thesaurus, Assoc., Standard, McGregor
President.....Dr. Pierce B. Brooks
Gen., Comm., Sta. Mgr.....Howard P. Gray
Program Dir.....Allen McKee
Chief Engineer.....Jay Rice

KCBS—San Francisco—1949 CBS

Frequency: 740 Kc.....Power: 50,000 Watts
Owned-Operated By..... CBS
Address.....Sheraton Palace Hotel
News Service.....AP, UP, INS
Representative .....CBS Radio Spot Sales
Transcription Service....ASCAP, SESAC, BMI
Membership .....NARTB, RAB
President (CBS).....Frank Stanton
Gen., Sta. Mgr.....Henry Untermeyer
Commercial Manager.....Roland Kay
Promotion Mgr.....Evelyn Clark
Program Director.....Pede Worth
Publicity Director.....William Cullenward
Chief Engineer.....Alan Cormack

KOBY—San Francisco—1947

Frequency: 1550 Kc.....Power: 10 Kw.
Owned-Oper. By....Mid-America Bdcstrs., Inc.
Address.....505 Geary St.
News Service .....AP
Representative .....Forjoe
President .....David M. Segal
Station Mgr.....Bill E. Brown
Prom. Mgrs.....W. Brazeal, J. McRea
Chief Engineer.....Ted Porter

KFRC—San Francisco—1923 MBS-DON LEE

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By.....RKO Teleradio Pictures
Business-Studio Address..1000 Van Ness Ave.
News Service.....UP, INS
Representative .....H-R
Membership .....NARTB, RAB
Gen., Sta. Mgr.....William D. Pabst
Commercial Manager.....William E. Nichols
Sales Prom. Mgr.-Pub. Dir.....Dink Templeton
Program Director.....Mel Venter
Chief Engineer.....E. G. Underwood

KGO—San Francisco—1924 ABC

Frequency: 810 Kc.....Power: 50,000 Watts
Owned-Oper. By.....ABC-PT
Business Address.....277 Golden Gate Ave.
News Service.....AP, INS
Representative .....John Blair
V.P., ABC; Sta. Mgr.....James H. Connolly
Commercial Mgr.....David Sacks
Sls. Prom. Mgr., Pub. Dir.....Victor P. Reed
Program Director.....Russ Baker
Chief Engineer.....Harry N. Jacobs

KJBS—San Francisco—1924

Frequency: 1100 Kc.....Power: 1000 Watts d
Owned-Operated By.....KJBS Bcstrs.
Business Studio Address.....1470 Pine St.
News Service.....AP, INS
Representative .....Young
Membership ..... NARTB
Gen. Mgr.....Edwin P. Franklin
Sta., Comm., Prom. Mgr.....Stanley G. Breyer
Merchand. Dir.....Audrey P. Hunt
Prog., Pub. Dir.....Charles F. Pendleton
Chief Engineer.....Roger Roberts

KNBC—San Francisco—1922 NBC

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Operated By ....National Bcstg. Co.
Address.....420 Taylor St.
News Service.....AP, INS, UP
Trans. ..... Thesaurus
Representative.....NBC Spot Sales
Membership .....NARTB, RAB
President (NBC).....Robert Sarnoff
Gen., Sta., Comm. Mgr.....George W. Fuerst
Program Director.....Jack Wagner
Publicity Director, Prom. Mgr...Jane Morrison
Chief Engineer.....J. W. Baker

KSAN—San Francisco—1936

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Golden Gate Broadcasting Corp.
Address.....1111 Market Street
News Service .....AP
Representative..Stars National, Tracy Moore

President.....Sherwood H. Patterson
Gen., Sta. Mgr.....Len Cinnamond
Program Dir.....O'Dessa Monroe
Publicity Dir.....Gail Perry
Chief Engineer.....Harry Wickersham

KSFO—San Francisco—1925

Freq.: 560 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned By.....Golden West Bcsters.
News Service .....UP
Business Address.....950 California St.
Transcription Service .....Standard
Representative .....AM Radio Sales
Membership .....NARTB
President.....Robert Reynolds
Gen., Sta. Mgr.....Roman W. Wassenberg
Sales Asst. Gen. Mgr.....Bert S. West
Program Dir.....Robert Hansen
Pub. Dir., Sales Prom. Mgr.....P. Ryan
Dir. of Engineering.....Loyd C. Sigmon

KYA—San Francisco—1926

Freq.: 1260 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....KYA, Inc.
Business Studio Address.....Fairmont Hotel
News Service.....UP
Rep.....Barry, Taft, McGavren, Quinn
Membership ..... RAB
V.P., Gen. Mgr.....Irving C. Phillips
Sales Mgr.....Deane Banta

KBIF—San Francisco-Fresno 1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....John Poole Bdcstg. Co.
Business Address.....857 Van Ness Ave.
News Service .....UP
Representative .....Weed
Transcription Service .....Associated
Membership ..... RAB
Owner, President.....John H. Poole
Gen. Mgr.....Dave Maxwell
Comm., Prom. Mgr.....A. S. Purves
Prog., Pub. Dir.....Jim Bailey
Chief Engineer.....Bob Love

KEEN—San Jose—1947

Frequency: 1370 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Operated By.....United Bcstg. Co.
Business Studio Address.....Hotel De Anza
News Service .....UP
Representative.....W. S. Grant
Membership .....NARTB
President.....George M. Mardikian
V.P., Gen. Mgr.....Floyd Farr
Prog. Dir., Chief Eng.....G. Snell
Commercial Mgr.....Robert J. Blum
Sales Prom. Mgr.....Ray Holly

KLOK—San Jose—1946

Freq.: 1170 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Radio KLOK, Inc.
Business Address.....P. O. Box 967
News Service .....UP
Membership ..... RAB
Representative .....O'Connell; Pickens
President.....E. L. Barker
Gen., Sta. Mgr.....R. E. Ryan
Sls. Prom., Pub. Dir.....Lois Johnson
Comm. Mgr.....G. Anderson
Program Director.....Ruth Poindexter
Chief Engineer.....Bill Cunningham

KSJO—San Jose—1946

Freq.: 1590 Kc.....Power: 1 Kw. d., 500 w. n.
Owned-Operated By...Santa Clara Bcstg. Co.
Business Address.....P. O. Box 995
Paper Affil...Los Gatos Times, Gilroy Dispatch, Saratoga Observer
News Service.....UP
Transcription Service.....Standard
Representative .....Hall; BTS
President.....Patrick H. Peabody
Gen., Sta. Mgr.....Norman Paul
Comm., Sales Mgr.....Earle Russell
Publicity Director.....Gordon B. Greb
Prog. Dir.....Frank Darien
Chief Engineer.....Edward Meece

KXRX—San Jose—1948

Frequency: 1500 Kc.....Power: 1000 Watts
Owned-Operated By.....San Jose Bcstg. Co.
Address .....Box 167
News Service .....AP
Representative.....McGavren, Tracy Moore, Hugh Feltis
Membership .....NARTB
Pres., Gen. Mgr.....Joe E. Levitt
Sta. Mgr., Comm. Mgr., Pub. Dir. Gordon Graham
Program Director.....Frank G. Kilpatrick
Sales Prom. Mgr.....Oscar Bradley
Chief Engineer.....Bill Frost

KATY—San Luis Obispo—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KATY Inc.
Address.....P. O. Box 700
News Service .....UP
Trans. Service.....World
Representative .....Meeker
Membership .....NARTB
Pres., Gen., Sta., Comm. Mgr....M. F. Marquardt
Sales Prom. Mgr.....Dale Kirk
Prog., Pub. Dir., Ch. Eng.....Clay Coldwell

KVEC—San Luis Obispo—1937 MBS-DON LEE

Frequency: 920 Kc..Power: 1 Kw. d., 500 w. n.
Owned-Oper. By.....Valley Enterprises Co.
Business Address Mountain View & Hill Sts.
News Service.....AP
Transcription Service.....Standard
Representative..... Headley-Reed
Membership ..... NARTB, RAB
President.....John C. Cohan
Sales Manager..... Si Darragh
Nat. Sales Mgr.....William A. Morrison

KVSM—San Mateo—1947

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Intercontinental Bcstg. Corp.
Business Studio Address...279 Baldwin Ave.
News Service .....INS
Representative.....Harlan Oakes, McGavren
General Manager.....Jack Grant
Program Dir.....Ralph Emery
Chief Engineer.....Carl Rolliff

KTIM—San Rafael—1947

Frequency: 1510 Kc.....Power: 1000 Watts d.
Owned-Operated By...Marin Bcstg. Co., Inc.
Business Address.....1032 B Street
Newspaper Affil....S. R. Independent Journal
News Service .....UP
Representative .....Hil F. Best
President.....Roy A. Brown
V.P., Gen., Comm. Mgr., Ch. Eng...H. E. Turner
Pub. Director.....Kitty Oppenheimer

KWIZ—Santa Ana—1926

Frequency: 1480 Kc.....Power: 1000 Watts
Owned.....Voice of the Orange Empire Inc.
Business Address.....105 E. 5th St.
News Service .....UP
Representative.....W. S. Grant, Leader
President, Gen. Mgr.....Earnest L. Spencer
Sales Prom Mgr.....Donner P. Spencer
Comm. Manager.....Dick Leader
Prog. Director.....Ed Nix
Publicity Director.....Barbara Cullings
Pub. Rel. Dir.....Harry Harvey
Ch. Eng.....Roy Morris

KDB—Santa Barbara—1921
MBS-DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....KDB Broadcasting Co.
Business-Studio-Transmitter .....Radio Square
Membership .....NARTB, RAB
News Service .....UP
Representative .....Gill-Perna, McGavren
Transcription .....Standard
General Mgr.....Jim Harford
Sales Manager.....Len Menard
Program Director.....Lou Stumpo

KIST—Santa Barbara—1946
NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio KIST, Inc.
Business-Studio Address.....Balboa Bldg.
News Service .....UP
Representative.....George P. Hollingbery
Pres., Gen. Mgr.....Harry C. Butcher

KTMS—Santa Barbara—1937
ABC

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By..Santa Barbara News-Press
Business-Studio Address..de la Guerra Plaza
News Service .....AP
Representative.....Paul H. Raymer
President.....Thomas M. Storke
Gen. Mgr.....Charles A. Storke
Sta. Mgr.....Joe Benes

KSCO—Santa Cruz—1947

Frequency: 1080 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Radio Santa Cruz
Business Address.....P. O. Box 1080
News Service .....AP
Trans. ..... Thesaurus, Standard
Membership ..... NARTB, RAB
Representative .....BTS
Pres., Gen., Sta., Comm. Mgr.....C. V. Berlin

KCOY—Santa Maria—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Arenze B'casters
Business-Studio Address.....801 So. B'way
Representative..... Best, McGavren-Quinn
News Service .....AP
Membership ..... NARTB
Pres., Gen., Sta. Mgr.....James H. Ranger
Comm., Sls. Prom. Mgr.....Edmond L. Feely
Prom., Pub. Dir.....Ed L. Zuchelli

KSMA—Santa Maria—1945

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....J. Hagerman, J. I. Groom
Address.....510 W. Morrison
News Service .....UP
Sta. Rep.....Tracy Moore
Managers..James M. Hagerman, John I. Groom

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PEARSON & CO., San Francisco
GEORGE A. BARON, *Exec. V.P. & Gen. Mgr.*

KDAY—Santa Monica—1947

Frequency: 1580 Kc...Power: 10,000 Watts, d.
Owned-Operated By
Gotham Broadcasting Co.
Address.....1 Pico Blvd.
Membership .....NARTB
Representative.....Forjoe, Dora-Clayton
President.....J. Elroy McCaw
V.P., General Manager.....G. A. Baron
Program Director.....Pete Smith
Chief Engineer.....Robert H. Dye

KSPA—Santa Paula—1946 KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Santa Paula Bcstrs. Inc.
Business-Studio Address.....110 Middle Rd.
Station Rep.....O'Connell, Ayres
Pres., Gen., Sta. Mgr.....Juan G. Salas
Prog. Dir., Comm. Mgr.....Victor Salas
Sales Prom. Mgr., Chief Eng.....H. J. Velasco

KSRO—Santa Rosa—1937

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Oper. By.....Finley Bcstg. Co.
Business-Studio Add....Fresno & Finley Aves.
News Service .....UP
Representative .....McGavren-Quinn
President.....Mrs. E. L. Finley
Gen., Comm. Manager.....Frank McLaurin
Pub. Dir.....Greg Prichard
Sales Prom. Mgr.....Paul Corbin
Prog. Dir..... Al E. Pearson
Chief Engineer.....Hilmar Cann

KROG—Sonora—1949—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Bruce E. Ferrel
Address ..... Modesto
News Service .....UP
Transcription .....Standard, SESAC
Representative .....W. S. Grant
Gen., Sta. Mgr., Ch. Eng....Walter T. Eggers
Comm., Sales Prom. Mgr...George E. Johnstad
Program Director.....Baci Ferreci
Publicity Dir.....Ray Lukas

KRAK—Stockton—1926

Frequency: 1140 Kc.....Power: 5000 Watts
Owned-Oper. By....Golden Valley Bcstg. Co.
Business-Studio Address....409 E. Market St.
News Service .....UP
Transcription Service .....World
Representative .....John Blair
Membership .....RAB
President.....L. E. Chenault
V.P., Gen., Sta. Mgr.....A. L. Torbet
Program Director.....Bob Brannan
Pub. Director.....J. Mackenzie
Comm. Manager.....Ted Carlsen
Chief Engineer.....J. Tyron Kelley
Sales Prom. Mgr..... ..J. Burton

KSTN—Stockton—1949

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Operated By...San Joaquin Bcstg. Co.
Business Address.....Hotel Clark
News Service .....UP
Representative .....Hollingbery
Membership .....NARTB, RAB
President.....Knox La Rue
Station Mgr.....Dave Skinner
Sales Prom. Mgr.....E. Tiscornia
Program Director.....Ellis Lind
Publicity Director.....Ray Golden
Chief Engineer.....Richard Van Schaick

KWG—Stockton—1921—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Western Broadcasting Co., Inc.
Address.....411 East Market Street
News Service .....AP
Representative .....Bolling Co.
Membership ..... NARTB
President, Gen., Sta. Mgr...Douglas D. Kahle
Comm., Sales Prom. Mgr.....Robert Murray
Program Director.....James E. Longe
Publicity Dir.....Robert Billman
Chief Engineer.....M. Bey Greene

KJOY—Stockton—1947

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Oper. By..Joseph Gamble Stations, Inc.
Business-Studio Address.....Hotel Stockton
News Service .....UP
Representative .....McGavren

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Membership ..... RAB
President.....J. E. Gamble
Gen., Sta., Comm. Mgr.....Ort Lofthus
Prog. Dir.....Dennis C. Kirwan
Chief Engineer.....James Tracewell

KSUE—Susanville—1948
KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....N. Hallowell, J. E. McKahan
News Service .....UP
Representative .....Tracy Moore
Membership .....NARTB
Manager.....Nolan Hollowell
Traffic Manager.....G. W. Burr
Program Director..... Ernest W. Moffett
Chief Engineer.....Harold C. Houston

KTKR—Taft—1948—KBS

Frequency: 1310 Kc.....Power: 500 Watts d.
Owned-Operated By.....Taft Bcstg. Co.
Business Address.....P.O. Box "WW"
News Service.....UP
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Kenneth Aitken
Comm. Mgr.....Jack Smith
Chief Engineer.....Kenneth Aitken
Prog. Dir.....G. J. Tschumy, Jr.

KCOK—Tulare—1945
MBS-DON LEE

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By.....KCOK, Inc.
Business Address.....P. O. Box 119
News Service .....UP
Representative .....Forjoe
General Manager.....Sheldon Anderson
Station Manager.....J. Alan Rinehart
Nat. Sales Mgr.....Naum Healy

KTUR—Turlock—1949

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Turlock Bcstg. Corp.
Address.....P. O. Box 1390
News Service .....UP
Representative .....O'Connell
President .....Wallace Lindskoog
Gen., Sta., Comm., Sls. Mgr.....H. A. McMillen
Program Director.....B. McMillen
Chief Engineer.....Maxon Sayre

KUKI—Ukiah—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....M. E. Sims
Address.....P. O. Box 638
Representative .....Grant
Transcription Service .....Standard
News Service .....AP
Membership .....NARTB
Gen., Comm. Mgr.....John Franklin
Sls. Promotion Mgr.....Phil Trine
Program Dir.....Jack Hasling
Publicity Director.....Lyle Jones
Chief Engineer.....John Cheatham

KGYW—Vallejo—1947

Frequency: 1190 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Vallejo Bcstg. Co.
Business-Studio Address....3267 Sonoma Blvd.
News Service .....UP
Representative .....BTS
Co-Owners, Co-Mgrs.....E. Peck, A. J. Krisik
Comm. Mgr.....A. J. Krisik
Pub., Prog. Dir.....Ellsworth Peck
Sls. Prom. Mgr.....A. J. Krisik
Chief Engineer.....William Roberts

KVEN—Ventura—1948
MBS-DON LEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Coast Ventura Co.
Address .....Box 1611
News Service .....UP
Representative.....McGavren, Webb
President .....Carroll Hauser
General Manager.....Sydney Held
Station Manager.....Fred Hall
Commercial Mgr.....Karl Rembe
Sls. Prom. Mgr.....Bob Godeck
Program Director.....Frank Haines
Pub. Dir.....Jerry Thomas
Chief Engineer.....Fred Hall

KUDU—Ventura—1947

Frequency: 1590 Kc.....Power 1000 Watts
Owned-Oper. By.....Voice of Ventura County
Business Address.....South Mills Rd.
Representative .....Walker, Oakes
News Service.....AP
Transcription Service .....Lang-Worth
Manager.....Bill E. Williams
Sales Mgr.....Norton Gilson
Program Dir.....Jim Williams
Chief Engineer.....Cullen Tendick

KONG—Visalia—1951

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....KYNO
Address.....Box 1429
News Service.....UP
Representative .....Hollingbery
Gen., Sta. Mgr.....Gordon L. Jacobs
Program Manager.....Dave Belman
Chief Engineer.....Leon K. Jones

KWSO—Wasco—1950

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By...Maple Leaf Bcstg. Co.
Address.....P. O. Box 366
Rep.....Hil F. Best
News Service .....AP
President.....E. J. Peters
Station Mgr.....Theo. G. Heinrichs

KHUB—Watsonville—1937
KBS

Frequency: 1340 Kc.....Power: 250 Watts
Business Address.....P. O. Box 349
News Service .....UP
Representative .....Hil F. Best
Membership .....NARTB
Gen., Sales Mgr.....William W. Morgan

KSYC—Yreka—1947—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.Siskiyou Cty. Bcstg. Co., Inc.
Address.....Lawrence Lane, S. Oregon St.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....T. Moore
Membership .....NARTB
President.....E. G. Milbourne
General Manager.....D. C. Holfinger
Sta., Comm. Manager.....D. M. Comstock
Program Director.....Wesley Meyers
Chief Engineer.....W. R. Maginnis

KAGR—Yuba City—1953 KBS

Frequency: 1450 Kc.....Power: 100 Watts
Owner.....James E. Jaeger
Address .....Box 247
News Service .....UP
Representative .....Best
President .....James E. Jaeger
Gen. Mgr., Chief Eng.....James E. Walley
Program Director.....Dean Coll

KUBA—Yuba City—1947

Freq.: 1600 Kc.....Power: 1Kw., d., 500 w. n.
Owned-Operated By..Peachbowl Bcstrs., Inc.
Bus. Add...Hotel Marysville, Marysville, Cal.
News Service .....AP
Transcription Service .....Thesaurus
Rep.....Ayers, O'Connell, Continental
Membership .....NARTB
President.....Chester V. Ullom
Gen. Manager.....Roger R. Hunt
Comm. Mgr.....Lloyd Klemp
Prog. Dir.....Ric Ryan
Pub. Dir.....Donald Brown
Chief Engineer.....Carlton E. Currie

Colorado

Pop. March 1 (Est.) 1,654,000—Families 493,000
Radio Homes 462,000—TV Hmes 304,000—Stations in State 46

KGIW—Alamosa—1929—KBS MBS-IMN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....D. L. & Katholeen Allen
Address ..... Alamosa
News Service .....UP
Rep. ..... Avery-Knodel
General Manager.....D. L. Allen
Comm. Manager.....Katholeen Allen

KOSI—Aurora—1954

Frequency: 1430 Kc.....Power: 5 Kw.
Owned-Oper. By.....Mid-America Bcstg. Co.
Address.....9100 East Colfax
News Service .....UP
Transcription Service .....World
Representative .....Forjoe
Membership .....NARTB
President.....David M. Segal
Gen., Sta. Mgr.....Edward M. Guss
Comm. Mgr.....James F. Brown
Sls. Prom. Mgr.....Ted Cooper
Chief Engineer.....Lonnie A. Licata
Program Dir.....Bobby Beers
Publicity Director.....Jim Wayne

KBOL—Boulder—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Boulder Radio KBOL, Inc.
Address .....Box 146
News Service .....AP
Transcription Service.....Standard, Thesaurus
Station Rep.....Holman
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Russel Shaffer
Sales Manager.....Gene Palm
Program Dir.....John Wilcox

KRLN—Canon City—1946 KBS-IMN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Royal Gorge Bcstrs., Inc.
Business-Studio Address....1615 Central Ave.
News Service .....UP
Trans. Serv.....Keystone, Cole, BMI
Pres.-Gen.-Sta. Mgr.....Ray M. Beckner
Comm. Mgr.....Al Rinn
Pub. Dir.....Q. Bryan
Prog. Director.....R. Beckner, Jr.
Chief Engineer.....Ed Wood

KRDO—Colorado Springs 1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Pikes Peak Bcstg. Co.
Business-Studio Address.....399 S. 8th St.
News Service .....AP, UP
Representative .....John E. Pearson
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....Harry W. Hoth
Program Director .....John Finlayson
Business Mgr.....Donald Wilkinson
Chief Engineers.....H. Schubarth, C. Upton

KVOR—Colorado Springs 1924—CBS-IMN

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Riggs & Greene, Inc.
Address.....512 So. Tejon
News Service .....UP
Representative .....Hollingbery
Membership .....NARTB
President.....John S. Riggs
General Manager.....John F. Hanssen

Program Director.....Ron Cook
Chief Engineer.....Sheridan Gilbert

KWBY—Colorado Springs 1955

Frequency: 740 Kc.....Power: 1000 Watts
Owned-Oper. By....Music Broadcasting Corp.
Address .....Box 764
News Service .....UP
Representative.....Radio-TV Reps., Inc.
Pres., Gen. Mgr.....John L. Buchanan
Comm., Prom. Mgr., Pub. Dir.....Jack Wallace
Station Mgr.....Ralph Petti
Prog. Dir.....Robert Pittock
Chief Engineer.....O. E. Kelley

KVFC—Cortez—1955 KBS-IMN

Frequency: 740 Kc.....Power: 1 Kw.
Owned-Oper. By.....J. Hawkins & B. Hubbs
Address .....Box 1718
News Service .....UP
Transcription Service .....World
Representative .....Best
Gen., Sta. Mgr.....Jack Hawkins
Prog. Dir., Eng.....Jack James
Comm. Mgr.....George Fender
Sales Prom. Mgr.....Clyde Gores

KRAI—Craig—1947

Frequency: 550 Kc...Power: 1 Kw. d., 500 W. n
Owned-Oper. By.....Northwestern Bcstg. Co.
Address .....P. O. Box 65
News Service .....UP
Representative .....Grant Webb
Transcription Service.....Thesaurus
Membership ..... NARTB
President .....George Cory
Station Mgr.....Dick Bonderud
Treasurer .....Kenneth Stone
Sales Co-Ord. .....Shulom Kurtz

KDTA—Delta—1955

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Monarch Broadcasting Co.
Address .....P. O. Box 452
News Service .....UP
Transcription .....SESAC
Pres., Gen., Sta. Mgr.....D. E. Towne
Comm. Mgr.....D. W. Blair
Prog. Dir.....Rose Mary Towne

KDEN—Denver—1956

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....KDEN Broadcasting Co.
Address.....1601 West Jewell Ave.
News Service .....AP
Partners..Edwin E. Koepke, Frank E. Amole Jr.
Station Mgr.....Edwin E. Koepke
Comm. Mgr.....Wally Geiger
Sales Prom. Mgr.....Ken Brothers
Program Dir.....Lloyd Knight
Chief Engineer.....Walt Wilson

KFML—Denver—1955

Frequency: 1390 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....“Note” Bcstg. Co.
Address.....262 Fillmore St.
Representative.....Good Music Broadcasters
Membership .....NARTB
Pres., Gen. Mgr.....E. A. Bancker, Jr.
Comm. Mgr.....L. B. Switzer
Sales Prom. Mgr., Pub. Dir.....Amy Roosevelt
Program Dir.....Fred Hays
Chief Engineer.....A. L. Robertson

KFSC—Denver—1954

Frequency: 1220 Kc.....Power: 1 Kw.
Owned.....Francisco V. Sanchez
Address.....3340 Lafayette St.
News Service .....INS
Representative....Oakes, National Time Sales
President .....F. V. Sanchez
Gen. Mgr.....Levi Beall
Comm. Mgr.....Joseph E. Flynn

KIMN—Denver—1923—MBS IMN

Frequency: 950 kc.....Power: 5 kw.
Owned .....KIMN, Inc.
Address.....5350 W. 20th Ave.
News Service .....UP
Station Representative.....Avery-Knodel, Inc.
Membership .....RAB
Gen. Mgr.....Collin W. Lowder
Commercial Manager.....Kenneth E. Palmer
Nat. Sales Mgr.....Holly Moyer
Chief Engineer.....Robert Blanchard

KLIR—Denver—1953—KBS

Frequency: 990 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....G. B. Anderson
Address.....6535 W. Jewell
Transcription Service .....Lang-Worth
News Service .....INS
Representative.....Continental, Biddick
Owner-Gen., Mgr.....G. B. Anderson
Commercial Mgr.....L. L. Tracy
Bus. Mgr. .....H. G. Kincaid
Prog. Dir.....G. B. Anderson
Chief Engineer.....D. M. Smith

KLZ—Denver—1922—CBS

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By.....Aladdin Bcstg. Corp.
Business-Studio Address.....131 Speer Blvd.
News Service.....UP, INS
Newspaper Affiliation .....Time, Inc.
Representative .....Katz
Membership .....NARTB, RAB
President.....Hugh B. Terry
Station Mgr. .....Phil Hoffman
Comm. Mgr.....Lee Fondren
Sales Prom. Mgr.....Quintin McCredie
Program Coordinator.....Charles Roberts
Pub. Dir.....Earl Wennergren
Chief Engineer.....Harvey E. Wehrman

KMYR—Denver—1941

Frequency: 710 Kc.....Power: 5000 Watts
Owned-Operated By..Dolph-Pettey Bdcstg. Co.
Address.....Security Life Bldg.

Station Representative.....Adam Young
General Manager.....Ken Hildebrandt
Sales Mgr.....Leonard Kehl

KOA—Denver—1924—NBC

Frequency: 850 Kc.....Power: 50,000 Watts
Owned-Oper. By.....KOA, Inc.
Business-Studio Address..1625 California St.
News Service .....AP, INS, UP
Transcription Service .....Thesaurus
Representative.....NBC Spot Sales
Membership .....NARTB, RAB
Pres., Gen. Mgr.....William W. Grant
Sta. Mgr.....Bob Hix
Sales Prom. Mgr.....Orville Rennie
Program Director.....Jim Atkins
Chief Engineer.....J. A. Slussea

KTLN—Denver—1948

Frequency: 1280 Kc.....Power: 5 Kw.
Owned-Oper. By.....Radio Denver, Inc.
Address.....431 W. Colfax
News Service .....UP
Membership .....RAB
Representative.....Radio-TV Reps., Inc.
Pres., Gen., Sta. Mgr.....Richard B. Wheeler
Pub. Dir.....Rich Froemke
Gen. Sales Mgr.....Lee Mehlig
Program Director.....Percy Allen
Chief Engineer.....Norman Petersen

KVOD—Denver—1925—ABC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated.....Colorado Radio Corp.
Business-Studio Address
1022 Midland Savings Bldg.
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Simmons Associates, Inc.
Membership ..... NARTB
President.....George O. Cory
Sta. Mgr.....Douglas J. Taylor
Commercial Manager.....Bob Fehr
Sales Co-Ord.....Shulom Kurtz
Prog. Dir.....Bill Sharpe

KIUP—Durango—1935 MBS

Freq.: 930 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....San Juan Bcstg. Co.
Address.....P. O. Box 641
News Service .....UP
Transcription Service.....Thesaurus, World
Representative .....Holman Co., McGuire
President .....J. A. Segerberg
Gen., Sta. Mgr.....R. E. O'Brien
Sales Prom. Mgr.....Al Gare
Program Director.....Herb Jobes
Comm. Mgr.....Lindsey Becker
Publicity Director.....Frank Toomey
Chief Engineer.....Lou Shaw

KGMC—Englewood—1952

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned by.....Mc Ma Agency
Address.....3355 S. Broadway
News Service .....UP
Transcription Service .....Standard
Membership .....NARTB
Sta., Sls., Comm., Gen. Mgr...Grady F. Maples
Prog., Pub. Dir.....G. G. Entz
Chief Engineer.....D. F. White, Jr.

KCOL—Ft. Collins—1947 IMN

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By....Northern Colo. Bcstg. Co.
Business-Studio Address..1600 La. Porte Ave.
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NARTB, RAB
President .....Herb Hollister
Gen., Sta., Prom. Mgr., Pub. Dir...E. Atteberry
Comm. Manager.....Bill Hansen
Program Director.....Hollis Hoff
Chief Engineer.....Harry Winter
News Editor.....Mona Atteberry

KFTM—Fort Morgan—1949

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Morgan County Bcstg. Co.
Address.....P. O. Box 431
News Service .....UP
Transcription Service .....World
Pres., Gen., Sta. Mgr.....R. H. Dolph
Comm. Mgr.....Lloyd Walker
Program Director.....Dawson Jelinick
Chief Engineer.....Robert Duffy
Sales Prom. Mgr.....Sam Kerr
Pub. Director.....Lou Anderson

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TELEVISION STATIONS
depend on
The Associated Press

KGLN—Glenwood Springs 1950

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Oper. By.....KGLN, Inc.
Address.....P. O. Box C
Representative .....Holman
Membership ..... NARTB
News Service..... UP
President.....Rex Howell
Vice Pres., Sta. Manager.....Jerry Fitch

KEXO—Grand Junction—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Voice of Western Colo., Inc.
Address.....2508 North Ave.
Transcription Service.....Capitol, Thesaurus
News Service..... INS
Representative.....Harlan Oakes
Membership ..... NARTB
President.....D. Spencer Grow
Vice Pres., Gen. Manager....Abbott Tessman

KREX—Grand Junction—1926 MBS

Freq.: 920 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By....Western Slope Bcstg. Co.
Business-Studio Address.....Box 30
Representative .....Hal Holman, McGuire
Transcription Service....Lang-Worth, Standard
Membership .....NARTB
Pres., Gen. Mgr.....Rex Howell
Station Mgr.....Jerry Fitch
Sales Prom., Prog. Dir.....Warren Clark
Pub. Director.....Bill Orr

KFKA—Greeley—1921—IMN

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Oper. By....Mid-Western Radio Corp.
Business-Studio Address.....620—8th Ave.
Representative .....Hal Holman
News Service .....UP
Transcription Service.....Thesaurus
President.....H. E. Green
Sta., Gen. Mgr., Pub. Dir.....Ralph H. Green
Comm. Mgr.....Virginia Sears
Program Dir.....Joan Lynch
Chief Engineer.....Harry Brewer

KYOU—Greeley—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Meroco Bcstg. Co.
Address .....2424 Sixth Ave.
News Service .....AP
Representative .....McGillvra, Inc.
President, Comm. Mgr.....Elwood H. Meyer
Gen. Mgr., Prom. Mgr.....Everett Shupe
Prog., Pub. Dir.....Donald Dilley
Chief Eng.....Roland Reed

KBNZ—La Junta—1937 MBS-KBS-IMN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Otero Broadcasting Co.
Address .....117 W. Third St.
News Service .....AP
Representative .....Indie Sales
Transcription .....Standard
President.....M. S. Morrison
Gen., Sta. Mgr., Chief Eng....R. D. McGregor
Comm., Sls. Prom. Mgr.....Jack Lee
Program Dir.....J. A. Doenges
Pub. Dir.....J. O'Rourke

KLAK—Lakewood—1955

Frequency: 1580 Kc.....Power: 250 Watts
Owned-Oper....Lakewood Bcstg Service, Inc.
Address.....1315 Oak St.
Representative .....Charles Bernard
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Maurice J. DaVolt
Business Manager.....Julia W. DaVolt
Program Director.....Edythe G. Sweeney

KLMR—Lamar—1948 MBS-IMN

Freq.: 920 Kc....Power: 1000 W. d., 500 W. n.
Owned-Oper. By.....SE Colorado Bcstg. Co.
Address .....P. O. Box 632
News Service .....UP
Transcription Service .....World
Representative .....Continental
President.....Ralph Eaton
Gen., Sta. Mgr.....Dennis Behan
Sales Mgr.....William Jack
Pub., Prog. Director.....William Adams

KLVC—Leadville—1951

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Raymond Tex Roberts
Address.....520 W. 6th St.
News Service..... UP
Membership ..... NARTB
Representative .....IMN, Keystone
Pres., Gen. Mgr., Pub. Dir..Raymond T. Roberts
Comm., Prom. Mgr., Ch. Eng.
Kenneth L. Roberts
Program Dir.....Juanita Roberts

KLMO—Longmont—1949

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....G. F. Maples
Address .....Imperial Hotel
News Service .....UP
Representative .....Continental Radio Sales
Gen., Prom. Mgr., Prog., Pub. Dir...R. J. Cutting
Chief Engineer.....Joseph K. Jackson

KLOV—Loveland—1955 KBS

Frequency: 1570 Kc.....Power: 250 Watts
Owned-Oper. By.....Vogel & Smock
Address.....1440 E. 6th St.
News Service .....AP
Transcription .....SESAC, Standard
Membership .....NARTB
General Mgr.....William R. Vogel
Program Director.....David W. Martin
Publicity Director.....Monroe T. Smock
Chief Engineer.....Allen D. Maggard

KSLV—Monte Vista—1954

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Colorado Radio Corp.
Address .....P. O. Box 631
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Webb
Membership .....NARTB
President, Gen. Mgr.....George O. Cory
Sta., Sales Prom. Mgr.....Herb C. Shields
Comm. Mgr.....Clifford J. Marce
Prog. Dir.....George Norvell
Chief Engineer.....Tom Weir

KUBC—Montrose—1946

Freq.: 580 Kc.....Power: 1 Kw., d., 500 W. n.
Owned-Operated By..Uncompaghre Bcstg. Co.
Business-Studio Address.....P. O. Box 279
News Service .....UP
Transcription Service.....Thesaurus
Representative .....Webb
Membership .....NARTB, RAB
President .....R. C. McCafferty
Gen. Mgr.....Geo. Cory
Station Mgr.....Bob Hale
Comm. Mgr.....Charles Hosner
Pub., Prog. Director.....Ed DeJulio
Chief Engineer.....Tom Weir

KCSJ—Pueblo—1947
MBS-IMN

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Star Bcstg. Co., Inc.
Address.....2226 Big Hill Rd.
Transcription Service .....Thesaurus
Representative .....John E. Pearson
Pres., Gen., Sls., Mgr.....Ray J. Williams
Oper. Mgr.....D. F. Durniak
Radio Mgr.....Cliff Hendrix
Chief Engineer.....Marion Cunningham

KDZA—Pueblo—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Pueblo Radio Co.
Address .....3011 Elizabeth
News Service .....AP
Representative .....McGillvra
Pres., Sta., Sls. Mgr.....Dee B. Crouch

KFEL—Pueblo—1956

Frequency: 970 Kc.....Power: 1000 Watts
Owned .....Frank Donald Hall
Address.....4411 Goodnight Ave.
News Service..... UP
Representative.....Continental Radio Sales
Owner, Mgr.....Frank Donald Hall
Chief Eng., Asst. Mgr.....John T. Roscos
Local Sales Rep.....Earl B. Miller

KGHF—Pueblo—1928—ABC
MBS-IMN

Frequency: 1350 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By..Colorado Bcstg. Co., Inc.
Address.....Canon City Road
News Service .....UP
Transcription Service.....World, SESAC
Representative.....Gill-Perna, Inc., IMN
Membership .....NARTB
President .....Gifford Phillips
Oper. Dir.....Robert D. Ellis
Prom. Mgr., Prog., Pub. Dir.....Ken Reyhons
Gen., Comm. Mgr.....William G. Stewart
Chief Engineer.....Henry Ankeny

KRFC—Rocky Ford—1956

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned ...Arkansas Valley Broadcasting Co.
Address.....P. O. Box 632
News Service .....AP
Representative.....John E. Pearson
Partners.....Ray J. Williams, J. L. Littlejohn
General Manager.....J. L. Littlejohn
Comm. Manager.....Dick Frink
Program Director.....Letabeth Littlejohn
Chief Engineer.....Bob Jones

KVRH—Salida—1948
KBS-MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Heart of the Rockies Bcstg. Co.
Address.....P. O. Box 166
Mgr., Women's Prog. Dir.....Svea T. Ayers
Program Directors....Alan Wall, Glen Ayers
Chief Engineer.....Chas. Upp

KGEK—Sterling—1925

Frequency: 1230 Kc.....Power: 250 Watts d.
Owned-Operated By.....Elmer G. Beehler
Address .....127 No Div. Ave.
News Service .....UP
Trans. Service..Lang-Worth, MacGregor, Cole
Membership ..... NARTB
Gen. Mgr., Ch. Eng.....Elmer G. Beehler
Sta., Comm. Mgr., Prog., Pub. Dir.....Al Ross

KOLR—Sterling—1955
MBS-IMN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....High Plains Bcstg. Corp.
Address .....114 Main St.
News Service .....AP
Transcription .....Thesaurus
Representative .....Hal Holman
Pres., Gen. Mgr.....Robin A. Morrow
Station Manager.....John Gazdik
Program Dir.....Max Rossean
Chief Eng.....Deane Johnson

KCRT—Trindad—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....KCRT, Inc.
Address .....Box 772
News Service .....UP
Membership .....NARTB
Representative .....Indie Sales
Pres., Gen. Mgr.....E. M. Cooper
Pub., Prog. Dir.....Pete Deluca
Sls. Prom. Mgr.....E. Griego

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Connecticut

Pop. March 1 (Est.) 2,285,000—Families 686,000
Radio Homes 660,000—TV Homes 594,000—Stations in State 26

WADS—Ansonia—1956

Freq.: 690 Kc.....Power: 500 Watts d.
Owned By.....Valley Broadcasting Co.
Address .....Capitol Bldg., Main St.
News Service .....UP
Representative ..... Walker
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....Sydney E. Byrnes
Comm. Mgr.....Howard Kester
Sales Prom. Mgr.....Marvin Rothschild
Program Dir.....Bernie Tracy
Publicity Dir.....Barbara Criscuolo
Chief Engineer.....Lisle Dorrian

WICC—Bridgeport—1926

Freq.: 600 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Bridgeport Bcstg. Co.
Address .....Box 9140
News Service .....AP, UP
Transcription Service.....Thesaurus
Representative .....Adam Young
Pres., Gen. Mgr.....Philip Merryman
Commercial Manager.....Manning Slater
Sales Prom Mgr.....Cameron Mackenzie
Program Director.....Frank Delfino
Chief Engineer.....Pat Uliano

WNAB—Bridgeport—1941
ABC-MBS-YANKEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WNAB, Inc.
Business-Studio Address.....991 Broad St.
News Service .....UP
Representative ..... Burke-Stuart
President .....Harold Thomas
Gen., Sta., Comm. Mgr.....John Ellinger
Prog. Director.....Harry Luke
Sls. Prom. Manager.....Jack Kane
Publicity Director.....Vin. Lawford
Chief Engineer.....Norman Howard

WBIS—Bristol—1948

Frequency: 1440 Kc.....Power: 500 Watts d.
Owned-Oper. By.....The Bristol Bcstg. Corp.
Business-Studio Address.....183 Main St.
News Service .....UP
Representative .....Clark
President .....Eric Hatch
General Manager.....R. C. Kilbourn

WLAD—Danbury—1947

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Operated By....Berkshire Bcstg. Corp.
Business-Studio Address.....207 Main St.
News Service .....AP
Transcription Service.....World, SESAC
Representative .....Indie Sales
President.....John P. Previdi
Gen., Comm. Mgr., Pub. Dir., Prom. Mgr.
Sol Robinson
Program Director.....Paul Baker
Chief Engineer.....Rudi Cehak

WCCC—Hartford—1947

Frequency: 1410 Kc.....Power: 500 Watts d.
Owned-Oper. By..Greater Hartford Bcstg Corp.
Address .....Hotel Bond
News Service .....UP
Station Rep. .....Walker
President.....William M. Savitt
Sec't, Treas.....M. Savitt
Sta., Comm. Mgr.....R. H. Klein
Sales Prom. Mgr.....Wm. Hennessey
Program Director.....Jack Brooks
Publicity Director.....Milt Berkowitz
Chief Engineer.....Michael Cookish

WDRC—Hartford—1922—CBS

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Oper. By..The Connecticut Bcstg. Co.
Business-Studio Address..869 Blue Hills Ave.
News Service .....UP
Representative.....Paul H. Raymer
Membership .....NARTB
President.....Franklin M. Doolittle
General Manager.....Walter B. Haase
Comm., Sales Prom. Mgr.....William F. Malo
Program Dir.....Harvey H. Olson
Chief Engineer.....Henry M. Broderick, Jr.

WPOP—Hartford—1935
MBS-ABC-YANKEE

Frequency: 1410 Kc.....Power: 5,000 Watts
Owned-Oper. By
Tele-Broadcasters of Conn., Inc.
Business-Studio Address.....600 Asylum Ave.
News Service .....UP
Representative.....H-R Reps, Inc.
Pres., Gen. Mgr.....H. Scott Killgore
Commercial Mgr.....Phillip Zoppi

WTIC—Hartford—1925—NBC

Frequency: 1080 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Travelers Bcstg. Service
Business-Studio Address.....26 Grove St.
News Service.....AP, INS
Transcription Service....Lang-Worth SESAC
Representative .....Christal
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Paul W. Morency
Asst. Gen. Mgr., Sls. Mgr.....Walter Johnson
Asst. Sales Mgr.....Irwin Cowper
Program Manager.....Leonard J. Patricelli
Public Rel. Dir.....Bernard Mullins
Chief Engr.....Herman D. Taylor

WMMW—Meriden—1947

Frequency: 1470 Kc.....Power: 1000 Watts
Owned .....Silver City Crystal Company
Address.....8 West Main St.
News Service..... UP
Representative .....Thomas F. Clark
Membership ..... RAB
President ..... C. A. Schultz
General Manager.....C. A. Kruttschnitt
Commercial Manager.....James MacGovern
Program Director.....Les Fox
Chief Engineer.....John Roache

WCNX—Middletown—1948

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Middlesex Bcstg. Co.
Business-Studio Address.....460 Main St.
News Service .....UP
Transcription .....Thesaurus
Representative .....Devney, Nona Kirby
Managing Dirs.....R. J., W. J. O'Brien
Station Mgr.....Bill Glynn

WHAY—New Britain—1949

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By..Central Conn. Bcstg. Co.
Business Address.....22 Grove Hill
News Service.....UP
Representative.....Nona Kirby, R. O'Connell
Membership .....NARTB
President .....Patrick Goode
General Mgr.....Aldo DeDominicis
Sta., Comm. Mgr.....Charles Bell
Program Director.....George Ehrlich
Pub. Dir.....Carol Ginsburg
Chief Engineer.....Hillis W. Holt

WKNB—New Britain—1946

Frequency: 840 Kc....Power: 1000 Watts d.
Owned-Oper. By.....New Britain Bcstg. Co.
Address.....1422 New Britain Ave.
News Service .....AP, UP
Representative .....Bolling
Membership .....NARTB
Gen. Mgr.....Peter B. Kenney
Comm., Sls. Prom. Mgr.....Gustave Nathan
Program Director.....Robert W. Bray
Oper. Mgr.....John P. Shipley

WAVZ—New Haven—1947

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Operated By.....WAVZ Bcstg. Corp.
Business-Studio Address.....152 Temple St.
News Service .....AP
Representative....Hollingbery, Kettell Carter
Membership .....NARTB
President.....Victor W. Knauth
Exec. V.P., Sta. Mgr.....Daniel W. Kops
Sls. Prom., Comm. Mgr....Richard J. Monahan
Program Director.....E. J. Markle
Publicity Director.....S. L. Barstein
Chief Engineer.....Frederick Brill

WELI—New Haven—1935

Frequency: 960 Kc...Power: 5 Kw. d, 1 Kw. n.
Owned By.....Conn. Radio Foundation, Inc.
Business-Studio Address.....221 Orange St.
News Service .....UP
Transcription Service .....World
Representative.....H. R. Reps., Rbt. Foster
Pres., Sta., Gen. Mgr.....Richard W. Davis
Commercial Mgr.....Edwin H. Schweitzer
Publicity Director.....Rudy Frank
Program Director.....Charles H. Wright
Chief Engineer.....Fred King

WNHC—New Haven—1944
ABC

Frequency: 1340 Kc.....Power: 250 Watts

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Owned-Oper. By....Triangle Publications, Inc.
Business-Studio Address.....1110 Chapel St.
News Service.....AP, INS
Newpaper Affil. ..... Inquirer
Representative.....Katz Agency
Membership .....NARTB
General Mgr.....Edward D. Toddei
Sales Manager.....J. Vincent Callanan
Sta., Prog. Mgr.....Edward C. Obrist
Promotion Dir.....John J. Curran
Chief Engineer.....Vinnie DeLourentis

WNLC—New London—1936
MBS-YANKEE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..The Thames Bcstg. Corp.
Business-Studio Address.....281 State St.
News Service.....UP
President-Gen. Sta. Mgr.....Gerald J. Morey
Comm.-Sales Prom. Mgr.....Leo B. Keegan
Prog., Publ. Dir.....Nelson Brown
Chief Engineer.....Randolph Barrett

WNLK—Norwalk—1948

Frequency: 1350 Kc.....Power: 500 Watts
Owned-Operated By..Norwalk Bcstg. Co., Inc.
Address .....11 Wall St.
News Service .....UP
Representative .....McGillvra
Pres., Gen. Mgr.....James Stolcz
Program Director.....Dick Bounerba
Chief Engineer.....Clarence Burnham

WICH—Norwich—1946

Freq: 1310 Kc.....Power: 1 Kw.
Owned-Oper. By.....Eastern Conn. Bcstg. Co.
Business-Studio Address.....Cuprak Rd.
News Service .....UP
Representative..Everett-McKinney, R. C. Foster
Membership .....RAB
Pres., Gen., Sta. Mgr.....D. Lasser
Sls. Prom. Mgr.....Edward Adler
Comm. Mgr.....Richard Reed
Program Dir.....Mal Morse
Chief Engineer.....Alexander Dubenetsky

WPCT—Putnam—1953

Frequency: 1350 Kw.....Power: 1 Kw. d.
Owned-Oper. By.....Israel Putnam Bcstg. Co.
Address.....42 Main St.
Transcription Service .....World
Membership .....NARTB
President.....Roland A. Gayette
Gen. Mgr.....Harry E. Breault
Pgm. Dir.....Lester Douglas
Chief Engineer.....John Dufour

WSTC—Stamford—1941—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....W. Conn. Bcstg. Co.
Business-Studio Address.....270 Atlantic St.
Newspaper Affiliation.....Stamford Advocate
News Service .....UP
Membership .....NARTB
Representative .....Everett-McKinney, Foster
President .....Kingsley Gillespie
Gen. Manager .....Julian Schwartz

WLCR—Torrington—1947

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Litchfield Cty. Radio Corp.
Business-Studio Address.....23 Main St
Transcription Service .....SESAC
Representative.....Bogner & Martin
Membership .....NARTB
News Service .....AP
Pres., Gen. Mgr.....Charles O. Scott
Station Mgr.....Arthur Barnham
Comm. Mgr.....Alex Pernal
Prog., Pub. Dir.....Joe Storm
Chief Engineer.....Donald Morrison

WTOR—Torrington—1948
ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Torrington Bcstg. Co., Inc.
Business-Studio Address.....93 Perkins St.
Representative .....Rambeau
News Service..... AP
Pres., Gen., Sta. Mgr.....Edmund Waller
Comm., Sls. Prom. Mgr.....Al Ayre
Prog., Pub. Dir.....David Eller

WBRY—Waterbury—1934
CBS

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Oper. By...American-Republican, Inc.
Business-Studio Address.....P. O. Box 1627
News. Affil..... American-Republican
News Service .....AP

Buying Connecticut?

Check the WBRY story in Waterbury with your favorite research service or ask the Avery-Knodel man.

WBRY

CBS—5,000 Watts

Rep. .....Avery-Knodel, Kettel-Carter
Membership .....NARTB
President.....William J. Pape
Manager.....J. Maxim Ryder
Pub. Dir., Sls. Prom. Mgr.....Robert Holczer
Program Director.....Walter O. Howard
Chief Engineer.....Frank B. Hales

WATR—Waterbury—1934
ABC

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....WATR, Inc.
Business-Studio Address.....440 Medow St.
News Service .....UP
Representative .....Burke-Stuart
Membership .....NARTB

President .....Harold Thomas
Gen. Mgr., Comm. Mgr.....Sam Elman
Sales Prom. Mgr.....Fred Erwin
Prog. Director.....Wally King
Pub. Dir.....Bob Gullespie
Chief Engineer.....Andrew Toras

WWCO—Waterbury—1946
MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper.....New England Bcstg. Co., Inc.
Business-Studio Address.....65 Bank St.
News Service .....AP
Representative .....McGillvra
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Lawrence Brandon
Comm. Mgr.....Howard Mendel

Delaware

Pop. March 1 (Est.) 421,000—Families 124,000
Radio Homes 116,000—TV Homes 108,000—Stations in State 8

WDOV—Dover—1947

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned .....Dover Bcstg. Co.
Business Address.....Denny's Rd.
Representative .....Grant Webb
President .....Renry Rau
V. P., Gen. Mgr.....Maxwell Marvin
Station Mgr.....W. S. Cook

WJWL—Georgetown—1951

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Rollins Bcstg., Inc.
Address .....DuPont Highway
Transcription Service .....Thesaurus
Representative .....Zimmer
President.....O. Wayne Rollins
Gen., Sta., Comm., Sls. Mgr..Norman M. Glenn

WKSB—Milford—1953

Frequency: 930 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Kent-Sussex Bcstg. Co.
Address .....Box 444
Transcription Service .....Lang-Worth
Gen., Comm., Prom. Mgr.....H. M. Griffith, Jr.
Ch. Eng., Oper Mgr.....C. V. Lundstedt

WSUX—Seaford—1955

Frequency: 1280 Kc.....Power: 500 Watts d.
Owner-Oper. By.....Sussex Broadcasting Co.
Address.....Dual Hwy. 13
Representative ..... Clark
Pres., Gen. Mgr.....Elizabeth Evans
V. P., Ch. Eng.....W. Courtney Evans

WAMS—Wilmington—1947

Frequency: 1380 Kc.....Power: 1000 Watts
Owned.....Rollins Broadcasting Co.
Address.....414 French St.
News Service .....AP
President.....O. Wayne Rollins
General Manager.....Byron Millison
Program Director.....Tim Crow
Chief Engineer.....Fitzgerald McDaniel

WDEL—Wilmington—1922
NBC

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By....Delmarva Bcstg. Co., Inc.
Business-Studio Address....10th & King Sts.
News Service..... AP
Transcription Service .....Thesaurus
Representative .....Robert Meeker
Membership ..... NARTB
Station Executive.....Clair R. McCollough
Station Manager.....Harvey C. Smith
Natl. Sales Mgr.....J. Robert Gulick
Comm. Mgr.....William McKibben
Prom. Dir.....Paul I. Woodland
Program Director.....R. V. Aydelotte
Technical Director.....J. E. Mathiot

WILM—Wilmington—1922
ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Delaware Bcstg. Co.
Business-Studio Address.....920 King St.
News Service .....UP
Transcription Service .....World
Representative .....Bolling Co.
Membership .....RAB, NARTB
President.....Ewing B. Hawkins
V.P., Mgr.....Jackson F. Lee
Program Director.....Warren Keyser
News Director.....Harry F. Themal
Chief Engineer.....H. Edwin Kennedy

WTUX—Wilmington—1947

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Port Frere Bcstg. Co., Inc.
Business-Studio Address.....1400 Market St.
News Service .....AP
Transcription .....Lang-Worth
Representative .....Walker
Pres.-Sta. Mgr.....Gordon K. MacIntosh
Comm. Mgr.....William S. Ewing
General Mgr.....Howard Robinson
Chief Engineer.....David Martin

WGMS—Washington, D. C.
1947—MBS

Frequency: 570 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By..RKO Teleradio Pictures, Inc.
Address .....Hotel Harrington
News Service .....AP
Representative .....Adam Young
President.....Thomas F. O'Neil
Vice-President.....John B. Poor
General Mgr.....Robert F. Hurleigh
General Sales Mgr.....Henry V. Seay
Program Dir.....Phil Lampkin
Sales Prom. Mgr.....Florenz Hinz
Nat. Sales Mgr.....Wendell B. Campbell

WMAL—Washington, D. C.
1925—ABC

Freq.: 630 Kc.....Power: 5,000 Watts
Owned.....Evening Star Bcstg. Co., Inc.
Address.....4461 Connecticut Ave., N.W.
Representative .....H-R
Newspaper Affiliation.....The Evening Star
News Service .....AP
Membership .....NARTB, RAB
President.....John W. Thompson, Jr.
General Manager.....Fred S. Houwink
Sta. Mgr.....Robert W. Jonscher
Sales Prom. Mgr.....C. A. Macatee
Comm. Mgr.....Bertram Libin
Program Director.....Martin Pinsker
Chief Engineer.....Allan Powley

WOL—Washington, D. C.—1924

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Wash. Bcstg. Corp.
Address.....2000 P. St.
News Service .....UP
Pres., Gen. Mgr.....Henry Rau
Comm. Mgr.....Edwin Charles
Pub. Director.....Charles Dillon
Station Mgr., Prog. Dir.....Maxwell Marvin
Chief Engineer .....Lloyd Smith

WOOK—Washington, D. C.
1940

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....United Bcstg. Co.
Business-Studio.....8th & I Sts., N.W.
Station Rep.....United Bcstg., Harlan Oakes
News Service .....UP
Pres., Gen. Mgr.....Richard Eaton
Program Director.....Cliff Holland
Comm., Sta. Mgr.....Arthur A. Snowberger
Station Mgr.....Arthur A. Snowberger
Comm. Mgr.....Kenneth Wood

WPGC—Washington, D. C.

(SEE MORNINGSIDE, MD.)

WRC—Washington, D. C.—1923
NBC

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By..National Bcstg. Co., Inc.
Business-Studio Address..Sheraton Park Hotel
News Service.....AP, INS, UP
Trans. Serv.....Thesaurus, Stand. Associated
Representative.....NBC Spot Sales
Membership .....NARTB, RAB
President (NBC).....Robert Sarnoff
Vice-Pres. (Wash.) .....Frank Russell
Vice-Pres., Gen., Sta. Mgr....Carlton D. Smith
Director of Sales.....Joseph W. Goodfellow
Commercial Mgr.....Harry A. Karr, Jr.
Pub., Prom. Dir.....William E. Coyle
Public Serv. Mgr.....Burton Bridgens

WTOP—Washington, D. C.
1927—CBS

Frequency: 1500 Kc.....Power: 50,000 Watts
Owned-Oper..Washington Post & Times Herald
Address .....Broadcast House
News Service.....AP, UP, INS
Representative.....CBS Radio Spot Sales
Membership .....RAB
President .....John S. Hayes
Station Manager .....Lloyd Dennis
Comm. Mgr.....R. W. Schellenberg
Sls. Prom. Mgr., Pub. Dir.....W. J. Wiggins
Prog. Dir. .....P. A. Searight
Chief Engineer.....Granville Klink

WUST—Washington, D. C.
1951

Frequency: 1120 Kc.....Power: 250 Watts d.
Owned-Oper. By..Broadcast Management, Inc.
Address.....1343 U St.
Representative .....Forjoe
Pres., Gen. Mgr.....Harold E. Sheffers
Comm., Prom. Mgr.....Jackson Lowe
Program Mgr.....Georgette Leighton
Chief Engineer.....Arnold Beland

WWDC—Washington, D. C.
1941—MBS

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By.....WWDC, Inc.
Business-Studio Address.....1627 K St., N.W.
Trans. Service.....Lang-Worth, World
Representative .....Blair
News Service .....AP, UP
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Ben Strouse
Comm. Manager.....Herman Paris
Program Director.....Norman Reed
Sls. Prom., Pub. Dir.....Irving Lichtenstein
Chief Engineer.....Ross H. Beville

- WJHP AM/FM/TV Jacksonville
- WCOA Pensacola
- WDLP Panama City
- WTMC Ocala
- WESH-TV Daytona Beach

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Florida

Pop. March 1 (Est.) 3,990,000—Families 1,148,000
Radio Homes 1,124,000—TV Homes 836,000LStations in State 108

WAPG—Arcadia—1955—KBS

Frequency: 1480 Kc.....Power: 1000 Watts d.
Owned.....Arcadia-Punta Gorda Bcstg. Co.
Address .....Box 676
News Service.....UP
Owner.....H. F. McKee
Gen., Sta. Mgr., Ch. Eng.....James L. Derrick

WBAR—Bartow—1953

Frequency: 1460 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....WBAR, Inc.
Address.....Box 820, Lakeland Hwy.
News Service.....AP
Membership .....NARTB
President.....W. A. Wynne
Gen., Sta., Comm. Mgr.....John Burgeen
Prog. Dir.....Francis Pipes
Chief Engineer.....J. A. Duncan

WSWN—Belle Glade—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Seminole Bcstg. Co.
Address .....Scarborough Bldg.
News Service .....UP
Transcription Service.....Thesaurus
Representative .....Stars National
Chrm. of Bd.....E. D. Rivers, Jr.
President .....Hubert E. Ulmer
General Manager.....Garnett L. Merck
Comm. Manager .....Marvin Smith
Program Director.....Robert Prather

WTRL—Bradentown—1947 KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Trail Bcstg. Co.
Address.....Memorial Pier, P. O. Box 1060
News Service .....AP
Representative .....Hil Best
Trans. Service.....Standard, World, SESAC
Sales Prom. Dir., Comm. Mgr...Ken McKendree
Dir. of Operations.....Charles A. Blake
Chief Engineer.....Carl B. DeLay

WTAN—Clearwater—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....WTAN, Inc.
Business Address.....200 Pierce Blvd.
News Service.....AP
Representative .....McGillvra
Trans.....Thesaurus, Columbia
Membership .....NARTB, RAB
President .....Wm. G. Wells
Gen., Sta. Mgr., V.P.....H. D. Parker
Commercial Manager.....F. L. Parker
Prog. Dir., Eng.....G. A. Robinson

WKKO—Cocoa—1953

Frequency: 860 Kc.....Power: 1 Kw. d.
Owned-Operated By.....James H. Sawyer
Address .....Box 1308
News Service .....UP
Transcription.....Standard, SESAC
Representatives.....Hil F. Best, Dora Clayton
Gen. Mgr.....Carl G. Collins, Jr.
Program Dir.....Lowell Fenner, Jr.
Chief Engineer.....Davis E. Wilson

WVCG—Coral Gables—1948

Frequency: 1070 Kc.....Power: 1000 Watts d.
Owned-Operated By....Peninsular Bcstg. Corp.
Business Address .....Box 1315
News Service.....AP
Transcription Service.....Associated, SESAC
Represetntatives...Clark, Good Music Bcsters.
Membership .....RAB, NARTB
President-General Mgr.....George W. Thorpe
Asst. Sta. Mgr.....Barbara Binns
Comm. Mgr.....Timothy Carney
Program Director.....Robert Hildreth
Chief Engineer.....Thomas Middleton

WCNU—Crestview—1948 KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Operated By....Gulf Shores Bcstg. Co.
Business-Studio Address.....Box 518
News Service .....AP
Transcription Service.....World, SESAC
General Manager.....S. F. Townsend

WJSB—Crestview—1954

Frequency: 1050 Kc.....Power: 1000 Watts
Owned-Operated By.....Crestview Bcstg. Co.
Address .....Box 267
News Service.....UP
Transcription ..... Thesaurus
Membership ..... NARTB
Gen., Comm. Mgr.....Everett H. McCrary
Prog. Dir.....Judith McCrary
Ch. Eng.....James Tennalis

WDCF—Dade City—1954 KBS

Frequency: 1350 Kc.....Power: 1 Kw. d.
Owned.....Pasco Bcstg. Co.
Address.....P. O. Box 952
News Service .....AP
Transcription .....Standard
Pres., Gen. Mgr.....E. P. Martin
Sta. Mgr., Prog. Dir.....Chaz Roye
Chief Engineer.....G. E. Strait

WMFJ—Daytona Beach—1935

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....WMFJ, Inc.
Business-Studio Address..600 N. Atlantic Ave.
News Service .....UP
Membership .....NARTB
Representative....Joseph Hershey McGillvra
President.....Emil J. Arnold
Gen. Mgr., Chief Eng.....Jack Seigel
Sta. Mgr.....Lee W. Menard

Comm. Mgr. ..... Carl Abel
Sales Prom. Mgr. ..... Ben W. Taylor
Prog. Dir. ..... Richard Marcellan

WNDB—Daytona Beach—1948 ABC-MBS

Frequency: 1150 Kc. ..... Power: 1,000 Watts
Owned-Operated By ..... News-Journal Corp.
Business-Studio Address .... 128 Orange Ave.
News Service ..... AP
Representative ..... John H. Perry
Newspaper Affil. ..... News-Journal Corp.
Membership ..... NARTB
President ..... Julius Davidson
Gen., Sta. Mgr. ..... R. Y. Huffman
Comm. Mgr. ..... Lyman L. McGrath
Sales Prom. Mgr. ..... Daniel Carroll
Publicity Dir. ..... M. E. Hagman
Prog. Dir. ..... Elizabeth J. Weed
Chief Engineer ..... F. A. Scott

WROD—Daytona Beach—1947 NBC

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned ..... Daytona Beach Bcstg. Corp.
Business Address ..... Box 991
News Service ..... UP
Transcription Service ..... Thesaurus
Membership ..... RAB, NARTB
Representative ..... Rambeau
Pres., Gen. Mgr. ..... John S. Murphy
Sta. Mgr., Prog. Dir., Chief Eng.
James F. McDonough
Comm. Mgr. ..... A. N. Sims
Sales Prom. Mgr. ..... Ed New
Pub. Dir. ..... Ray Ovington

WFNM—De Funiak Springs 1955

Frequency: 1460 Kc. ..... Power: 1 Kw. d.
Owned-Oper. By .... Walton County Bcstg. Co.
Address ..... Box 387
News Service ..... UP
Manager ..... Ralph B. Mann
Program Director ..... Jimmy Whitaker

WJBS—DeLand—1948—NBC

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned ..... John B. Stetson University
Address ..... P. O. Box 808
News Service ..... AP
Transcription ..... Associated
Representative ..... Donald Cooke
Membership ..... NARTB
President ..... Dr. J. Ollie Edmunds
General Mgr., Prog. Dir. ..... R. H. Westervelt
Commercial Manager ..... Ken Brown
Chief Engineer ..... Lonnie Padron

WDBF—Delray Beach—1954

Frequency: 1420 Kc. ..... Power: 500 Kw.
Owned ..... Delray Bcstg. Corp.
Address ..... Bon Air Hotel
News Service ..... UP
Transcription ..... Lang-Worth
General Mgr. ..... Jackson Lee
Program Dir. ..... Jean Larkin

WMEG—Eau Gallie—1956

Frequency: 920 Kc. ..... Power: 1000 Watts d.
Owned ..... Mel-Eau Broadcasting Corp.
Address ..... Turtle Mound Road
News Service ..... UP
Transcription ..... Thesaurus, SESAC
President ..... Norman E. Jorgensen
General Manager ..... A. V. Cattlecton
Asst. Mgr., Prog. Dir. ..... Victoria C. Marten
Comm. Mgr. ..... Dean C. Wilson
Chief Engineer ..... Robert C. Whiteley

WLCO—Eustis—1955

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned ..... Radio Station WLCO
Address ..... Box 1505
News Service ..... AP
Transcription ..... Thesaurus
Representative ..... Continental Radio Sales
Owner, Gen. Mgr. ..... Floyd W. Hess
Sta., Comm. Mgr. ..... Morton C. Cook
Sales Prom. Mgr. ..... Barbara A. Ridlebaugh
Program Dir. ..... Thomas W. Osborne
Publicity Dir. ..... W. B. Croke
Chief Engineer ..... Robert Blynn

WFBF—Fernandina Beach 1955—KBS

Frequency: 1570 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By .... Fernandina Beach Bcstrs.
Address ..... 118 Atlantic Ave.
News Service ..... UP
Representative ..... Keystone
Co-Owner, Gen., Sta. Mgr.
Marshall W. Rowland
Comm., Sales Prom. Mgr. ..... R. E. Gleason
Prog. Dir., Chief Eng. ..... G. J. Duck

WWIL—Ft. Lauderdale—1955 KBS

Frequency: 1580 Kc. ..... Power: 1 Kw.
Owned-Operated By .... Missouri Bcstg. Corp.
Address ..... Box 8067
Representative ..... Headly-Reed
News Service ..... AP
President ..... L. A. Benson
Prog. Dir. ..... Bill Smith
Chief Eng. ..... Daniel J. Curran

WFTL—Fort Lauderdale—1946

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Gore Publishing Co.
Bus.-Studio Address ..... 1785 S. E. 15th St.
News Service ..... AP
Membership ..... RAB, NARTB
Transcription Service ..... World
Representative ..... Sears & Ayers
Gen., Sta., Comm. Mgr. ..... R. L. Bowles
Sales Mgr. ..... Art Harre
Program Director ..... Jack Swart
Chief Engineer ..... Richard P. Northey

WINK—Ft. Myers—1940
CBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Ft. Myers Bcstg. Co., Inc.
Address .....WINK Bldg.
News Service .....AP
Representative.....Donald Cooke, J. S. Ayers
Membership .....NARTB, RAB
General Manager.....A. J. Bauer

WMYR—Ft. Myers—1952

Freq.: 1410 Kc.....Power: 5 kw. d., 500 w. n.
Owned-Operated By.....Robert Hecksher
Address .....Box 1486
News Service .....UP
Membership .....RAB
Owner-Gen. Mgr.....Robert Hecksher

WARN—Fort Pierce—1953
KBS

Frequency: 1330 Kw.....Power: 1000 Watts d.
Owned-Oper. By..Hurricane Bcstg. Service, Inc.
Address .....P. O. Box 1343
News Service .....AP
Transcription Service .....Standard
Representative ..... Continental
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Murray C. Tillman
Prog. Mgr.....Willis M. Shawver Jr.
Pub. Dir.....Howard Sharp
Chief Engineer.....John E. Palmer

WIRA—Fort Pierce—1946
NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Indian River Bcstg. Co.
Business Address.....Melody Lane
News Service.....AP
Membership .....NARTB
Representative ..... Dixieland
Pres., Gen. Mgr.....James L. Howe
Sta. Mgr.....Sam Lawder
Program Director.....Anne Wilder
Commercial Manager.....J. Kingsley Butt
Chief Engineer.....Edward Murdoch

WFTW—Ft. Walton Beach
1953

Frequency: 1260 Kc.....Power: 1000 Watts
Owner.....Vacationland Bcstg. Co.
Address .....Box 687
News Service .....AP
Transcription .....Thesaurus, Lang-Worth
President.....Wilbur R. Powell
Gen. Mgr.....Milford A. Reynolds
Ch. Eng.....James G. Waits

WDVH—Gainsville—1954

Frequency: 980 Kc.....Power: 5 Kw. d.
Owned-Operated By.....WDVH, Inc.
Address ..... Box 289
News Service .....UP
Representative ..... Clark
President.....R. A. Vaughn
General Manager.....Thomas R. Hanssen
Commercial Manager .....Jimmy Hales
Program Director.....Joe Hill

WGGG—Gainesville—1948
ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Alachua County Bcstg. Co., Inc.
Business-Studio .....1230 Waldo Rd.
News Service..... UP
Transcription Service .....World
Representative .....Best
Membership ..... NARTB
Pres., Gen. Mgr., Pub. Dir., Ch. Eng.
R. M. Chamberlin
Comm. Mgr., Prom. Mgr.....Leon E. Mims
Program Director.....Pierre A. Bejano

WRUF—Gainesville—1928
MBS

Frequency: 850 Kc.....Power: 5000 Watts
Owned-Operated By.....Univ. of Fla.
Business-Studio Address.....Gainesville, Fla.
News Service .....AP
Trans. Service.....Lang-Worth, Thesaurus
Representative .....Burn-Smith
Membership .....NARTB
Director.....Garland Powell
Asst. Dir.....E. R. Dantzler, Jr.
Commercial Manager.....R. L. Black, III
Prog. Dir.....Bob Smith
Chief Engineer.....Bertram McNamara

WGTO—Haines City—1955

Frequency: 540 Kc.....10 Kw.
Owned-Operated By.....KWK, Inc.
Address.....8th and Hinson Sts.
Newspaper Affil.....St. Louis Globe-Democrat
News Service.....UP
Representative .....Adam Young
Membership ..... RAB
President .....Robert Convey
Gen., Sta. Comm. Mgr., Prog. Dir.....E. D. Hill
Sales Prom. Mgr., Pub. Dir.....Gary Miller
Chief Engineer .....Dave Shick

WGMA—Hollywood-Miami
1953

Freq.: 1320 Kc.....Power: 1000 Watts
Owned.....South Jersey Bcsting.
Address ..... Box 539
News Service .....AP
Station Representative.....Hil F. Best
President.....Maj. Ranulf Compton
Gen. Mgr.....Gordon Giffen
Sta. Mgr., Chief Eng.....Charles C. Castle
Comm. Mgr.....Joseph M. Haddad
Prom. Dir.....George Daye
Pub. Dir.....Carolyn Malchiodi

WIVY—Jacksonville—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WIVY, Inc.
Address .....Box 228-A

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MORE REGIONAL COVERAGE

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News Service .....UP
Representative....Burke-Stuart, Clarke Brown
Pres., Gen. Mgr.....Edward J. Oberle
Station Mgr.....Larry Picus
Local Sales Manager.....Fred H. Schilling

WJAX—Jacksonville—1925 NBC

Frequency: 930 Kc.....Power: 5,000 Watts
Owned-Operated By..City of Jacksonville, Fla.
Business-Studio Address.....1 Broadcast Pl.
Representative.John Blair; Harry E. Cummings
News Service .....AP
Membership ..... RAB
Commissioner in Charge.....J. D. Kennedy
Gen., Sta. Mgr.....W. R. Terry
Comm. Mgr.....J. W. Douglass
Sales Prom. Mgr.....Starrling L. Coleman
Pub. Dir.....Larry Bodkin
Chief Engineer.....Kenneth L. Kroier

WJHP—Jacksonville—1940

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By..Jacksonville Journal Co.
Bus.-Studio Address....4038 Phillips Highway
News Service .....UP
Transcription Service .....Lang-Worth
Newspaper Aff.....J. H. Perry Newspapers
Representative.....John H. Perry Associates
President.....John H. Perry, Jr.
General Manager.....T. S. Gilchrist, Jr.
Sta. Mgr.....Ted Chapeau
Sales Prom. Mgr.....Charles Ost
Program Director.....Jerry Patterson
Publicity Director.....Martha Thomas
Chief Engineer.....Beecher Hayford

WOBS—Jacksonville—1948 1948

Frequency: 1360 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Rounsaville of Charlotte
Business-Studio Address.....1036 Mary St.
Transcription Service....SESAC, BMI, ASCAP
News Service.....UP
Station Representative.....Gil-Perna
Membership ..... NARTB
President .....Robert W. Rounsaville
Gen., Sta. Mgr.....Carter S. Jones
Comm., Sales Prom. Mgr.....David P. McLain
Program Director.....Johnny Shaw
Pub. Director.....Lee Smith
Chief Engineer .....Lyman J. Hall

WMBR—Jacksonville—1934 CBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By.....Washington Post Co.
Address.....Broadcast House, Jacksonville 7
News Service .....UP
Newspaper Aff.....Washington Post Co.
Representative.....CBS Radio Spot Sales
Membership .....RAB
President.....Glenn Marshall Jr.
Sta., Comm. Mgr.....Sid Beighley
Sls. Prom. Mgr.....Norman Vincient
Program Director.....Ken French
Chief Engineer.....Ernest B. Vordermark

WPDQ—Jacksonville—1942 ABC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By..Jacksonville Bcstg. Corp.
Studio Address.....Gulf Life Bldg.
News Service .....UP
Transcription Service .....World
Rep.....Vernard, Rintoul & McConnell, Ayers
President.....James R. Stockton
Gen. Mgr., Vice-Pres.....Robert R. Feagin
Operations Mgr.....Richard C. Fellows
Chief Engineer.....Ernest E. Haralson

WQIK—Jacksonville—1955

Frequency: 1280 Kc.....Power: 1,000 Watts d.
Owned-Operated By.....Telerad, Inc.
Address .....Box 8186
Owner .....Carmen Macri
Manager .....Larry Glick

WRHC—Jacksonville—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WRHC, Inc.
Address.....247 Margaret St.
Membership ..... NARTB
Rep. .....Interstate United Newspapers, Inc.
President .....Harold S. Cohn

WJVB—Jacksonville Beach 1947

Frequency: 1010 Kc....Power: 1000 Watts d.
Owned-Oper. By.Jacksonville Beach Bcstg. Co.
Address.....12th Ave., N., Box 428
Representative.....Hil F. Best
News Service .....AP, UP
Pres., Gen. Mgr.....J. Lyle Williams, Jr.
General Manager .....Pat Shannon

WKWF—Key West—1945 MBS

Frequency: 1600 Kc.....Power: 500 Watts
Owned-Operated By.....John M. Spottswood
Address.....P. O. Box 891
News Service .....UP
Owner, Gen. Mgr.....John M. Spottswood
Station Mgr.....Kermit H. Lewin
Sales Mgr.....Ray A. Schoneck
Chief Eng.....Charles R. Lowe

WRWB—Kissimmee—1954

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned.....Frank A. Taylor
Address.....Lago Vista Radio Park
News Service .....UP
Transcription Service .....Standard
Owner, Gen. Mgr.....Frank A. Taylor
Prog., Comm. Mgr.....A. F. Hilburger

WDSR—Lake City—1946

Frequency: 1340 Kc.....Power: 250 Watts

Owned-Operated By..Deep South Radioways
Business-Studio Address
South Gainesville Highway
News Service .....UP
Partner, Gen., Sta. Mgr.....Alfred H. Temple
Chief Engineer.....Richard L. Cook

WLAK—Lakeland—1936 NBC

Freq.: 1430 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By...Lakeland Bcstg. Corp.
Business Address.....P. O. Box 1211
News Service.....UP
Transcription Service..Associated, World, Std.
Station Representative.....John E. Pearson
Membership .....RAB, NARTB
Pres., Gen. Mgr.....S. O. Ward
Sta. Mgr., Chief Engr.....William P. Lee
Sales & Prom. Mgr.....S. O. Ward
Commercial Manager.....Powell Adams
Program Director.....Garland Burt

WONN—Lakeland—1949 MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Coastal Bcstg. Co.
Business Address.....Lake Hunter Drive
News Service .....AP
Transcription Service .....Capitol
Representative.....Donald Cooke, Inc.
Pres., Gen., Sta. Mgr.....Robert S. Taylor
Commercial Mgr.....Tom Barber
Program Dir.....Ted Covington
Sls. Prom. Mgr., Pub. Dir.....R. S. Taylor
Chief Engineer.....Duane McConnell

WIPC—Lake Wales—1951 KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned.....Imperial Polk Bcstg. Corp
Address.....P. O. Box 712
News Service .....AP
Representative.....Hil F. Best
President.....K. H. Berkeley
Gen., Comm. Mgr.....W. W. Van Steenburgh
Prog., Pub. Dir.....Eleanor Pryor
Chief Engineer.....William Johnson

WLBE—Leesburg—1949 MBS

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....WLBE, Inc.
Address .....Box 790
News Service .....UP
Representative .....Best, Keystone
Transcription Service .....Standard
President.....Paul A. Husebo
Gen., Sta., Comm. Mgr.....Wendel F. Husebo
Program Director.....Richard R. Coleman
Chief Engineer.....Martin Kirkland

WNER—Live Oak—1949—KBS

Frequency: 1250 Kc.....Power: 1 Kw. d.
Owned.....Suwannee Bcstg. Co.
Business Address.....P. O. Box 655
News Service .....UP
Transcription ..... Standard
Representative ..... Best
Owner, Gen. Mgr.....Norman O. Protsman
Station Mgr.....Ruth S. Gunter
Program Director.....Faith Protsman
Chief Engineer.....C. S. Parker

WTYS—Marianna—1948 MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...John H. Phipps Bcstg. Stas.
Address .....Box 777
News Service .....AP
Representative .....Cummings
Owner .....John H. Phipps
General Manager.....L. H. Graves
Station Manager.....Guy Hamilton

WMMB—Melbourne—1948 MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Melbourne Bcstg. Corp.
Business-Studio Address.....WMMB Bldg.
News Service.....UP
Transcription Service .....World
President.....Erna Bessler
V-P., Sales Prom. Mgr.....Vern L. Bessler
Sta., Comm. Mgr.....Richard Bate
Program Director.....Karl Meier
Pub. Dir.....Gene Bueckmann
Chief Engineer.....Robert Bones

WFEC—Miami—1949

Frequency: 1220 Kc.....Power: 250 Watts
Owned-Oper. By.....Fla. East Coast Bcstg.
Address.....350 N.E. 71st St.
Representative.....Rambeau, Ayers
President.....Harry Trenner
Gen., Sta. Mgr.....Herbert Schorr
Program Director.....Rocky Groce
Comm. Mgr.....Sidney Drossner
Sales Prom. Mgr., Pub. Dir.....J. Arnold Schorr
Chief Engineer.....William Reeder

WGBS—Miami—1939—CBS

Freq.: 710 Kc.....Power: 50 Kw. d., 10 Kw. n.
Owned.....Storer Bcstg. Co.
Address.....1177 Kane Conc., Miami Beach
Newspaper Affiliation.....Miami Beach Sun
News Service .....UP
Transcription Service .....Lang-Worth
Station Representative.....Katz Agency, Inc.
Membership .....NARTB, RAB
President.....George B. Storer
Managing Director.....Miller N. Babcock
Comm. Mgr., Sales Prom. Mgr...C. Bud Dailey
Prog., Pub. Dir.....Donald E. Fischer
Chief Engineer.....Edward C. Lockwood

WINZ—Miami—1946

Freq.: 940 Kc.....Power: 50 Kw. d., 10 Kw. n.
Owned-Operated By.....Rand Bcstg. Co.

Business Address.....Biscayne Terrace Hotel
News Service .....INS
Trans. Service.....Associated, London
Representative ..... Petry
Pres., Gen. Mgr.....Rex Rand
Sta., Sls. Prom. Mgr.....B. E. Neary
Chief Engineer.....Walter Molic

WCKR—Miami—1956—NBC

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By
Biscayne Television Corp.
Bus.-Studio Address....Box M, Little River Sta.
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Henry I. Christal
Membership .....NARTB, RAB
President .....Niles Trammell
General Manager.....Owen F. Uridge
Comm. Manager.....L. I. Zimmerman
Sales Prom. Mgr.....Robert Nashick
Program Director.....Walter Svehla
Pub. Director.....Ruth Tanksley
Chief Engineer.....Gene Rider

WMIE—Miami—1948

Freq.: 1140 Kc...Power: 10 Kw. d., 5 Kw. n.
Owned-Operated By...Sun Coast Bcstg. Corp.
Address.....139 N.E. 1st St.
News Service .....INS
Representative.....Stars Natl., Inc.
President.....E. D. Rivers, Sr.
Gen., Sales Mgr.....Kurt Meer
Manager .....Jack E. Nobles
Traffic-Prog. Co-Ord.....Miss S. J. Spiegel

WQAM—Miami—1921

Frequency: 560 Kc...Power: 5 Kw.d., 1 Kw. n.
Owned-Operated By.....Miami Bcstg. Co.
Business-Studio Address.....duPont Bldg.
News Service..... UP
Representative .....John Blair
Membership ..... NARTB
President .....Todd Storz
Gen., Sta., Comm. Mgr.....Jack Sandler
Sales Prom. Mgr.....Sue Goldberg
Program Dir.....David C. Croninger
Publicity Dir.....Chuck Dougherty
Chief Engineer.....Morris Barwick

WWPB—Miami—1947
KEYSTONE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Paul Brake
Business-Studio Address....414 S.W. 2nd Ave.
News Service .....AP
Representative .....Walker
Owner, Mgr.....Paul Brake
Assistant Mgr.....Paul Keefe

WAHR—Miami Beach—1954

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Alan H. Rosenson
Address .....Box 1740
Pres., Chief Engineer.....Alan Rosenson
News Service .....UP
Representative .....Indie Sales
Gen., Comm. Manager.....Marshall Simmons

WKAT—Miami Beach—1937
MBS-ABC

Freq.: 1360 Kc.....5 Kw. d., 1 Kw. n.
Owned-Operated By.....WKAT, Inc.
Trans.-Address.....1759 Bay Road
News Service .....UP
Membership .....RAB
Representative .....Headley-Reed
President.....A. Frank Katzentine
Exec. V. P., Gen. Mgr.....John I. Prosser
Sales Mgr.....Fred Wagenroord

WMBM—Miami Beach—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned.....R. W. Rounsaville
Address .....MacArthur Causeway
Representatives..Gill-Perna, Dora-Clayton, Inc.
President, Gen. Mgr.....R. W. Rounsaville
Asst. Mgr.....Bert Noble
Station Manager.....Arnold Kaufman
Nat. Sales Mgr.....Lee R. Smith

WEBY—Milton—1954
MBS

Frequency: 1330 Kc.....Power: 1 Kw.

Runaway/no give-away

It happened fast in Miami—and it happened without a single giveaway, or any contest in which listening was a requisite for winning.

In less than 3 months under new ownership, Storz Station programming catapulted WQAM to a decisive first place position. First in the morning, with 25.5% of audience. First in the afternoon, with 33.6%. First all day with a resounding 29.9%*.

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WQAM-Miami

Serving all of Southern Florida
with 5,000 watts on 560 kc.

"A STORZ STATION"

Owned.....C. W. Mapoles
Address.....Ward Basin Rd.
News Service .....UP
Trans. Service .....World
Owner.....C W. Mapole
Station Mgr.....Earl Williford

WNOG—Naples—1954

Frequency: 1270 Kc.....Power: 500 Watts
Owned and Oper. By.....Radio Naples Inc.
Address.....East Tamiami Trail
News Service ..... UP
Transcription Service .....World, Ziv
Representative.....Hil F. Best
President, Gen. Mgr.....William J. Ryan
Commercial Manager.....John E. Martin III
Sales Prom. Mgr.....Eileen Eilers
Program Director.....David N. Pfaff
Publicity Director.....B. Alfred Wood
Chief Engineer.....David S. Traer

WSBB—New Smyrna Beach 1951

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Broadcasters, Inc.
Address .....1210 S. Riverside Drive
News Service .....UP
Owner.....A. V. Tidmore
Station Manager.....Rita Y. Locy
Commercial Manager.....Garnet E. Smith
Sales Prom. Mgr.....Bill Palmer
Program Director.....Bob White
Chief Engineer.....Sim Easgleson, Sr.

WMOP—Ocala—1953

Frequency: 900 Kc.....Power: 1000 Watts
Owner.....A. B. Letson
Address .....311 Robertson Bldg.
Representative ..... Dora-Clayton
Pres., Gen. Mgr.....A. B. Letsom
Station Mgr.....James E. Kirk
Comm., Sls. Mgr.....Vernon Arnette

WTMC—Ocala—1939 NBC

Frequency: 1290 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By...Ocala Bcstng. Co. Inc.
Address .....14 S. Magnolia
Rep.....John H. Perry
President.....John H. Perry, Jr.
Gen. Mgr.....Thomas S. Gilchrist, Jr.

WDBO—Orlando—1924—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By...Orlando Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 3707
News Service .....AP, UI
Transcription Service.....World, Thesauru
Representative....John Blair, Harry Cumming
Membership .....NARTI
Pres., Gen., Sta. Mgr.....Harold P. Danforth
Comm. Mgr.....W. G. McBride
Program Director.....Rosalind Boggs
Chief Engineer.....J. E. Yarbrough

WHOO—Orlando—1947—ABC

Freq.: 980 Kc.....Power: 10 Kw. d., 5 Kw. n.
Owned-Oper. By.....WHOO, Inc.
Address .....Fairvilla Road
News Service .....AP
Transcription Service .....Standard
Representative .....Forjoe
President .....Edward Lamb
Gen., Sta., Mgr.....Al Stockmeier
Comm. Mgr.....Charles L. Reiner
Chief Engineer.....Warren Chenevert

WLOF—Orlando—1940

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By....Mid-Fla. Radio Corp.
Business-Studio Address.....Box 5275
News Service .....UP
Station Representative.....Gill-Perna
Membership .....NARTB
Exec. V.P., Gen., Comm. Mgr...Donn R. Collee

WORZ—Orlando—1947 NBC-MBS

Frequency: 740 Kc.....Power: 5 Kw.
Owned-Oper. By....Central Florida Bcstg. Co.
Address.....P. O. Box 1353
News Service..... INS
Representative ..... Hollingberry
Membership ..... NARTB
Pres., Gen. Mgr.....Naomi Murrell
Comm., Sales Prom. Mgr.....W. O. Murrell, Jr.
Publicity Dir.....W. O. Murrell
Program Director.....S. W. Ison
Chief Engineer.....W. R. Miller

WWPF—Palatka—1947 KBS-MBS

Freq.: 1260 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Palatka Bcstg. Co.
Address .....Box 86
News Service .....UP
Membership .....NARTB
Gen. Mgr., Chief Engr.....L. C. McCall
Program Dir.....Claude White
Commercial Manager.....Herb Young

WWPG—Palm Beach 1941—ABC

Frequency: 1340 Kc.....Power 250 Watts
Owned.....Palm Beach Radio Corp.
Address.....3000 Ocean Blvd.
Transcription ..... Lang-Worth
News Service .....UP
Rep. .....Stars National, Inc.
Manager .....Al Keirsey
Program Director.....Bob Klingler

WDLP—Panama City—1940 NBC-KBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned.....Panama City Broadcasting Co.

Address.....323 West Beach Drive
Newspaper Affiliation....John H. Perry Papers
News Service..... UP
Transcription ..... Lang-Worth
Representative.....John H. Perry
President.....John H. Perry
General Manager.....Cecil B. Kelley
Sta., Comm. Mgr.....Don Brookins
Sales Prom. Mgr.....Cal Howrigan
Program Director.....George Feger
Publicity Dir.....Betty Ausland
Chief Engineer.....Harold Phipps

WPCF—Panama City—1949 MBS

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By...Bay County Bcstg. Co.
Address.....300 E. 15th St.
News Service .....AP
Representative .....Walker, Dora-Clayton
Membership .....NARTB
Pres., Gen., Sta. Mgr.....E. L. DuKate
Program Director.....Larry Meehan
Chief Engineer .....Robert E. McConnell

WBOP—Pensacola—1956

Frequency: 980 Kc.....Power: 500 Watts d.
Owned .....WBOP Broadcasting Co.
Address .....709 S. Baylen St.
News Service .....UP
Transcription .....World
Pres., Gen. Mgr.....Vern L. Bessler
Vice-presidents....R. K. Schurr, E. V. Spencer
Secy-Treas.....M. W. Stacy
Station Manager.....Howard DeMere
Chief Engineer.....R. B. Bones

WBSR—Pensacola—1946 CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....WBSR, Inc.
Business Address.....Box 1351
News Service .....AP
Representative...Vernard, Rintoul, McConnell
Pres., Gen. Mgr.....Don J. Lynch
Comm. Mgr., Prog. Dir.....Bo Mitchell
Chief Engineer.....Glen Nichols

WCOA—Pensacola—1925 NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....WCOA, Inc.
Address .....118 E. Intendencia St.
Newspaper Affiliation.....News-Journal
News Service..... UP
Transcription Service.....Lang-Worth
Representative.....John H. Perry Associates
President.....John H. Perry, Jr.
Gen. Mgr., Sta. Mgr.....J. Holliday Veal
Comm. Mgr.....Ronald C. Tuten
Prom. Mgr., Pub. Dir.....Sally Henderson
Prog. Dir.....Doris Greco
Chief Eng.....Harold L. Heath

WEAR—Pensacola—1947 ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper By.....Gulfport Bcstg. Co.
Address.....P. O. Box 431
Sta. Rep. .....Hollingbery
Pres., Gen. Mgr.....Mel Wheeler
Nat'l Sls. Mgr.....Milt de Reyna
Chief Engineer.....Jim Smith

WPFA—Pensacola—1955

Frequency: 790 Kc.....Power: 1,000 Watts d.
Owned-Operated By.....WPFA Bcstg. Co.
Address .....Box 27
News Service .....AP
Representative .....McGillvra
President.....J. W. O'Connor
General Manager.....John B. Hoag
Program Director.....Taris Savelle
Chief Engineer.....Leonard Zepp

WPRY—Perry—1954

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Taylor Co. Bcstg. Co.
Address .....P. O. Box 67
News Service..... AP
Trans. ..... Standard
President.....E. P. Martin
Station Manager.....William Owens
Program Director.....Cathy Landry
Chief Engineer.....Leonard Moore

WPLA—Plant City—1949

Frequency: 910 Kc.....Power: 1 Kw.
Owned-Operated By.....W. A. Smith
Address.....P. O. Box 1588
Station Representative .....Best
News Service .....UP
Transcription Service .....Standard
Membership .....NARTB, RAB
President .....W. A. Smith
Gen., Sta., Comm. Mgr., Chief Eng.
George Friend
Sales Prom. Mgr.....Al Berry
Program Director.....Ken Shroyer
Pub. Dir.....J. J. Wilson

WCNH—Quincy—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Quincy Bcstg. Corp.
Address .....P. O. Box 190
News Service .....UP
Transcription .....Thesaurus
Membership .....NARTB
Pres., Gen. Mgr.....A. B. Letson
Comm., Sls. Prom. Mgr.....W. J. Taylor

WFOY—St. Augustine—1936 CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Ponce de Leon Bcasting
Address .....Magnolia Ave.
News Service .....UP
Representative ..... McGavren-Quinn

Pres., Gen., Sta., Comm. Mgr. John E. Bernard Jr.
Sales Prom. Manager.....Julian Fant
Program Director.....Frankie C. Walker
Publicity Director.....Alberta Dillin
Chief Engineer.....Ernest Raistrick

WSTN—St. Augustine—1954

Frequency: 1420 Kc.....Power 1 Kw.
Owned.....St. Augustine Bcstg. Co.
Address.....66 Treasury St.
News Service .....AP
Transcription Service .....Thesaurus
Station Rep. .....Indie
General Manager.....W. M. Harding
Station Manager.....J. C. Leuschel
Commercial Manager.....A. H. Beckwith
Program Director.....T. Hopkins
Publicity Director.....Jan Pepper
Chief Engineer.....E. P. Gildow

WPIN—St. Petersburg—1947

Frequency: 680 Kc.....Power: 1000 Watts
Owned-Oper. By..Fla. W. Coast Bcstrs., Inc
Address.....Royal Palm Hotel
News Service .....AP
Station Representative.....Walker
Membership .....RAB
President.....Dr. Charles Farrington
General Manager .....Arthur Mundorff
Sta., Comm. Mgr.....Richard Marsh
Program Director, Pub. Dir.....James Carley
Sls. Prom. Mgr.....Larry Rhodes
Chief Engineer.....Manly St. Jean

WSUN—St. Petersburg—1928 ABC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By....City of St. Petersburg
Business Address.....Municipal Pier
News Service..... AP
Transcription Service..... World
Representative...Vernard, Rintoul, McConnell
Membership .....NARTB
General Manager.....Fred P. Shawn
Commercial Manager.....John Hitchcock
Sales Prom. Mgr.....Charles Mason
Program Director.....Charles D. Bishop
Publicity Director.....Jean Miller
Chief Engineer.....Louis J. Link

WTSP—St. Petersburg—1940 MBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Oper. By.....WTSP, Inc.
News Service .....UP
Transcription .....Lang-Worth, Standard
Representative .....Weed
President .....N. Joe Rahall
Gen. Mgr.....Marshall S. Cleaver
Comm. Mgr.....L. Wildman
Prog. Director.....Rob Allan
Chief Engineer.....William D. Mangold

WTRR—Sanford—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station WTRR
Business Address.....Box 1541
News Service .....UP
Pres., Gen., Sta. Mgr.....Myron A. Reck

WKXY—Sarasota—1949—KBS

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Sarasota Bcstg. Co.
Address.....2500 Tenth St.
Representative ..... Clark
Trans. ..... World
Membership ..... NARTB
News Service .....AP
General Manager.....A. G. Fernandez
Prog. Dir.....Howard O. Ermisch
Chief Eng.....Robert L. Kohlmeyer

WSPB—Sarasota—1939—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WSPB, Inc.
Business Address.....Box 1110, City Island
News Service .....UP
Transcription Service .....Thesaurus
Representative.....John E. Pearson
Membership .....NARTB
President.....Robert C. Jones, Jr.
Gen., Sta. Mgr.....John B. Browning
Comm. Mgr.....D. L. Fleischman
Pub. Dir.....Emylu Richards
Program Director.....David Hale
Chief Engineer.....G. W. McGougan

WJCM—Sebring—1950 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Clearfield Bcstrs., Inc.
Business Add.....Assembly Pt. on Dinner Lake
Gen. Mgr.....A. J. Frank
Commercial Mgr.....Ken Bowers

WSTU—Stuart—1954 MBS-KBS

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Oper. By.....Blue Water Bcstg. Co.
Address .....Box 518
News Service..... AP
Pres., Gen. Mgr.....Lester M. Combs
Comm. Mgr.....Jim Mullins
Prog. Dir.....Reggie Martin
Chief Engineer.....Fred Chapman

WMEN—Tallahassee—1954 KBS

Frequency: 1330 Kc....Power: 5,000 Watts d.
Owned-Oper. By.....WMEN, Inc.
Address .....Hotel Floridan
News Service.....UP
Representative .....Dora-Clayton
President.....B. F. J. Timm
General Manager.....Don C. Price
Prog. Dir.....L. Studsill
Chief Engineer.....K. C. McNaron

WTAL—Tallahassee—1935 CBS

Frequency: 1270 Kc.....Power: 5000 Watts

Owned-Operated By.....John H. Phipps
Business Address.....Box 3167
News Service .....AP
Representative .....Meeker, Cummings
Owner.....John H. Phipps
General Manager.....L. Herschel Graves
Station Mgr.....Ansley D. Cohen, Jr.
Sales Prom. Mgr.....R. Hollister
Publicity Dir.....C. M. Allen
Chief Engineer.....Sam Dudas

WTNT—Tallahassee—1946 ABC-MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Tallahassee Appli. Corp.
Business-Studio Address.....Duval Hotel
News Service..... UP
Trans. ..... Associated
Representative .....McGillvra
Pres., Gen. Mgr.....Frank W. Hazelton
Vice-Pres. .....Emanuel Joanos

WALT—Tampa—1946

Frequency: 1110 Kc.....Power: 1000 Watts d.
Owned.....Tampa Broadcasting Co., Inc.
Address.....401 West Tyler Street
News Service..... AP
Representative.....John E. Pearson
President.....E. J. Arnold
Vice-President, Gen. Mgr.....Robert Wasdon
Station Manager.....W. W. Johnson
Nat. Comm. Mgr.....George Fee
Local Sales Mgr.....Frank Edwards
Program Director.....Ed Bray
Production Mgr.....Charles Fuller
Chief Engineer.....Paul Gossett

WDAE—Tampa—1922—CBS

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By.....Tampa Times Co.
Business Address .....114 N. Franklin St.
Representative .....Katz
News Service.....AP, UP
President.....David E. Smiley
General Manager.....L. Spencer Mitchell
Nat. Adv. Mgr.....Robert M. Weeks

WEBK—Tampa—1950

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Hillsboro Bcstg. Co.
Address.....1521 E. Broadway
News Service ..... AP
Station Rep.....Devney
President, Gen. Mgr.....E. P. Martin
Prog. Dir., Pub. Dir.....Ronald Harpe
Chief Engineer.....Elmo B. Kitts

WFLA—Tampa—1925—NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....Tribune Co.
Business Address.....905 Jackson St.
News Service .....AP
Representative .....John Blair
Membership .....NARTB, RAB
Newspaper Aff. .....Tribune
President.....John C. Council
Gen. Mgr., Vice-Pres.....George W. Harvey
Sales Prom. Mgr., Pub. Dir.....Tom Matthews
Prog. Director.....Edward C. Walker
Chief Engineer.....Joseph Mitchell

WHBO—Tampa—1948

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned By.....Gateway Broadcasters, Inc.
Business Address.....11,011 Florida Ave.
Membership .....RAB
News Service .....AP
President .....John A. Boling
Gen. Mgr.....B. A. Martin
Program Director.....Bonita Fishback
Sls. Prom. Mgr.....Bob Ross
Chief Engineer.....Bill Polk

WIOK—Tampa-St. Petersburg 1954

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned: .....Robert W. Rounsaville
Address.....Box 1101, Washington Blvd.
News Service .....AP
Reps .....Gill-Perna, Dora-Clayton
Pres., Gen. Mgr.....Robert W. Rounsaville
Sta. Mgr.....Joe T. Starr
Asst. Manager.....Jack Everbach
Comm. Manager.....John Sanders
Prog. Dir., Chief Eng.....Warren Kaufman

WDCL—Tarpon Springs—1953

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By.....Freede-Miller Bcstg. Co.
Address .....Box 1470
Transcription .....World
News Service .....AP
Membership .....RAB
Pres., Gen., Sta. Mgr.....Hal M. Freede
Comm. Mgr., Sls. Prom. Mgr...Gurney P. Sloan
Program Director.....Clair Linn
Pub. Director.....Beatrice A. Freede
Chief Engineer.....John A. Walker

WNTM—Vero Beach—1954 MBS

Frequency: 1370 Kc.....Power: 1 Kw.
Owned .....WNTM, Inc.
Address.....P. O. Box 397
News Service..... INS
Rep. .....Clarke Brown
Pres., Gen. Mgr.....(Mrs.) Naomi T. Murrell
Station Manager.....Gene Stuart

WTTB—Vero Beach—1954 ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Tropics, Inc.
Address .....15-26 20th St.
Newspaper Affiliation.....Press-Journal
News .....AP
Representative .....Hil F. Best
President.....Merrill P. Barber
Sta. Mgr.....Stanley B. Wood

Sls. Prom. Mgr., Comm. Mgr...Howard L. Haid
Prog., Pub. Dir.....R. Mansfield
Chief Engineer.....Stanley Wood

WEAT—West Palm Beach 1948—NBC

Frequency: 850 Kc.....Power: 1 Kw. d. n.
Owned..... WEAT-TV Inc.
Address.....P. O. Box 70
News Service..... AP
Trans. ..... Capitol
Station Rep. .....H-R
President.....Thomas F. O'Neil
Gen. Mgr.....Bertran Lebhar, Jr.
Sales Mgr.....Charles M. Stark
Prog. Dir.....Peter F. Cole

WJNO—West Palm Beach 1936—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WJNO, Inc.
Business-Studio Address..1500 N. Flagler Dr.
News Service .....AP
Transcription Service.....World, Lang-Worth
Representative.....Robert Meeker, Ayres
Membership .....NARTB, RAB
President.....S. K. Russell
Gen. Mgr., Sta., Comm. Mgr....H. V. McMillan
Sales Mgr.....Robert Monroe
Publicity Dir.....Harry A. Forster
Chief Eng.....Curtis Brinson

WIRK—West Palm Beach 1947—MBS

Freq.: 1290 Kc.....Power: 1 Kw. d., 5 Kw. n.
Owned-Operated By.....Ken-Sell, Inc.
Business Address.....711 S. Flagler Drive
Representative .....T. F. Clark
News Service..... AP
Pres., Gen. Mgr. .....Joseph S. Field, Jr.
Sales & Operations Mgr.....Rome Hartman

WSIR—Winter Haven—1947 MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Hundred Lakes Bcstg.
Bus. Address..665 W. Lake Howard Dr., S.W.
News Service .....AP
Membership .....RAB
Representative.....Devney & Co.
President .....Tom Moore
Gen. Mgr.....Larry Rollins
Commercial Manager.....Earl Sturgeon
Program Director.....Richard Eyrich
Chief Engineer.....L. Orden Craig

WABR—Winter Park—1954

Frequency: 1440 Kc.....Power: 1 Kw.
Owned.....Orange County Bcstrs. Inc.
Address.....P. O. Box 7547
Sta. Rep. .....Rambeau, Dora-Clayton
News Service .....UP
General Mgr.....R. H. Gunckel, Jr.
Sales Manager .....Tom Sawyer
Chief Engineer.....J. R. Campbell

Georgia

Pop. March 1 (Est.) 3,744,000—Families 979,000
Radio Homes 952,000—TV Homes 684,000—Stations in State 103

WAAG—Adel—1955—KBS

Frequency: 1470 Kc.....Power: 1,000 Watts
Owned-Oper. By.....Cook County Bcstg. Co.
Address.....P. O. Box 508
News Service .....UP
Membership .....NARTB
Pres., Gen. Mgr.....W. M. Forshee
Sta. Mgr.....E. Shepherd
Comm. Mgr., Prog. Dir.....Don H. Wingate
Publicity Director.....Calvin Key
Sales Prom. Mgr., Chief Eng....C. Christensen

WALB—Albany—1941—ABC

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By....Herald Publishing Co.
Address ..... Stuart Ave.
News Service .....AP
Representative .....Burn-Smith, Ayers
Owner .....James H. Gray
General Manager.....Tom Stillwagon
Program Director.....Jack Mayer

WGPC—Albany—1933—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Albany Bdcstg. Co.
Business-Studio Address....New Albany Hotel
News Service .....UP
Representative.....George P. Hollingbery
Transcription Service .....Thesaurus
Membership .....NARTB, RAB
President.....J. W. Woodruff
Executive Manager.....J. W. Woodruff, Jr.
Sta., Comm., Sls., Prom., Pub. Dir..L. M. George
Program Director.....Walter H. Flint
Chief Engineer.....Redus Carlton

WJAZ—Albany—1952

Frequency: 1050 Kc.....Power: 1,000 Watts d.
Owned-Oper. By.....James S. Rivers, Inc.
Address .....Slappy Drive
Representative .....Thomas F. Clark
News Service .....UP
President.....James S. Rivers
General Mgr.....Bruce Smith
Station Mgr. .....R. V. Rogers

WDEC—Americus—1947
MBS-KBS

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By..The Americus Bdcstg. Co.
Business-Studio Address.....Rembert Bldg.
News Service.....AP
Membership .....RAB
Representative.....Dora-Clayton, Indie Sales
Gen. Mgr.....Charles C. Smith
Chief Engineer.....Raymond C. LaPrade

WGAU—Athens—1938
CBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Clarke Bcstng. Corp.
Address.....P. O. Box 1189
News Service .....AP
Representative .....Clarke Brown
Membership .....NARTB
Pres., Gen., Sta. Mgr.....H. Randolph Holder
Comm. Mgr.....J. Thomas Lloyd
Sales Prom. Mgr., Pub. Dir.....Bill Marston
Program Director.....Mary Betts
Chief Engineer.....Les Brooks

WRFC—Athens—1948

Freq.: 960 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Radio Athens, Inc.
Business-Studio Add.....279½ N. Lumpkin St.
Sta. Rep.....Forjoe, Dixieland
News Service .....UP
Transcription Service .....World
Member .....NARTB, RAB
Pres., Gen., Sta. Mgr.....L. H. Christian
Comm. Mgr.....Dorothy N. Gayner
Sls. Prom. Mgr.....E. A. Thilenius
Program Director.....Gus Mann
Publicity Director.....Ed Thilenius
Chief Engineer.....Lucius D. Drewry

MORE NEWS
MORE FEATURES
MORE REGIONAL COVERAGE
AP
. . . and MORE RADIO AND TELEVISION STATIONS
depend on
THE ASSOCIATED PRESS

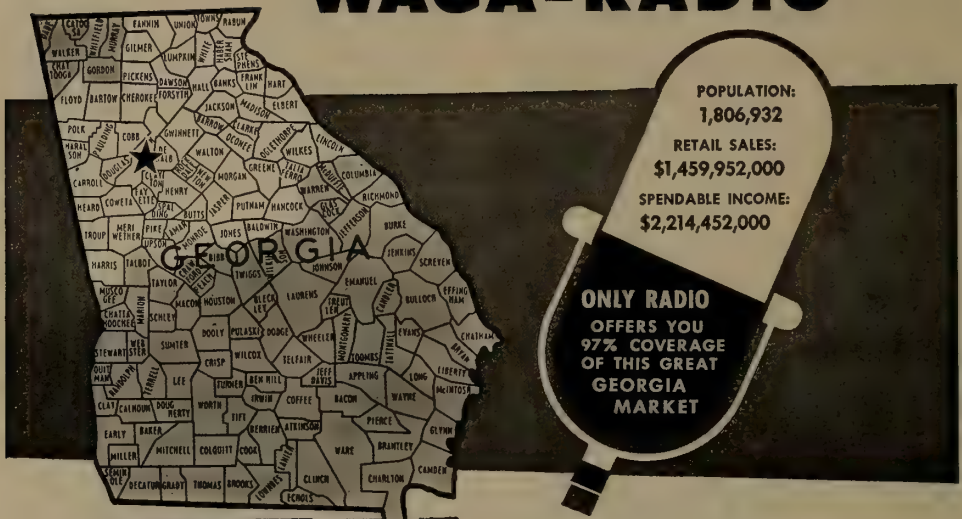
WAGA—Atlanta—1937—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Storer Bcstg. Co.
Bus.-Studio Address....1018 W. Peachtree St.
News Service .....AP
Representative .....Katz
Membership .....NARTB, RAB
President.....George B. Storer, Sr.
General Mgr.....Claude H. Frazier
Comm. Mgr. .....Lewis Reynolds
Pub. Dir., Prom. Mgr.....Betty L. Merritt
Program Director.....J. Les Henrikson
Chief Engineer.....Hugo Bondy

WAOK—Atlanta—1954

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Oper. By.....WAOK Bcstg. Co., Inc.
Business Address.....70 Houston St., N.E.
News Service .....UP
Representative .....Forjoe

to reach GEORGIA'S 63 GOLDEN COUNTIES* you need WAGA-RADIO



*THESE 63 COUNTIES...
(39.6% of the state's total of 159) account for 49.6% of Georgia's population, 53.6% of the state's total retail sales, and 53.9% of the total spendable income in Georgia.

To reach the 468,900 families in Georgia's 63 golden counties, you need WAGA-Radio.

Live, wide-awake programming to capture the largest possible audience, backed by aggressive merchandising and a staff of sales-minded people, will help you get maximum results for your advertising dollar.

Let our reps give you complete facts about the expanding Atlanta market and how WAGA-Radio can best be put to work for you.

A STORER STATION

waga radio 590 on the dial 5,000 watts

CBS-radio in Atlanta

Represented Nationally by the
KATZ AGENCY, Inc.
STORER BROADCASTING COMPANY SALES OFFICES:
New York—118 E. 57th St.
Chicago—230 N. Michigan Ave.
San Francisco—111 Sutter St.

Tom Harker, National Sales Director; Bob Wood, National Sales Manager

Pres., Gen. Mgr. ..... L. M. George
Station Mgr. ..... Dorothy Lester
Comm., Prom. Mgr. ..... Stan Raymond
Prog. Dir. ..... Zenas Sears
Pub. Dir. ..... Mary O'Shields
Chief Engineer ..... Eathel Holley

WAKE—Atlanta—1946

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned ..... Bartell Broadcasters, Inc.
Address ..... Georgian Terrace Hotel
News Service ..... AP
Representative ..... Adam Young
President ..... Gerald A. Bartell
General Manager ..... Morton J. Wagner
Commercial Manager ..... Mrs. Jayne Swain
Program Dir. ..... William Jones
Publicity Dir. ..... Mrs. Betty Thomas
Chief Engineer ..... Morris Jones

WERD—Atlanta—1948

Frequency: 860 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Radio Atlanta, Inc.
Studio Address ..... 330 Auburn Ave., N.E.
News Service ..... UP
Membership ..... NARTB
Representative ..... Interstate
Pres., Gen. Mgr. ..... J. B. Blayton, Jr.
Comm. Mgr., Sales Prom. Mgr.
Albert H. Saddler
Chief Eng. ..... William F. Kennedy

WGKA—Atlanta—1955

Frequency: 1600 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ... Glenkaren Associates, Inc.
Address ..... 1140 Peachtree St., N.E.
News Service ..... UP
Transcription ..... SESAC
Membership ..... NARTB
President ..... Locke E. Glenn
General Manager ..... John P. Culver
Comm. Mgr. ..... Lee Nance
Program Director ..... Norman Reyes
Chief Engineer ..... David Lyndon

WGST—Atlanta—1923—ABC

Frequency: 920 Kc. .. Power: 5 Kw. d.; 1 Kw. n.
Owned ..... Bd. of Regents, Univ. Sys. of Ga.
Bus.-Studio Address ..... Box 7254
News Service ..... AP
Representative ..... Avery-Knodel
Membership ..... NARTB, RAB
President ..... Freeman Strickland
Gen., Sta. Manager ..... Ben Akerman
Commercial Mgr. ..... Al Ciraldo
Pub. Dir. ..... Mrs. Mary H. Tallent
Prog. Dir., Ch. Eng. ..... Ivan Miles

WSB—Atlanta—1922—NBC

Frequency: 750 Kc. ..... Power: 50,000 Watts
Owned-Oper. By .... Atlanta Newspapers, Inc.
Address ..... 1601 W. Peachtree St.
Newspaper Affiliation .... Journal, Constitution
Representative ..... Edward Petry
Membership ..... NARTB, RAB
General Manager ..... John M. Outler, Jr.
Station Manager ..... Frank Gaither

WQXI—Atlanta—1948

Frequency: 790 Kc. .. Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By ... Rounsaville of Atlanta, Inc.
Bus.-Studio Address .. Peachtree At Mathieson
News Service ..... UP
Station Rep. ..... Gill-Perna, Inc.
Membership ..... NARTB
Pres., Gen. Mgr. ..... R. W. Rounsaville
Station Manager ..... John Fulton
Prom., Comm. Mgr. ..... Frank Erwin
Program Dir. ..... Bob Corley
Chief Engineer ..... Elton B. Chick
Nat. Sales Mgr., Pub. Dir. ..... Lee Smith
Technical Director ..... Paul Cram

WYZE—Atlanta—1956

Frequency: 1480 Kc. ..... Power: 5000 Watts
Owned ... Greater South Broadcasting Co., Inc.
Address ..... 200 Henry Grady Bldg.
News Service ..... UP, AP, INS
Trans. ..... Thesaurus, Asociated, SESAC
Representative ..... Walker
President ..... P. H. Whitcraft
General Mgr. ..... Sam W. Kane
Program Dir. ..... Bob King

WAUG—Augusta—1952

Frequency: 1050 Kc. ..... Power: 1,000 Watts
Owned ..... Garden City Bcstg.
Address ..... Bon Air Hotel
Sta. Rep. ..... Rambeau, Clarke Brown
News Service ..... UP
Gen., Sta. Mgr. ..... Geo. C. Nicholson
Comm. Mgr. ..... J. Louis Solomon
Program Dir. ..... Reese J. Vaughn
Chief Engineer ..... J. C. Atkinson

WBBQ—Augusta—1946—MBS

Frequency: 1340 Kc. ..... Power: 250 Watts
Owner ..... Savannah Valley Network
Address ..... 515 15th St.
Representative .. Everett-McKinney, Inc., Forjoe
News Service ..... AP
Membership ..... NARTB
President ..... George Weiss
Gen., Sta., Comm. Mgr. .... Edward H. Dunbar
Prom. Mgr. ..... William Kirchheim
Program Director ..... George W. Fisher
Chief Engineer ..... Kenneth Freeman

WGAC—Augusta—1940—ABC

Frequency: 580 Kc. .. Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By .... The Twin States Bcstg. Co.
Business-Studio Address ..... 664 Broad St.
News Service ..... UP
Transcription Service ..... Thesaurus
Representative ..... Avery-Knodel
Membership ..... NARTB, BAB
Pres., Gen. Mgr. ..... A. D. Willard, Jr.
Commercial Mgr. ..... Martin E. White
Program Dir. ..... Stanley Carey
Chief Engineer ..... James Clegg

WBIA—Augusta—1946—NBC

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned ..... Augusta Broadcasting Co.

Address .....15-Eighth Street
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NARTB
President, Gen. Mgr.....W. Ray Ringson
Sta., Comm. Mgr.....J. R. Owens, Jr.
Program Director.....Ralph V. Lavender
Chief Engineer.....Rabun F. Bobo

WRDW—Augusta—1930—CBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Oper. By.....Radio Augusta, Inc.
Address.....1302 Georgia Ave.
News Service .....AP
Transcription Service .....World
Representative ..... Branham
Membership .....RAB, NARTB
President.....Pat H. Rice, Jr.
General Manager.....J. W. Hicks
Sales Mgr.....Bill Smart
Program Director.....Jim Armistead
Promotion Mgr.....Don Shepherd

WMGR—Bainbridge—1946

Frequency: 930 Kc.....Power: 5 Kc.
Owned-Operated By.....Decatur Bcstg. Co.
Address .....Box 375
Representative .....Grant Webb
News Service..... UP
General Manager.....John A. Dowdy
Program Dir.....H. M. Coleman
Chief Eng.....Walter Freeman

WHAB—Baxley—1954

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By.....Tri-City Bcstg. Sys.
Address .....Box 265
News Service..... UP
Gen. Mgr.....Farnell O'Quinn
Sta. Mgr.....Iona Moody
Comm. Mgr.....Ted Kirby
Sls. Prom. Mgr.....Dane Bruce
Prog. Dir.....Jerry Wilder
Pub. Dir.....Hoyt Brown
Chief Engineer.....Delmas Nichols

WGIG—Brunswick—1949 ABC

Frequency: 1440 Kc.....Power: 1,000 Watts
Owned-Operated By...Brunswick Bcstg. Corp.
Business-Studio Address.....1514 Union St.
News Service .....AP
Representative .....McGillvra
Sta., Gen. Mgr.....Hugh K. Tollison
Sales Represent.....John Lane

WMOG—Brunswick—1940 MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Brunswick Inc.
Address .....Box 572
News Service .....UP
Transcription Service .....World
Representative .....Indie Sales, Dora-Clayton
President .....Allen Woodall
General Manager.....E. Jere Turk
Comm. Mgr.....Lew Carter
Prog. Dir.....Jay Lingle
Pub. Dir.....Mary J. McEvan
Chief Engineer.....Cecil Tankersley

WGRA—Cairo—1950

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Grady Mitchell Bcstg. Co.
Address .....Bainbridge Rd.
Station Rep. .....Indie
News Service .....UP
Trans. ..... Standard
Gen. Mgr. .....Lowell E. Takles
Prom. Mgr. .....Bernice Porter

WCGA—Calhoun—1953

Frequency: 900 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....Gordon Cty. Bcstg. Co.
Address.....112½ Court Street
Rep. .....Indie Sales
General Manager.....R. R. Magill
Sales Manager .....Judy Mogill
Program Director.....Richard Bowman

WCLB—Camilla—1954—KBS

Frequency: 1220 Kc.....Power: 1000 Watts
Owned.....Capel Bcstg. Co.
Address.....P. O. Box 147
News Service..... UP
Transcription Service .....Standard
General Mgr.....Russell A. Browne
Commercial Mgr.....Charlie Browne
Chief Engineer.....Dan O'Keefe

WLBB—Carrollton—1947 KBS

Frequency: 1100 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Carroll Bcstg. Co., Inc.
Business-Studio Address.....Bremen Road
Representative .....Indie Sales
Pres., Gen., Sta. Mgr.....Thomas K. Vassy
Comm. Mgr. .....J. D. Norton, Jr.

WBHF—Cartersville—1946 MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. R. Frier
Address .....West Avenue
Newspaper Affil. ..... Herald
News Service .....UP
Station Manager.....W. Ryan Frier

WGAA—Cedartown—1941 KBS

Frequency: 1340 Kc.....Power: 250 Watts
Business-Studio Address.....P. O. Box 807
News Service.....AP
Representative ..... Dora-Clayton
Sta. Mgr. .....Frank Proctor

WCLS—Columbus—1955

Frequency: 1580 Kc.....Power: 1,000 Watts
Owned-Oper. By.....Muscogee Bcsgt. Co.

Address .....1028½ Broadway
Representative....United Bcstg., Dora-Clayton
Pres., Gen. Mgr.....Charlie H. Parish, Jr.

WDAK—Columbus—1943
NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Radio Columbus, Inc.
Business-Studio Address.....Martin Bldg.
News Service.....AP
Transcription Service.....World
Station Representative.....Headley Reed
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Allen M. Woodall
Station Mgr.....Miles H. Ferguson
Commercial Manager.....William Massie
Program Director.....Mrs. Pat Lynn
Publicity Dir.....Lamar Lyn
Chief Engineer.....Max F. Harper

WGBA—Columbus—1947

Frequency: 1270 Kc....Power: 5000 Watts d.
Owned-Oper. By.....WGBA, Inc.
Business-Studio Address....1213½ Broadway
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Forjoe, Dixieland
Membership .....NARTB, RAB
Pres., Gen. Mgr.....C. A. McClure
Station Mgr.....R. H. Ruppel
Prog., Pub. Dir.....W. L. Bowick Jr.
Chief Engineer.....F. Keith Brown

WPNX—Columbus—1952

(See listing in Phenix City, Ala.)

WRBL—Columbus—1928
CBS

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....Columbus Bdcstg. Co.
Business-Studio Address.....1350 - 13th Ave.
News Service .....UP
Newspaper Affil.....Page Corp.
Sta. Rep. .....Hollingbery
Membership .....NARTB, RAB
Pres., Gen. Mgr.....J. W. Woodruff Jr.
Sta., Comm. Mgr.....Walter Graham
Prog. Dir. .....Eleanor Whitelaw
Pub. Dir.....G. Brougham
Prog. Dir.....David Lea
Chief Engineer.....Joseph Gamble

WMJM—Cordele—1940
MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By..Southeastern Bcstg. System
Business-Studio Address....20th Ave. & B St.
News Service..... UP
Representative.....T. F. Clark
President.....James S. Rivers
General Mgr.....William E. Blizzard, Jr.
Comm. Manager.....Willard Belote

WCON—Cornelia—1953

Frequency: 1450 Kw.....Power: 250 Watts
Owned-Oper. By.....Habersham Bcstg. Co.
Address.....1 Burrell St.
Station Rep. .....Indie
News Service ..... UP
Pres., Gen. Mgr.....Jack Bradley
Sta. Mgr.....S. Y. Sosbee
Program Dir.....Jim Stevenson
Chief Engineer.....Bobby Wilkes

WGFS—Covington—1953
KBS

Frequency: 1430 Kc.....Power: 1000 Watts
Owned.....Georgia Broadcasting Service
Address.....615 Monticello Street
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Sears & Ayers, Dixieland
President .....Lem Coley
General Mgr.....Charles Whatley
Sta. Mgr.....J. C. Lang
Comm. Mgr.....Jim Whatley
Chief Engineer.....Knox Carreker

WBLJ—Dalton—1940
MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Dalton Bdcstg. Corp.
Business-Studio Address.....Kenemer Bldg.
Transcription Service .....Thesaurus
Membership .....NARTB, RAB
General Manager.....William B. Davies

WRCD—Dalton—1954

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....Whitefield Bcstg. Co.
Address .....104 Pentz Street
Representative .....Dora-Clayton Agency
News Service .....UP
General Manager .....Jim Honey
Comm. Manager.....Ed Jordan
Program Director.....Mike Dodd

WDWD—Dawson—1948
KBS-MBS

Frequency: 990 Kc.....Power: 1000 Watts D.
Owned-Operated By.....Dawson Bdcstg. Co.
Trans.-Bus.-Studio Address.....Box 390
News Service .....UP
Representative .....Indie Sales
Trans. ..... Standard
General Manager.....W. C. Woodall, Jr.
Program Director.....Barney Parnacott

WEAS—Decatur—1947

Frequency: 1010 Kc.....Power: 50 Kw.
Owned .....WEAS, Inc.
Address .....P. O. Box 67
News Service .....UP
Representative..... Stars National
Chairman of the Board.....E. D. Rivers, Jr.
President .....William H. Keller, Jr.
Station Manager .....Warren Roberts
Sales Mgr.....William Packham

WTAM—Decatur—1949—KBS

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned....Republic Broadcasting System, Inc.
Address.....526 Church Street
News Service .....UP
Transcription Service .....Standard
President .....Gordon McLendon
Gen., Sta., Comm. Mgr.....Henry W. Lanhan
Program Director.....Jerry F. Hewell
Chief Engineer.....Jim Hampton

WDMG—Douglas—1946

Frequency: 860 Kc.....Power: 5000 Watts D.
Owned-Operated By.....WDMG, Inc.
Address..... Box 590
News Service..... UP
Representative .....Dora-Clayton
President.....B. F. J. Timm
General Mgr.....Mary Jarrard
Comm. Mgr.....Roy L. Jones

WMLT—Dublin—1945 MBS-KBS

Frequency: 1330 Kc.....Power: 1 Kw.
Owned-Operated By.....Dublin Bdcstg. Co.
Business Address .....Franklin St.
News Service .....UP
General Manager.....W. Newton Morris
Sta. Mgr.....Frank Floyd Jr.

WTJH—East Point—1949

Frequency: 1260 Kc.....Power: 5000 Watts d.
Owned-Oper. By....Southeastern Bcstg. Sys.
Address .....2146 Dodson Drive
News Service .....AP
President.....James S. Rivers
Gen., Comm. Mgr.....J. D. Davenport
Program Dir.....Claude E. Jones
Publicity Director.....Frances Sheffield
Chief Engineer.....William J. Hill

WSGC—Elberton—1946 KBS-MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Elberton Bcstg. Co.
Address .....Elberton
Representative .....Continental
News Service .....AP
Manager.....Melvin C. Gorman

WBHB—Fitzgerald—1946 MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Ben Hill Bdcstg. Corp.
Address .....Box 472
News Service.....AP
Transcription Service .....World
Representative .....Dora-Clayton
Membership .....NARTB
President.....H. C. Vaughn
Gen. Mgr.....Paul E. Reid
Sta., Comm. Mgr.....Harry Roberts
Pub. Dir.....Carlie Ridgeway
Sales Prom. Mgr., Prog. Dir.....Tony Carter
Chief Engineer.....Mike Pelton

WFPM—Fort Valley—1951 KBS

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Peach Belt Bcstg. Co.
Address .....Roberts Rd.
News Service .....UP
Representative .....Indie Sales
General Mgr.....Denzil Mixon
Program Dir.....Bob Bragg
Chief Eng.....Bob Collins

WDUN—Gainesville—1949

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....N.E. Ga. Bcstg. Co.
Address.....1140 Thompson Bridge Rd.
News Service.....AP
Trans. ..... Thesaurus
Representative....Thomas F. Clark, Dixieland
Pres., Gen. Manager.....John W. Jacobs, Jr.
Comm. Mgr.....Claire Palmour
Prog. Dir.....Don Sheldon
Pub. Dir.....John Currier
Chief Engineer.....Gilmer Hulsey

WGGA—Gainesville—1941 MBS-KBS

Frequency: 550 Kc..Power: 5 Kw. d.; 500 W. n.
Owned-Operated By....Blue Ridge Bdcstg. Co.
Business Address.....Press-Radio Center
News Service .....UP
Newspaper Affil.....Daily Times
Membership ..... RAB
President.....Charles A. Smithgall
General Manager.....Robert Schwab
Comm., Prom. Mgr.....James A. Hartley
Traffic Mgr.....Zada Webb
Chief Engineer .....Wilbert Darracott

WKEU—Griffin—1934 MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station WKEU
Address .....Macon Rd.
Membership ..... RAB
General Manager.....A. W. Marshall, Jr.

WHIE—Griffin—1952

Frequency: 1320 Kw.....Power: 1000 Watts d.
Owned-Oper. By..Gateway Broadcasters, Inc.
Address .....Box 971
News Service .....UP
Transcription Service .....World
Representative .....Dora-Clayton
Membership .....NARTB
General Manager.....John A. Boling
Station Mgr.....Johnny Williams
Program Director .....Bob Gilreath

WKLY—Hartwell—1947

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Louis L. Morris

Business Address.....Box 189, Hartwell
News Service.....UP
Newspaper Affil. .....Hartwell Sun
Transcription Service.....World
Membership .....NARTB
President .....Louis L. Morris
Exec. V.P.....Max G. Pfaender

WCEH—Hawkinsville—1952 KBS

Frequency: 610 Kc.....Power: 500 Watts
Owned.....Tri-County Bcstg. Co., Inc.
Address .....Box 184
News Service .....UP
Trans. Service .....World
President .....R. T. Ragan
Gen., Sta., Prom. Mgr., Pub. Dir., Comm. Mgr. J. D. Popwell
Prog. Dir.....Tony Pavone
Chief Eng.....W. R. Powell

WBGR—Jesup—1949—KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Altamaha Bcstg. Co.
Address.....P. O. Box 147
News Service .....UP
Representative .....Dora-Clayton
President .....W. G. Thomas, Sr.
Sta., Comm. Mgr.....Edward Lynch
Prog. Dir.....James Miller
Chief Engineer.....Art Manning

WLFA—Lafayette—1954 KBS

Frequency: 1590 Kc.....Power: 5 Kc.
Owned-Oper. By.....Radio Dixie, Inc.
Address .....Box 393
News Service .....UP
Transcription Service .....World
Representative.....Hil F. Best Co.
President .....J. A. Gallimore
Gen., Sta., Comm. Mgr., Pub. Dir...C. W. Gwyn
Chief Engineer.....Charles M. Lowry Jr.

WLAG—La Grange—1941 MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....LaGrange Bdcstg. Co.
Business-Studio Address....305-307 Broome St.
News Service.....UP
Transcription Service .....World
Representative.....Indie Sales, Dora-Clayton
Newspaper Affil.....Daily News
Membership .....NARTB
President.....Roy C. Swank
Gen., Comm. Mgr.....Edwin Mullinax
Sales Prom. Mgr.....Bob Liles
Program Director.....Jimmy Dunaway
Publicity Director.....Patricia Smith
Chief Engineer.....James McKay

WTRP—LaGrange—1953

Frequency: 620 Kw.....Power: 1000 Watts
Owned.....Chattahoochee Bcstg. Co., Ltd.
Address .....Hammett Bldg.
Transcription Service .....Thesaurus
News Service.....AP
Representative .....McGillvra
Partner, Gen. Mgr.....Byron H. Hurst, Jr.
Comm. Mgr. .....George Pettett

WBML—Macon—1940

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Middle Georgia Bdcstg. Co.
Business-Studio Address.....230 Second St.
News Service.....AP
Transcription Service.....World
Representative .....Forjoe, Dora-Clayton
President.....C. R. Rader
Comm., Gen. Mgr.....George W. Patton
Chief Engineer.....C. L. Wilder

WIBB—Macon—1948

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Peach State Bcstg. Co., Inc.
Business-Studio Address....Professional Bldg.
News Service .....AP
Representative .....Walker
Membership .....NARTB
Pres., Gen. Mgr., Chief Eng...Thos. H. Maxwell
Commercial Manager.....Donald C. Frost
Program Director.....Gordon Price

WMAZ—Macon—1922—CBS

Frequency: 940 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Southeastern Bcstg. Co.
Address.....Bankers Insurance Bldg.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membership .....NARTB
Pres., Chief Engineer.....George P. Rankin
General Manager.....Wilton E. Cobb
Commercial Mgr.....Frank Crowther
Publicity Director.....Ed Pendleton
Chief Engineer.....George P. Rankin

WNEX—Macon—1945 MBS-ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Macon Bcstg. Co.
Business-Studio Address.....Bibb Bldg.
News Service .....AP
Newspaper Affil...Macon Telegraph Pub. Co.
Transcription Service .....Thesaurus
Representative .....Bramham
General Manager.....Alfred Lowe
Business Manager.....Emory G. Stroberg
Sales Manager.....Marion Bragg

WMGE—Madison—1955 KBS

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Dairyland Bcstg. Co.
Address .....Beacon Heights
News Service..... UP
Trans. ..... World
General Mgr.....O. G. Swindle
Sales Mgr.....C. P. Raybon
Chief Eng.....W. R. Foster

WBIE—Marietta—1955

Frequency: 1050 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Marietta Bcstg. Co.
Address.....112½ Atlanta St.
News Service .....AP
Pres., Comm. Mgr.....Dudley D. McCaskill
Gen. Mgr., Chief Eng.....James Wilder
Program Dir.....Don Kordecki

WFOM—Marietta—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....F. Wilson & A. Jones
Address.....S. Cobb Dr.
News Service .....AP
Transcription Service .....Thesaurus
General Manager.....Albert L. Jones

WMVG—Milledgeville—1946
MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Jere N. Moore
Business-Studio Address .....Box 476
Newspaper Affiliation.....Union Recorder
Representative .....Hazel Griffith
Membership .....NARTB
General Manager.....Michael T. Landy
Program Director .....Josephine Ragsdale
Chief Engineer.....Joseph S. Boone

WMRE—Monroe—1954—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Walton Bcstg. Co.
Address .....Box 191
News Service .....AP
Membership .....RAB
Pres., Gen. Mgr.....Warren G. Gilpin
Sta., Comm. Mgr.....Deral Morris
Pub. Dir.....Dorothy B. Gilpin
Sales Prom. Mgr.....C. Johnson
Prog. Dir.....Mary Jane Campbell
Chief Engineer.....Hamilton Masters

WMGA—Moultrie—1939
ABC-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....WMGA
Business-Studio Address .....Moultrie
News Service .....UP
Representative.....Everett-McKinney, Ayres
Gen. Mgr.....John F. Pidcock
Station Mgr.....Roy F. Zess
Prog. Dir., Pub. Dir.....E. Griner
Comm. Mgr.....Robert Lenihan
Chief Engineer.....Homer Sloan

WMTM—Moultrie—1953

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By.....Colquitt Bcstg. Co.
Address ..... Highway 33
News Service .....AP
Representative .....T. F. Clark
General Mgr.....N. B. Mills

WCOH—Newnan—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Newnan Bcstg. Co.
Address.....P. O. Box 581
News Service .....AP
Transcription Service.....Thesaurus
Pres., Gen., Sta., Comm. Mgr., Prog., Pub. Dir. J. O. Hardin, Jr.
Chief Engineer.....William E. Davis, Jr.

WBBN—Perry—1956

Frequency: 980 Kc.....Power: 500 Watts d.
Owned.....Gateway Broadcasting Co.
Address.....Highway 41 South
News Service .....AP
Representative.....Thomas F. Clark
Gen., Sta., Comm. Mgr.....Al H. Evans
Prog. Dir.....Joe Bilodeau
Chief Engineer.....C. G. Huey

WSFB—Quitman—1955

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Quitman Broadcasting Co.
Address .....P. O. Box 632
News Service .....UP
Transcription .....Standard
Gen., Sta. Mgr.....Emerson W. Browne
Comm., Sls. Prom. Mgr.....David I. Masingill
Program Director.....Margie Bowman
Chief Engineer.....Emerson W. Browne

WLAQ—Rome—1947—ABC

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By.....Mitchell Melof
Address .....230 Lakeview Ave., N. E.
News Service..... AP
President .....Mitchell Melof
General Manager.....Don Mitchell
Chief Engineer.....Jean Ludwick

WRGA—Rome—1929
MBS

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By.....Rome Bcstg. Corp.
Bus.-Studio Address.....Nat. City Bank Bldg.
News Service .....UP
Transcription Service .....Standard
Representative.....Walker, Dora-Clayton
Membership .....NARTB
Pres., Gen. Mgr.....Mather Payne
Secretary-treasurer .....Charles Smithgall
Commercial Manager.....Clarence Salmon

WROM—Rome—1946

Frequency: 710 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Coosa Valley Radio Co.
Business-Studio Address....P. O. Drawer 473
Representative .....McGillvra
Comm. Mgr. .....Dean Covington
Gen. Mgr.....Edward N. McKay
Program Director.....Charlie Doss

WCCP—Savannah—1946
MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Carter C. Peterson
Bus.-Studio Address..Georgia State Bank Bldg.
Representative .....Walker
News Service..... UP
Membership .....NARTB
Pres., Gen. Mgr.....Carter C. Peterson
Comm. Mgr. .....Weldon Herrin

WSGA—Savannah—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Coastal Bcstg. Inc.
Business-Studio Address.....34 E. Bryan St.
News Service..... AP
Pres., Gen., Sta. Mgr.....Donald K. Jones
Commercial Manager.....John M. Williams

WFRP—Savannah—1946
ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Georgia Bcstg. Co.
Business-Studio Address....219 E. Charlton St.
News Service .....AP
Representative .....Everett-McKinney, Ayers
President .....John F. Pidcock
V.P., Gen., Sta., Comm. Mgr....John Williams
Publicity Dir. .....Shirley Brogdon
Chief Engineer.....B. M. McKnight

WJIV—Savannah—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....WJIV, Inc.
Bus. Address .....Box 737
News Service .....AP
Representative .....Stars Natl.
Chrmn. of Bd.....E. D. Rivers, Jr.
President.....W. H. Keller, Jr.
General Manager.....J. L. Woods

WSAV—Savannah—1939
NBC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....WSAV, Inc.
Bus.-Studio Address...Liberty Natl. Bank Bldg.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Blair
Pres., Gen. Mgr.....Harben Daniel
Comm. Mgr.....Robert Ward
Program Dir.....Bob Roth
Sales Prom. Mgr.....Elmer Alley
Publicity Dir.....Celia Fender
Chief Engineer.....Byron Strong

WTOC—Savannah—1929
CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....Savannah Bcstg. Co.
Business-Studio Address.....516 Abercorn St.
News Service .....UP
Representative .....Avery-Knodel
Membership .....NARTB
Pres., Gen. Mgr.....William T. Knight, Jr.
Commercial Manager.....Ben Williams
Program Director.....Ben H. Quick
Sls. Prom. Mgr., Pub. Dir...Frank S. Bryson, Jr.
Chief Engineer.....Gordon L. Hester

WWNS—Statesboro—1946
MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Statesboro Broadcasting System
Address.....P. O. Box 146
News Service..... UP
Transcription ..... World
Gen. Mgr.....Robert H. Thompson, Sr.
Sta., Comm. Mgr.....Jim Watson
Sales Prom. Mgr.....Robert H. Thompson, Jr.
Program Dir., Ch. Eng.....Jack V. LoPresti

WGTA—Summerville—1950

Frequency: 950 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Tri-State Bcstg. Co.
Address .....Box 231
News Service .....UP
Transcription Service .....Capitol
Station Rep.....Stars Natl.
General Manager.....William B. Farrar
Comm. Mgr.....Hoyt Raimey
Chief Engineer.....James S. Stowers, Jr.

WJAT—Swainsboro—1950

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Jack & Nancy M. Thompson
Address .....Covena Rd., Box 371
Trans. Service .....World
News Service .....UP
Membership .....NARTB
General Manager.....Jack A. Thompson
Sta. Mgr. .....John H. (Jack) Wiseley

WSYL—Sylvania—1955
KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Sylvania Broadcasting System
Address .....P. O. Box 302
News Service .....UP
Transcription Service .....SESAC
Owner and Gen. Mgr.....Robert H. Thompson
Sta., Comm., Sales Prom. Mgr...Edwin H. Bass
Prog. Dir.....Peter Franklin
Pub. Director.....Shirley Scott
Chief Engineer.....Edwin H. Bass

WSFT—Thomaston—1947
MBS

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Thomaston Bcstg. Co.
Business-Studio Address.....WSFT Bldg.
Transcription Service .....World
News Service .....UP
Membership .....NARTB, RAB
Representative .....Dora-Clayton
Gen. Mgr.....S. J. Carswell
Sta. Mgr., Pro. Dir.....Bill Haule
Comm. Mgr.....Claude Thames
Chief Eng.....Walt MacTammany

WKTG—Thomasville—1946

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By....John H. Phipps Bcstg. Sta.
Address .....P. O. Box 358
News Service .....AP
Transcription Service.....Thesaurus
Representative .....Thomas F. Clark
President .....John H. Phipps
Gen. Mgr. .....Herschel L. Graves
Sta., Comm., Sls. Prom. Mgr., Pub. Dir..L. T. Porter
Prog. Dir.....Frank Johnson
Chief Engineer.....Leon Lloyd

WPAX—Thomasville—1934

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....H. Wimpy
Business-Studio Addres...117 Remington Ave.
News Service .....UP
Owner .....H. Wimpy
Commercial Manager.....Al Feinberg

WTWA—Thomson—1947
MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Hickory Hill Bcstg. Co., Inc.
Business Address.....127 Journal St.
News Service .....UP
Transcription Service.....Thesaurus
Membership .....NARTB, RAB
President.....Edgar H. Kobak
General Manager.....Frank F. Hash

WWGS—Tifton—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Tifton Bcstg. Corp.
Address ..... Box 34
News Service..... AP
Membership .....NARTB
Transcription ..... World
Representative.....Thomas F. Clark
Pres., Gen. Mgr.....Ralph N. Edwards
Station Mgr.....W. E. Sides
Comm. Mgr.....Evelyn K. Edwards

WLET—Toccoa—1941
MBS-KBS

Frequency: 1420 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....R. G. LeTourneau
Address.....423 Prather Bridge Rd.
News Service .....UP
Representative....Thomas F. Clark, Dixieland
President.....R. G. LeTourneau
Sta., Comm. Mgr.....Virgle E. Craig
Prog., Pub. Dir.....Gene Bollinger
Chief Engineer.....C. H. Sutton

WGAF—Valdosta—1951—ABC

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By.....Valdosta Bcstg. Co.
Address.....116 W. Hill Ave.
Phone: 910.....Air Time: Full Time
News Service .....AP
Representative.....John E. Pearson
Membership .....NARTB
President .....George B. Cook

WGOV—Valdosta—1940—MBS

Frequency: 950 Kc....Power: 5 Kc. d., 1 Kc. n.
Owend-Oper...Georgia-Florida Radio & TV Co.
Address .....Box 1452
News Service .....UP
Representative .....Stars Nat'l., Dora-Clayton
President.....Wm. H. Keller, Jr.
Sta. Mgr.....A. B. Smith
Prog. Dir.....Betty Friis
Chief Engineer.....Irvin F. Key

WJEM—Valdosta—1955
KBS

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By..Lowndes County Br'dcasters
Address.....Hwy. 84, Box 368
News Service .....UP
Transcription Service .....Lang-Worth
General Manager.....James E. Massey
Sales Manager.....Julian G. Tucker
Promotion Manager.....Vincent L. Randolph

WVOP—Vidalia—1946

Frequency: 970 Kc.....Power: 5 Kw.
Owned-Operated By.....Vidalia Bcstg. Co.
Address .....Box 391
Newspaper Aff. .....Advance
News Service .....UP
Transcription Service .....SESAC, Gospel
Representative .....Continental Radio Sales
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Howard C. Gilreath
Pub. Dir.....R. E. Ledford
Prog. Dir.....Mrs. Ruby Bryant
Chief Engineer.....Loren Dorough

WRPB—Warner Robbins
1954

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Oper...Warner Robbins Bcstg. Co., Inc.
Address .....Box 727
News Service .....AP
Membership ..... RAB
Gen., Bus., Comm. Mgr., Chief Eng...E. Nobles

WKLE—Washington—1955

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Station WKLE
Address .....Berkshire Dr.
News Service .....UP
Transcription Service.....Thesaurus
Pres., Owner .....Max G. Plaender
General Manager.....Grady Berry, Jr.
Commercial Manager.....Burch Griffin
Prom. Mgr.....Richard Basinger
Prog. Dir.....I. Tucker Irvin
Chief Eng.....Broadus McLane

WACL—Waycross—1951

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Teletronics Inc.
Address .....528 Carswell Dr.
News Service .....AP

Representative .....Thomas Clark
President.....James S. Rivers
General Manager .....William B. Hill

WAYX—Waycross—1936 MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Jack Williams
Business-Studio Address...1600 Carswell Ave.
News Service .....UP
Newspaper Affil...Waycross Journal American
Transcription Service .....World
Membership .....NARTB
Representative .....Hal Holman, Dixieland
Station Mgr.....John J. Tobola

WBRO—Waynesboro—1954 KBS

Frequency: 1310 Kc.....Power: 1000 Watts d.
Owned.....Burke County Broadcasting Co.
Address .....Box 151
News Service .....UP
Pres., Gen., Sta. Mgr., Eng.....C. Pugh
Comm. Mgr.....J. Kennon McNutt

WRLD—West Point—1941 ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Valley Bcstg. Co., Inc.
Business Address.....P. O. Box 312
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Clarke
Membership .....RAB, NARTB
President.....J. C. Henderson
Sales Promotion Mgr.....Dorothy Forrester
Sta., Comm. Mgr.....J. M. Driskill
Prog. Pub. Director.....Aileen Love
Chief Engineer.....James E. McKay

WIMO—Winder—1952—KBS

Frequency: 1300 Kc....Power: 1000 Watts d.
Owned-Operated By ...Winder-Monroe Bcstg.
Business Address.....P. O. Box 526
News Service .....UP
Transcription Service .....World
Representative .....Hil F. Best
President.....W. C. Woodall, Jr.
Gen., Comm., Sta., Sls. Mgr.....C. H. Grider
Program Director.....Joy Simpson
Publicity Director.....R. A. Jones
Chief Engineer.....D. E. Stafford

Idaho

Pop. March 1 (Est.) 633,000—Families 186,000
Radio Homes 177,000—TV Homes 104,000—Stations in State 27

KBLI—Blackfoot—1951

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Granite Dist. Bcstg. Corp.
Address.....P. O. Box 192
News Service..... AP
Gen., Sta. Mgr.....T. L. Morrison
Prom. Mgr. .....Don Nilsson
Commercial Mgr.....S. B. Chamberlain

KBOI—Boise—1947—CBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By..Boise Valley Bcstrs., Inc.
Bus.-Studio Address.....1007 Jefferson
News Service .....UP
Transcription Service .....World
Rep.....Peters, Griffin, Woodward, Inc.
Membership .....RAB, NARTB
Pres., Gen. Mgr.....H. Westerman Whillock
Sta., Comm. Mgr.....Earl Glade, Jr.
Sales Prom. Mgr., Pub. Dir.....Hal Knutson
Chief Engineer.....James Johntz
Prog. Dir.....W. Eames

KGEM—Boise—1946—IMN

Frequency: 1140 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Idaho Bcstg. & Telev. Co.
Business-Studio Address.....5601 Cassia
News Service .....UP
Representative .....Avery-Knodel
General Mgr.....Cecil L. Heftel
Comm. Mgr.....M. L. Skinner
Sales Mgr.....Dwight Smart

KIDO—Boise—1928—NBC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....KIDO, Inc.
Address .....Chamber of Commerce Bldg.
News Service ..... AP
Representative .....John Blair
Membership .....NARTB, RAB
General Mgr.....Georgia M. Davidson
Commercial Mgr.....John Young

KYME—Boise—1955

Frequency: 740 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Radio Boise, Inc.
Address .....P. O. Box 2635
News Service .....AP
Representative .....McGavren-Quinn
Membership .....NARTB
Pres., Gen. Mgr.....Roger L. Hagadone
Comm. Mgr.....Lou Clemens
Prog. Dir.....Bert Godfrey

KBAR—Burley—1946 ABC-KBS-IMN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By .....KBIO, Inc.
Business-Studio Address.....P. O. Box 461
News Service .....UP
Rep. ....McKinney, O'Connell, Moore & Lund
General Manager.....K. Clark
Comm. Mgr.....Robert Sumbardo

KCID—Caldwell—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Caldwell Bcstg. Co.
Address .....Box 1052
News Service ..... AP
Membership .....RAB, NARTB
Transcription Service .....Capitol
Station Rep.....Harlan G. Oakes
Pres., Gen. Mgr.....Clair B. Hull
Sta., Com., Prom. Mgr., Prog., Pub. Dir.
Duane D. Wolfe
Chief Eng.....Tom Yomanaka

KVNI—Coeur D'Alene—1946
MBS-DON LEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Pollock Bcstg. Co.
Business-Studio Address.....Blackwell Island
Rep. .....Ayres, Moore & Lund
Membership .....NARTB
Transcription ..... Capitol
Manager.....Alan H. Pollock
Sales Mgr.....Bernard V. Merriman

KORT—Grangeville—1954
KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owner.....Far West Radio Inc.
Address .....Box 72
News Service .....AP
Transcription Service .....Lang-Worth
President .....Hub Warner
Comm. Mgr.....Helen Warner
Chief Engineer.....Don Manning

KID—Idaho Falls—1928—CBS

Freq.: 590 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Idaho Radio Corp.
Address .....Box 701
News Service .....UP
Transcription Service .....World
Representative .....Gill-Perna
Membership .....NARTB
President.....A. W. Schneider
General-Station Manager.....C. N. Layne
Commercial Manager.....Leonard Wasden
Prog., Pub. Dir.....Leo Higham
Chief Engineer.....Carroll Secrist

KIFI—Idaho Falls—1946
ABC-MBS-IMN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....E. Idaho Bcstg. & TV Co.
Business-Studio Address.....Box 581
Newspaper Affil. .....Post-Register
News Service .....AP
Representative .....Avery-Knodel
Membership .....NARTB
Pres., Gen. Sta. Mgr. .....J. M. Brady
Comm., Sls. Prom. Mgr.....J. L. Thomas

KLER—Lewiston—1953

Frequency: 1300 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Cole E. Wylie
Address.....2829 Country Club Dr.
News Service .....AP
Representative .....Tracy Moore
Membership .....RAB
Owner .....Cole E. Wylie
Gen. Sta. Manager.....William C. Rhodes

KOZE—Lewiston—1955

Frequency: 950 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Lewis-Clark Bcstg. Co.
Address.....924 Main St.
Rep.....Webb, H. S. Jacobson
News Service..... AP
President.....John H. Matlock
Station Manager.....Reg Roos

KRLC—Lewiston—1935
MBS

Frenq.: 1350 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Donald Thomas
Bus.-Studio Address.....Box 363
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Forjoe, Art Moore
Membership .....NARTB, RAB
Gen. Mgr.....Donald Thomas
Comm. Mgr.....George Reeve
Sales Prom. Mgr.....Thomas W. Read
Program Director.....Alben Nelson
Publicity Dir.....Thomas Haveman
Chief Engineer.....William Neuman

KRPL—Moscow—1947—KBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned .....KRPL, Inc.
Address .....1328 Pullman Road
News Service .....AP
Transcription Service .....Keystone
Representative .....Moore, Hil F. Best
President .....Roy Anderson
General Mgr.....Randolph Gretes
Comm. Mgr.....James Sanberg
Program Director.....Robert Tompkins
Publicity Director.....Jack Hewitt
Chief Engineer.....John Lewis

KFXD—Nampa—1930
MBS-ITM

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By.....Frank E. Hurt & Son
Business Address.....Box 891
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membership .....RAB, NARTB
Pres., Gen. Mgr.....Edward P. Hurt
Sta., Comm. Sls. Prom. Mgr.....Doyle Cain
Prog. Dir.....Shirl Black
Chief Engineer.....G. M. Rose

KSEI—Pocatello—1926
NBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Service Corp.
Business-Studio Address.....Box 31

News Service ..... UP
Transcription Service... Standard, Lang-Worth
Representative ..... Weed, Feltis
Membership ..... NARTB, RAB
Pres., Gen., Comm. Mgr..... Henry H. Fletcher
Program Director..... Ruthe A. Fletcher
Chief Engineer..... Ellis W. Call

KWIK—Pocatello—1946
KBS-IMN

Frequency: 1240 Kc..... Power: 250 Watts
Owned..... Pocatello TV Corp.
Address ..... P. O. Box 768
Newspaper Aff..... Idaho State Jour.
News Service..... AP
Trans. ..... World
Representative ..... Avery-Knodel
Membership ..... NARTB
President ..... Hugh Wagnon, Jr.
General Manager..... John R. Taylor
Commercial Mgr..... James H. Schoonover

KPST—Preston—1948—KBS

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Oper. By.... Voice of The Rockies, Inc.
Address ..... Preston
Representative ..... Continental
News Service ..... UP
General Mgr..... D. A. Nash, Jr.
Commercial Mgr..... M. S. Stocking

KRXK—Rexburg—1950—KBS

Frequency: 1230 Kc..... Power: 250 Watts
Owned..... Snake River Radio & TV Co., Inc.
Address..... 445 S. 2nd East
News Service ..... AP
Reps..... Bcst. Time Sls., West Coast Sales
Pres., Gen. Mgr..... Gene Shumate
Program Dir..... Jim Clawson
Sls. Mgr. ..... Wes Lawrence

KAYT—Rupert—1955

Frequency: 970 Kc..... Power: 1000 Watts d.
Owned-Oper. By..... Inland Bcstg. Co.
Address ..... Rupert
Rep. ..... H. S. Jacobson
Membership ..... NARTB, RAB
News Service..... UP
Pres., Gen. Mgr..... Mervin V. Ling
Sta. Comm. Mgr..... George McDonald

KSPT—Sandpoint—1949
KBS

Frequency: 1400 Kc..... Power: 250 Watts
Owned-Operated By..... Bauer Bcstg. Co.
Address..... P. O. 431
News Service ..... AP
Sta. Rep..... Continental, Art Moore
Trans. Serv..... Standard, Lang-Worth
Membership ..... NARTB, RAB
General Mgr. ..... Norman Bauer

KEEP—Twin Falls—1946

Frequency: 1450 Kc..... Power: 250 Watts
Owned By..... Radio Sales Corp.
Address..... P. O. Box 511
News Service ..... UP
Station Rep..... Gill-Perna
Membership ..... NARTB, RAB
President..... Spencer D. Grow
Gen., Sta. Mgr..... F. L. Scott
Comm., Prom. Mgr..... Eugene W. Stevens
Prog. Dir..... Ron Bailie
Chief Engineer ..... Lloyd James

KLIX—Twin Falls—1946
MBS-ABC-IMN

Frequency: 1310 Kc..... Power: 1000 Watts
Owned..... Southern Idaho Bcstg. & TV Co.
Business-Studio Address..... Elizabeth Blvd.
News Service ..... AP
Transcription.. Capitol, MacGregor, Associated
Rep. ..... Avery-Knodel
Membership..... NARTB, RAB
President..... A. L. Glassman
V.P., Gen. Mgr..... Frank C. McIntyre
Commercial Mgr..... Juneau H. Shinn
Sales Prom. Mgr..... Rosie Stover
Station Mgr..... Joe Clements
Program Director..... Don Allen
Chief Engineer..... Don Cedarstrom

KTFI—Twin Falls—1928
NBC

Frequency: 1270 Kc... Power: 5000 d., 1000 n.
Owned-Operated By..... Radio Bcstg. Corp.
Address..... 241 Main Ave. W.
News Service ..... UP
Transcription Service... Lang-Worth, Standard
Representative ..... Weed
Membership ..... NARTB, RAB
Pres., Gen., Sta. Mgr..... F. M. Gardner
Commercial Mgr..... D. Silvester
Pub., Prog. Dir., Sales Prom. Mgr..... L. Parker
Chief Engineer..... Marvin Hartley

KWAL—Wallace-Kellogg
1938—MBS

Frequency: 620 Kc..... Power: 1000 Watts
Owned-Oper. By..... Metals Bcstg. Co.
Bus.-Studio Address ..... Box 930, Wallace
Transcription Service..... World
News Service ..... AP
Membership ..... RAB
Representative ..... Holman, Art Moore
Pres., Gen. Mgr., Pub. Dir..... R. Lee Black
Sta., Comm. Mgr..... Jack Barton
Prog. Dir..... W. E. Roberts
Chief Engineer..... Joe E. Martin

KWEI—Weiser—1947

Frequency: 1240 Kc..... Power: 250 Watts
Owned-Operated By..... Inland Bcst. Co.
Business-Studio Address..... Box 791
News Service ..... UP
Membership ..... RAB, NARTB
Pres., Gen. Mgr..... M. V. Ling
Sta., Comm., Sls. Mgr., Prog. Dir.... D. Quigley
Chief Engineer..... Edwin C. Miller

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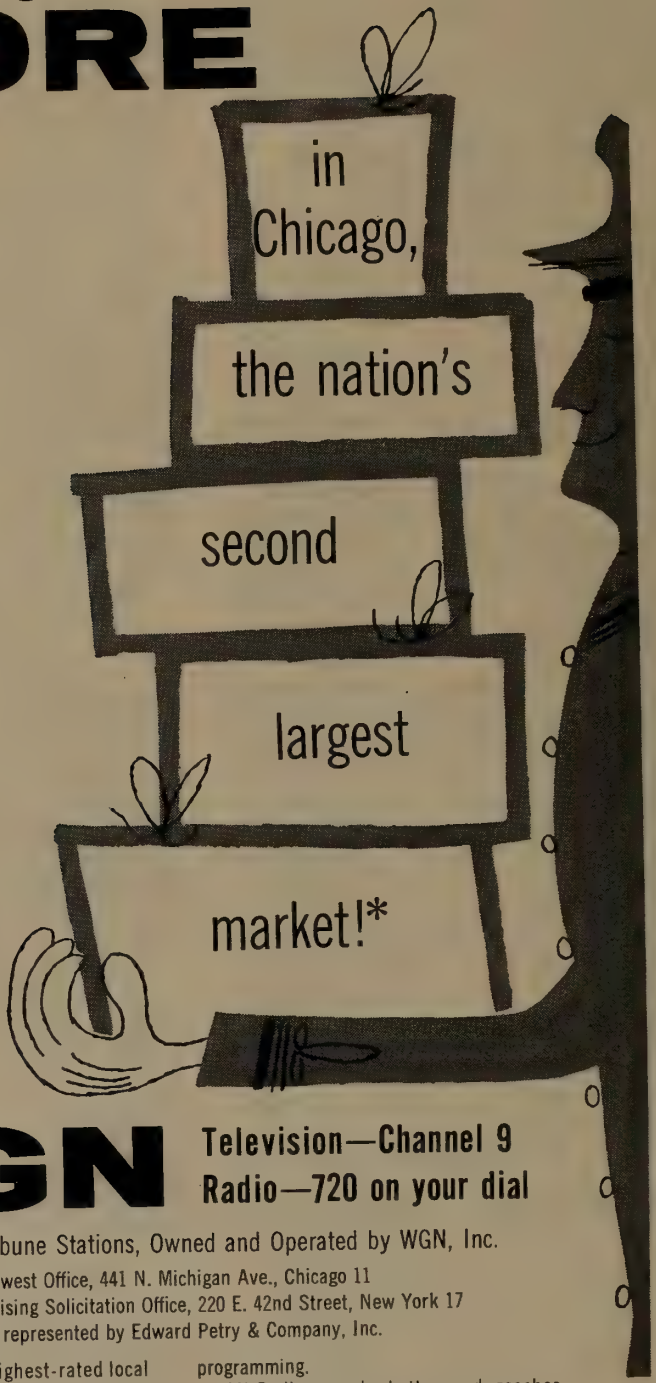
MORE



WGN

Television—Channel 9
Radio—720 on your dial

The Chicago Tribune Stations, Owned and Operated by WGN, Inc.

Midwest Office, 441 N. Michigan Ave., Chicago 11
Eastern Advertising Solicitation Office, 220 E. 42nd Street, New York 17
Also represented by Edward Petry & Company, Inc.

*WGN-TV, offering the highest-rated local children's programs, and sports programs; top syndicated film features and feature film presentations—plus more competitive live programming.

*WGN-Radio sounds better and reaches more homes than any other Chicago advertising medium (N.C.S., 1952).

(See Page 424)

Illinois

Pop. March 1 (Est.) 9,529,000—Families 2,934,000
Radio Homes 2,870,000—TV Homes 2,496,000—Stations in State 88

WOKZ—Alton—1948—KBS

Frequency: 1570 Kc. .....Power 1000 Watts
Owned-Oper. By.....Palen Bcstg. Corp.
Address .....Hotel Stratford
News Service .....UP
Rep. .....Sears & Ayer
Membership ..... RAB
Pres., Gen. Sta. Mgr.....Edward N. Palen
Comm. Mgr., Pub. Dir.....W .Eccles Huff
Sales Prom. Mgr.....Lloyd Smith
Program Director.....Russ Benson
Chief Engineer.....Nicholas Bono

WMRO—Aurora—1938

Frequency: 1280 Kc.....Power: 250 Watts, d.
Owned-Operated By.....Martin R. O'Brien
Business-Studio Address..... Aurora
News Service..... INS
Trans .Service ..... Lang-Worth
Manager.....Martin R. O'Brien
Sales Prom. Mgr.....Vincent G. Cofey

WIBV—Belleville—1947

Frequency: 1260 Kc.....Power: 1000 Watts, d.
Owned-Operated By.....Belleville Bcstg. Co.
Bus.-Studio-Transmitter Address..2100 W. Main
News Service .....AP
Representative .....Indie Sales
Membership ..... RAB
President.....John W. Lewis
Commercial Mgr.....Clarence Keller

WJBC—Bloomington—1924 ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Bloomington Bcstg. Co.
Address.....209 E. Washington
Newspaper Affil.....Daily Pantagraph
News Service .....UP
Representative .....John E. Pearson
Membership ..... RAB, NARTB
President.....Loring C. Merwin
Exec. V.P., Gen. Mgr.....Vernon A. Nolte
Comm., Prom. Mgr.....John McDermott
Program Dir.....Warner Tidemann
Chief Engineer.....Fred Bailey

WKRO—Cairo—1942—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Cairo Broadcasting Co.
Business Address.....Box 311
News Service .....UP
Representative .....John E. Pearson
Membership ..... RAB
Owner-Chief Engr.....Oscar C. Hirsch
Gen.-Station-Comm. Mgr.....Merrill C. Currier
Program Director.....E. S. Myers

WBYS—Canton—1947

Frequency: 1580 Kc.....Power: 250 Watts, d.
Owned-Operated By...Fulton Co. Bcstg. Co.
Business-Studio-Transmitter...East Linn Limits
News Service .....AP
Transcription Service..... Thesaurus
Membership .....RAB, NARTB
Gen., Comm. Mgr.....Charles E. Wright

WCIL—Carbondale—1946

Frequency: 1020 Kc....Power: 1000 Watts, d.
Owned-Operated By...Southern Illinois Bcstg.
Business-Studio Address.....218 W. Main St.
News Service .....AP
Membership .....NARTB
Gen., Comm., Mgr., Prog., Pub. Dir., Ch. Eng.
Paul F. McRoy

WROY—Carmi—1948

Frequency: 1460 Kc.....Power: 1000 Watts d.
Owned-Oper. By .....Carmi Bdcstg Co.
Address .....U. S. Route 460
News Service .....UP
Transcription Service.....Thesaurus, World
Membership ..... NARTB
Gen., Sta. Mgr.....S. A. Hassan

WCAZ—Carthage—1921

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Superior Bcstg. Service, Inc.
Address.....502 Wabash Ave.
Station Rep.....Sears & Ayer
Manager .....John Palmer

WCNT—Centralia—1946

Frequency: 1210 Kc....Power: 1000 Watts, d.
Owned.....Southern Illinois Bcstg. Co.
Address.....Hiway 51
News Service .....UP
Transcription Service...Standard, Lang-Worth
President.....C. W. Rodgers
Station Mgr.....Ben Shore
Commercial Mgr.....D. Cummings
Sales Prom. Mgr.....C. Di Falco
Prog. Dir.....Dick Bieser
Chief Engineer.....R. Millmaker

WDWS—Champaign—1937 CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owner....The Champaign News Gazette, Inc.
Business Address .....48 Main St.
News Service .....UP
Transcription Service .....World
Newspaper Aff. .....News-Gazette
Representative...Robert Meeker & Associates
Membership .....NARTB, RAB
President.....Mrs. Helen M. Stevick
Gen., Sta. Mgr.....Larry Stewart
Program Dir.....Constance Vogt
Chief Engineer.....Robert Brown

WEIC—Charleston—1954 KBS

Frequency: 1270 Kc.....Power: 1000 Watts
Owner.....The Friendly City Bcstrs.
Address .....Box 107
News Service.....INS
Transcription .....Lang-Worth

Rep. ..... Sears & Ayer
Pres., Ge. Mgr. ..... Jack Owens
Program Mgr. ..... Bob Hewitt
Commercial Mgr. ..... Hugh Birdsong

WAAF—Chicago—1922

Frequency: 950 Kc. ... Power: 1000 Watts, d.
Owned-Operated By ..... Corn Belt Pub., Inc.
Business Address ..... 221 N. LaSalle St.
Newspaper Affil. ..... Drovers Journal
News Service ..... UP
Transcription Service ..... Standard
Representative ..... Young
President ..... Ward A. Neff
Gen., Sta. Mgr. ..... Thomas L. Davis
Sales Prom. Mgr. ..... Fred R. Randazzo
Commercial Mgr. ..... T. L. Davis
Program Dir., Pub. Dir. ..... Bill Bauer
Chief Engineer ..... Carl W. Ulrich

WAIT—Chicago—1934

Frequency: 820 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Radio Station WAIT
Bus.-Studio Address ..... Daily News Plaza
News Service ..... UP
Transcription .... Thesaurus, SESAC, Standard
Representative ..... Headley-Reed
Gen. Mgr., Prog. Dir. ..... Robert O. Miller
Station Mgr. ..... L. Webb
Comm. Mgr. ..... Julius Miller
Sales Mgr. ..... W. Travis
Chief Engineer ..... Harry Berg

WGN—Chicago—1924

Frequency: 720 Kc. ..... Power: 50,000 Watts
Owned-Operated By ..... Tribune Co.
Bus.-Studio Address ..... 435 N. Michigan Ave.
Newspaper Affiliation ... The Chicago Tribune
News Service ..... AP, INS, UP
Transcription Service ..... Standard
Representative ..... Edward Petry
Membership ..... NARTB, RAB
President ..... J. Howard Wood
V. P., Gen., Sta. Mgr. ..... Ward L. Quaal
Commercial Manager .. William A. McGuinean
Sales Promotion Manager .. Charles A. Wilson
Program Director ..... Bruce Dennis
Publicity Director ..... James Hanlon
Dir. of Engineering ..... Carl J. Meyers

WBBM—Chicago—1923—CBS

Frequency: 780 Kc. ..... Power: 50,000 Watts
Owned By ..... CBS, Inc.
Operated By ..... CBS Radio Division
Address ..... 630 N. McClurg Ct.
News Service ..... AP, UP, INS
Sta. Rep. ..... CBS Spot Sls.
Membership ..... RAB
General Manager ..... H. Leslie Atlass
Asst. Gen. Mgr. ..... E. H. Shomo
Executive Ass't. ..... C. W. Doebler
Sales Mgr. ..... James P. Hensley
Promotion Mgr. ..... Harry Wilber
Prod. Dir. ..... Art Mercier

WCFL—Chicago—1926

Frequency: 1000 Kc. ..... Power: 50,000 Watts
Owned ..... Chicago Federation of Labor
Business-Studio Address .. 666 Lake Shore Dr.
Transcription Service ..... Standard, World
Membership ..... RAB
News Service ..... AP, UP
Representative ..... Burke-Stuart
General Manager ..... Martin F. Hogan
Commercial Mgr. ..... Thomas E. Haviland

WCRW—Chicago—1926

Frequency: 1240 Kc. ..... Power: 100 Watts
Owned-Operated By ..... Clinton R. White
Address ..... 2756 Pine Grove Ave.

WEDC—Chicago—1926

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Emil Denemark, Inc.
Address ..... 3860 W. Ogden Ave.
News Service ..... UP
President ..... Emil Denemark
Gen., Sta., Comm. Mgr., Prog. Dir. ... Bill Mack
Chief Engineer ..... A. W. Smith

WGES—Chicago—1924

Frequency: 1390 Kc. ..... Power: 5000 Watts
Owned-Operated By .... Radio Station WGES
Address ..... 2708 Wash. Blvd.
News Service ..... UP
General, Station Manager ..... John A. Dyer
Commercial Mgr. ..... Elizabeth M. Hinxman
Sales Promotion Maager ..... K. P. Freda
Program Director ..... Herbert Rudolph
Pub. Dir. ..... M. Moresco
Chief Engineer ..... William Shunk

WHFC—Chicago—1925

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By ..... WHFC, Inc.
Address ..... 3350 S. Kedzie Ave.
General Manager ..... Richard W. Hoffman
Commercial Mgr. ..... Florence Summers

WIND—Chicago—1926

Frequency: 560 Kc. ..... Power: 5000 Watts
Owned-Oper. By .... Westinghouse Bcstg. Co.
Bus.-Studio Address ..... 400 N. Michigan Blvd.
News Service ..... UP, AP
Representative ..... AM Radio Sales
Membership ..... RAB
President, General Manager ... Ralph L. Atlass
Sales Manager ..... John T. Carey

WJJD—Chicago—1934

Frequency: 1160 Kc. ..... Power: 50,000 Watts
Owned-Oper. By ..... Plough Bcstg. Co.
Bus.-Studio Address ... 230 N. Michigan Ave.
News Service ..... UP
Trans. ..... World
Representative .. Radio-TV Representatives, Inc.
Membership ..... RAB
President ..... Abe Plough
Gen., Sta. Mgr. ..... Frederick G. Harm
Commercial Mgr. ..... James A. Jordan
Program Dir. ..... Ralph Blank
Chief Eng. ..... Walter F. Myers

WLS—Chicago—1924—ABC

Frequency: 890 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WLS, Inc.
Business Address....1230 Washington Blvd.
News Service.....AP, UP
Transcription Service .....Standard
Representative .....John Blair
Membership .....NARTB
President.....James E. Edwards
Gen., Sta. Mgr.....Glenn Snyder
Commercial Manager....Charles M. Freeman
Sls. Prom. Mgr., Pub. Dir.....W. Nelson
Asst. To Gen. Mgr.....Harold Safford
Program Director.....Herb Howard
Chief Engineer.....Thomas Rowe

WMAQ—Chicago—1922—NBC

Frequency: 670 Kc.....Power: 50,000 Watts
Owned-Operated By..National Bcstg. Co., Inc.
Business-Studio Address....Merchandise Mart
News Service.....AP, INS, UP
Transcription Service .....Thesaurus
Representative.....National Spot Sales
Membership .....NARTB
President.....Robert Sarnoff
General Manager.....Jules Herbuveaux
Director of Sales.....Russell Stebbins
Sales Manager.....Rudi Neubauer
Sale's Promotion Manager.....John M. Keys
Program Director.....Harry Trigg
Prog. Mgr.....Richard Johnson
Publicity Director.....Chet Campbell
Chief Engineer.....Howard Luttgens

WSBC—Chicago—1925

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....WSBC Bcstg. Co., Inc.
Business-Studio Address..2400 W. Madison St.
News Service .....UP
Representative.....Stars Nat'l, Inc.
President.....Louis B. Lee
Comm. Mgr.....Marge Strasser
Prog. Dir.....Odette La Mare
Chief Engineer.....Walter E. Byrnes

WHOW—Clinton—1947

Frequency: 1520 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cornbelt Bcstg. Co.
Business Address.....401½ S. Side Sq.
Representative .....Holman
Transcription Service .....SESAC
News Service .....AP
President .....J. R. Livesay
V.P., Gen., Sta. Mgr.....Rolland O. Looper
Comm. Manager.....James Williams
Program Director.....Frank C. Jennings

WDAN—Danville—1938 CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Northwestern Pub. Co.
Address.....1500 N. Washington
Newspaper Affil.....Commercial News
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Everett-McKinney, Inc.
Membership .....NARTB, RAB
General Manager.....Robert J. Burow
Sta. Mgr.....Max Shaffer
Program Dir.....Honore Ronan
Chief Engineer.....Norlyn Dossey

WITY—Danville—1953

Frequency: 980 Kc.....Power: 1 Kw.
Owned.....Vermilion Bcstg. Corp.
Address .....P. O. Box 142
News Service .....UP
Transcription Service .....World
Representative .....Burns Smith
Membership .....RAB
President.....Gilbert E. Metzger
General Mgr.....Charles A. Schacht, Jr.
Comm. Mgr.....W. H. O'Toole
Sales Prom. Mgr.....James McClain
Prog., Pub. Dir.....Robert Bivans
Chief Engineer.....Taylor Clowson

WDZ—Decatur—1921

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WDZ Bcstg. Co.
Business-Studio Address.....265 S. Park St
News Service .....UP
Transcription Service.....Thesaurus
Representative.....Peters, Griffin, Woodward
Membership .....NARTB, RAB
President.....Charles C. Caley
Gen., Sta. Mgr.....Frank C. Schroeder, Jr.
Commercial Mgr.....Robert B. King
Program Director.....E. James Seaney
Chief Engineer.....L. E. Mayfield

WSOY—Decatur—1925—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Illinois Bcstg. Co.
Add.ess.....1100 N. Pershing Road
News Service .....AP
Newspaper Aff.
Lindsay-Schaub Newspapers, Inc.
Representative .....Weed
Membership .....NARTB, RAB
President.....Frederick W. Schaub
Gen. Mgr.....M. H. Stuckwish
Comm. Mgr.....Dale E. Eyman
Prog., Pub. Dir.....Eugene Dorsey
Chief Engineer.....Allan Doyle

WLBK—De Kalb—1947

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Oper. By..DeKalb Radio Studios, Inc.
Business-Studio Address.....711 N. First St.
News Service .....AP
Transcription .....Thesaurus
Representative.....Sears & Ayer
Membership.....NARTB, RAB
Pres., Gen. Mgr.....George C. Biggar
Commercial Manager.....Richard Meier
Program Director.....R. C. Brown
Publicity Dir.....David Lee
Chief Engineer.....W. Dean Clayton

WDQN—Du Quoin—1951

Frequency: 1580 Kc.....Power: 250 Watts

Owned-Oper. By.....DuQuoin Bcstg. Co.
Address.....30½ W. Main St.
News Service .....UP
Representative .....McGillvra
Owner, General Manager.....M. R. Lankford
Station Manager.....Phil Richardson
Sales Mgr.....J. V. Walker
Program Director.....Art Smith
Chief Engineer.....Bert Pike

WTMV—East St. Louis—1935

Frequency: 1490 Kc.....Power: 250 Watts
Owned By-Operated By.....On the Air, Inc.
Business-Studio Address.....Broadview Hotel
Representative.....Bogner & Martin
General Manager.....Frank J. Prendergast
Asst. Mgr.....Elmer F. Wallrich
Program Director.....Dan Stengel

WCRA—Effingham—1947 KBS

Frequency: 1090 Kc.....Power: 250 Watts, d.
Owned-Operated By.....Effingham Bcstg. Co.
Address.....110 N. Banker St.
News Service .....UP
Gen., Nat. Sales Mgr.....George Walker
Sales Mgr.....Don Newlin
Prog. Dir., Ch. Eng.....Tom Mathis

WRMN—Elgin—1949

Frequency: 1410 Kc. .....Power: 500 Watts
Owned-Oper. By .....The Elgin Bdcstg Co.
Address.....156 Division St.
Newspaper Affil..Effingham News, Pekin Times
News Service .....UP
Representative ....Joseph Hershey MvGillvra
General Mgr.....J. Richard Sutter

WEAW—Evanston—1946

Frequency: 1330 Kc.....Power: 1000 Watts
Owned.....No. Shore Bcstg. Co., Inc.
Address .....2425 Main
News Service.....UP
Transcription Service .....World
Representative.....Good Music Bctrs.
Membership .....NARTB, RAB
Pres., Gen. Sta. Mgr.....Edward A. Wheeler
Commercial Manager.....Lawrence Gutter
Sales Prom. Mgr.....Don Springgate
Pub. Dir.....Ellen DeMoe
Program Director.....Virginia McCowan
Chief Eng.....Don Larson

WNMP—Evanston—1948

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Evanston Broadcasting Co.
Bus.-Studio-Transmitter....1580 Sherman Ave.
Transcription .....Capitol, SESAC
News Service.....INS
Membership .....NARTB, RAB
President.....Angus D. Pfaff
Publicity Dir.....Larry Attebery
Program Dir.....Hal Bohm

WFIW—Fairfield—1953—KBS

Frequency: 1390 Kw.....Power: 500 Watts d.
Owned-Oper. By...Wayne County Bcstg. Co.
Address .....Box 72
News Service .....AP
Transcription Service .....SESAC
Representative .....Grant Webb
Membership .....NARTB
Co-Owner, Gen. Mgr.....Thomas S. Land
Co-Owner, Prog. Dir., C. Eng..Bryan Davidson
Commercial Mgr.....Garnet Williams

WFRL—Freeport—1947

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By..Freeport Bcstg. Co., Inc.
Business-Studio Address....9 N. Chicago Ave.
News Service .....AP
Representative .....Headley-Reed
Membership .....NARTB
Gen. Mgr., Chief Eng.....Vincent S. Barker
Comm., Sales Prom Mgr.....David Taylor
Prog. Dir.....Bud Walters

WGIL—Galesburg—1938

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Galesburg Bcstg. Co., Inc.
Business Address.....312 Hill Arcade
Newspaper Affiliation....Daily Register Mail
News Service .....UP
Membership .....RAB
Representative .....Wm. G. Rambeau
President .....Mrs. O. N. Custer
Gen. Sta. Mgr.....W. C. Pritchard
Prog. Dir.....A. H. Tallman
Chief Engineer.....R. L. Baughman

WEBQ—Harrisburg—1923 KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....First Trust Association
Business-Studio-Transmitter....100 E. Poplar St.
News Service .....UP
Membership .....NARTB
Gen.-Station-Comm. Mgr.....Inglis M. Taylor
Sales Prom. Mgr.....Ken Hamilton
Program Director.....Norma Slaton
Publicity Director.....Charles Branum
Chief Engineer.....Elmer L. Gladson

WMCW—Harvard—1954

Frequency: 1600 Kc.....Power: 500 Watts
Address.....205 E. Brainard
c/o.....Mrs. Esther Blodgett

WBEE—S. Chicago—1955

Frequency: 1570.....Power: 1000 Watts
Owner.....Rollins Bcstg. Co., Inc.
Address.....6205 S. Cottage Grove
Representative.....Rollins Bcstg. Co.
President.....O. Wayne Rollins
General Mgr.....Richard Scheele

WJPF—Herrin—1940 MBS

Frequency: 1340 Kc.....Power: 250 Watts

Owned-Oper. By.....Egyptian Bcstg. Co.
Business-Studio Address.....P. O. Box 179
News Service .....UP
Transcription Service .....Thesaurus
Representative.....John E. Pearson
Membership .....NARTB
President.....Maybelle W. Lyerla
Gen., Sta. Mgr.....Charles R. Cook
Sls. Prom. Mgr.....Fred Simmons
Prog. Dir.....Louise Samuel
Chief Engineer.....Ben Orf

WLDS—Jacksonville—1941

Frequency: 1180 Kc.....Power: 1000 Watts d.
Owned..Jacksonville Radio & TV Bcstg. Corp.
Address.....Fox Theatre Building
News Service .....AP
Transcription Service .....World
Newspaper Affil.....Journal-Courier
Representative .....Hal Holman
Membership .....NARTB, RAB
President.....Robert A. Fay
Gen., Comm., Sta. Mgr.....R. Karl Baker
Program Director.....T. L. Fairburn
Chief Engineer.....G. J. Cassens

WJOL—Joliet—1929

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WJOL, Inc.
Business-Studio-Transmitter....601 Walnut St.
News Service .....UP
Transcription Service.....Thesaurus, World
Representative .....Rambeau
Membership .....RAB, NARTB
Gen., Comm., Sales Prom Mgr., Pub. Dir.
J. F. Novy
Station Manager.....J. F. Cerny
Prog. Dir.....Eileen Caron
Chief Eng.....Lester De Costa

WKAN—Kankakee—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Kankakee Daily Journal Co.
Business-Studio Address..183 N. Schuyler Ave.
News Service .....AP
Transcription Service .....Standard
Representative .....Sears-Ayer
Newspaper Affil. .....Journal
Membership .....NARTB
President.....Leslie C. Small
General Manager.....Burrell Small
Station Manager.....Bruce Brown
Asst. Station Manager.....Robert Hawkins
Sales Mgr.....Donald Hoover
Program Director.....Orren Allain
Chief Engineer .....Richard Eckels

WKEI—Kewanee—1952—KBS

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By.....WKEI Bcstg. Co.
Address.....202½ N. Tremont
News Service .....AP
Representative.....H. F. Best
Pres., Gen. Mgr., Chf. Engr.....E. D. Scandrett
Prog., Pub. Dir.....Paul Messplay

WTAQ—La Grange—1950

Frequency: 1300 Kc.....Power: 500 Watts d.
Owned-Oper. By.....S & S Bcstg. Co.
Address .....Box 408
Representative .....Gill Perna
Membership .....NARTB
President .....Charles Sebastian
V. P., Sta. Mgr.....Russ Salter
Commercial Manager.....Ralph Faucher
Sales Prom. Mgr.....Stanley Noyes
Program Dir.....Ted Carlson
Publicity Dir.....Arthur Schlaman
Chief Engineer.....Bill Ward

WLPO—La Salle—1947

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Oper. By...La Salle County Bcstg. Co.
Bus. Ad.....P. O. Box 215
News Service .....AP
Membership .....NARTB, RAB
President .....Peter Miller
Gen., Comm. Mgr.....William Holm
Program Director.....Phil Kane
Publicity Director.....Laverne Waltman
Chief Engineer.....Lawrence McCann

WPRC—Lincoln—1947

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By .....Prairie Radio Corp.
Address.....P. O. Box 37
News Service .....AP
Membership .....RAB
Representative .....Sears & Ayer
Pres., Gen. Mgr.....Ray F. Knochel
Sta. Mgr.....Earle Layman
Comm. Manager.....Paul E. Rankin
Sales Prom. Mgr.....John H. Deal
Program Director.....William H. Brady
Publicity Director.....Lawrence Shroyer
Chief Engineer.....Donald Thompson

WSMI—Litchfield—1950

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mid-Illinois Bcstg. Co.
Address .....Box 241
News Service .....AP
Transcription Service .....World
Representative .....Hil Best
Membership .....RAB, NARTB
Pres., Gen. Mgr.....Hayward L. Talley

WKAI—Macomb—1947

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Oper. By.....The Macomb Bcstg. Co.
Address.....113 E. Carroll St.
News Service .....UP
Transcription Service.....World
Membership .....NARTB
Pres., Gen. Mgr.....Wm. E. Schons
Sta., Comm. Mgr.....Robert Douglas

WGGH—Marion—1949

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Operated By.....Marion Bcstg. Co.
Business Address.....P. O. Box 311
News Service .....AP
Transcription Service.....World, Lang-Worth
Representative.....Sears & Ayer

Membership .....NARTB, RAB
Pres., Chief Eng.....George W. Dodds
Gen., Sta., Comm. Mgr.....Jim Duncan
Sls. Prom. Mgr.....Ina Trammel
Publicity Dir.....Ervin Coppi

WLBH—Mattoon—1946

Frequency: 1170 Kc.....Power: 250 Watts d.
Owned-Operated By.....Mattoon Bcstg. Co.
Bus.-Studio Address....17th & Broadway Ave.
News Service .....AP
Transcription Service .....Standard
Representative .....Holman
Membership .....NARTB, RAB
President, Gen.-Station Mgr.....J. R. Livesay
Commercial Manager.....Ken Wooddell
Sales Prom. Mgr.....Robert Veech
Program Director.....Robert Guess
Chief Engineer.....Ray Livesay

WMOK—Metropolis—1951

Frequency: 920 Kc.....Power: 1,000 Watts d.
Owned-Oper. By.....Fort Massac Bcstg. Co.
Address.....409 Ferry St.
News Service .....UP
Transcription Service .....SESAC
Representative .....Holman
Membership .....NARTB, RAB
Gen. Mgr., Sales Mgr.....James H. Firmin

WQUA—Moline—1946—ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By.....WQUA, Inc.
Address.....1319 Fifth Ave.
News Service .....AP
Membership .....RAB
Representative.....Geo. P. Hollingberry Co.
Pres., Gen. Mgr.....G. LaVerne Flambo
Commercial Mgr.....William J. Archer
Program Director.....Wilbur L. Mason
Chief Engineer.....Harold Higby

WVMC—Mount Carmel—1948 KBS

Frequency: 1360 Kc.....Power: 500 Watts
Owned ..... WVMC
Address .....North Cherry Road
News Service .....UP
Representative .....Hil F. Best
Membership .....NARTB, RAB
Gen., Comm. Mgr.....Charles H. Green
Program Director.....Gilbert T. Wallace
Publicity Director .....Albert Freedman
Chief Engineer.....Eugene Garrett

WMIX—Mt. Vernon—1947

Frequency: 940 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Mt. Vernon Radio & Tel. Co.
Address.....121½ N. 9th Street
News Service .....AP
Transcription Service .....World
Representative .....John E. Pearson Co.
President .....John Russell Mitchell
General Manager.....R. J. Cheney
Comm. Mgr.....C. Schoch
Sales Prom. Mgr.....Bob Whitaker
Chief Engineer.....Ed Howell

MORE NEWS
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WINI—Murphysboro—1954 KBS

Frequency: 1420 Kc.....Power: 500 Watts
Owned-Oper. By.....Midwest Bcstg. Sys.
Address.....P. O. Box 647
News Service .....AP
Representative.....Hil F. Best
President.....Cecil W. Roberts
General Manager.....R. Wayne Cox
Commercial Manager.....Lewis Barwick
Chief Engineer.....Lester D. Bilderback

WOPA—Oak Park—1950

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Village Bcstg. Co.
Address.....408 S. Oak Park Ave.
Transcription Service .....Standard
Representative .....Forjoe
General Mgr.....E. Sanderling
Station Mgr.....Al Michel

WVLN—Olney—1947—KBS

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Operated By.....Olney Bcstg. Co.
Address.....302½ E. Main
News Service .....AP
Transcription Service.....SESAC, World
Representative .....Hal Holman
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Marshall H. Poole
Prog. Dir., Comm. Mgr.....Charles R. Griggs
Pub. Dir.....Joe Kosack
Chief Engineer.....Paul Hartsey

WCMY—Ottawa—1952

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned-Operated By.....Carl H. Meyer
Address.....P. O. Box 687
News Service .....UP
Representative.....Sears & Ayer
Pres., Gen. Mgr., Ch. Eng.....Carl H. Meyer
Comm. Mgr.....D. M. Meyer
Sta. Mgr., Prog. Dir.....Robert Meyer
Publicity Dir.....Ron Wilson

WPRS—Paris—1951

Frequency: 1440 Kc.....Power: 500 Watts d.
Owned-Operated By.....Paris Bcstg. Corp.
Address .....Box 262
News Service .....AP
Transcription Service.....Thesaurus, Capitol
Membership .....NARTB
Pres., Gen., Sta., Comm. Mgr...A. Ferguson, Jr.
Sales Prom. Mgr., Pub. Dir.....James Savoye
Prog. Dir.....John Powell
Chief Eng.....C. Thomas

WSIV—Pekin—1946

Frequency: 1140 Kc.....Power: 1000 Watts d.
Owned-Operated By....Pekin Bcstg. Co., Inc.
Business-Studio Address..15 South Capitol St.
News Service .....AP
Representative.....Sears & Ayer
Pres., Gen. Mgr.....W. Kenneth Patterson
Publicity Director.....Peg Horner
Sls. Prom., Comm., Sta. Mgr.....George Udry
Program Director.....Tom Dunn
Chief Engineer.....Lowell Lovely

WEEK—Peoria—1948—NBC

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By...West Central Bcstg. Co.
Address.....2907 Springfield Rd.
News Service .....AP
Representative .....Headley-Reed
Membership .....NARTB, RAB
V.P., Gen. Mgr.....Fred C. Mueller

WIRL—Peoria—1948 ABC

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By....Illinois Valley Bcstg. Co.
Bus.-Studio Address..121 N.E. Jefferson Ave.
News Service .....UP
Representative .....H-R
Membership ..... RAB
President.....Timothy W. Swain
Gen. Mgr., V.P.....John H. Altorfer
Station Manager.....James T. Butler
Commercial Mgr.....Effie Sams
Sales Prom. Mgr.....Mort Cantor
Program Director.....Robyn Weaver
Publicity Diretcor.....Patricia Palmer
Chief Engineer.....Rudy Luukinen

WMBD—Peoria—1927—CBS

Frequency: 1470 Kc. Power 5000 Watts
Owned-Oper. By.. .....WMBD, Inc.
Address .....212 South Jefferson Street
Transcription Service .....Thesaurus
Reps.....Peters, Griffin, Woodward, Inc.
Membership .....NARTB, RAB
Pres.....Charles C. Caley
Vice-Pres.....Robert O. Runnerstrom
Nat. Sales Mgr.....Robert M. Riley
Program Director.....Walter Thurman

WPEO—Peoria—1946

Frequency: 1020 Kc....Power: 1000 Watts d.
Owned-Oper. By.....WPEO, Inc.
Address.....922 Main St.
News Service .....AP
Representative .....Burke-Stuart Co.
Gen. Mgr.....John R. Livingston

WBBA—Pittsfield—1954

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned .....Pike Broadcasting Co.
Address .....Pittsfield
News Service .....UP
Representative.....Continental Radio Sales
President .....Kieth Moyer
General Manager.....Bill Meyer
Sta. Mgr., Chief Eng.....Frank Luepke

WGEM—Quincy—1948—ABC

Frequency: 1440 Kc.....Power: 1000 Watts
Owned-Operated By.....Quincy Bcstg. Co.
Business-Studio Address.....Hotel Quincy

Newspaper Affiliation...Quincy Herald Whig
News Service .....UP
Transcription Service .....World
Representative .....Adam Young
President.....T. C. Oakley
General Manager.....Joseph S. Bonansinga
Comm. Mgr.....J. Ben Stewart
Prog. Dir.....Fred Colgan
Pub. Dir.....Hal Heidbreder
Chief Engineer.....Frank E. Laughlin

WTAD—Quincy—1927—CBS

Freq.: 930 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Lee Bcstg., Inc.
Address .....WCU Bldg.
News Service.....AP, UP
Representative.....Weed & Co.
Membership .....NARTB
National Sls. Mgr.....Walter Rothschild
Ass't Nat'l Sls.....Wayne W. Cribb

WTAY—Robinson—1956

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Ann Broadcasting Corp.
Address .....Box 160
News Service .....AP
Representative.....Hil F. Best
President .....Keith Moyer
Gen., Comm. Mgr.....Edwin P. Phelps
Sta., Sales Prom. Mgr.....Willard Lindsay
Program Director.....Alex Przytula
Publicity Director.....Wilma Renchen
Chief Engineer.....Earl Johns

WROK—Rockford—1929 ABC

Freq.: 1440 Kc...Power: 1 Kw. d.; 500 W. n.
Owned.....Rockford Broadcasters, Inc.
Bus.-Studio Address....Rockford News Tower
News Service .....AP
Transcription Service .....Thesaurus
Representative .....H-R
Membership .....NARTB
President.....E. K. Todd
Gen., Comm. Mgr.....John J. Dixon
Sls. Prom. Mgr., Pub. Dir.....Betty L. Thro
Program Director.....Maurice P. Owens
Chief Engineer.....Maurice H. Nelson

WRRR—Rockford—1953

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Oper. By.....Rock River Bcstg.
Address.....113 S. Court St.
News Service .....UP
Transcription Service .....World
Representative .....Radio-TV Reps.
President.....William E. Walker
V.P., Gen. Mgr.....William R. Walker
V.P., Sales Mgr.....Jack Harvey

WHBF—Rock Island—1925 CBS

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By....Rock Island Bcstg. Co.
Business-Studio Address.....231 18th St.
Newspaper Affiliation....Rock Island Argus
News Service .....UP
Transcription.....Standard, World, Thesaurus
Representative .....Avery-Knodel
Membership .....NARTB, RAB
President.....Ben H. Potter
V.P., Gen., Sta. Mgr.....Leslie C. Johnson
Asst. Mgr., Dir. Sales.....Maurice Corken
Sales Manager.....Ted Arnold
Program Dir.....Frank S. Hicks
Publicity Dir.....Fern Hawks
Promotion Mgr.....Heber Darton
Chief Engineer.....Robert J. Sinnett

WHCO—Sparta—1955

Frequency: 1230 Kc.....Power 250 W.
Owned.....Hirsch Communication Eng. Corp. Engineering Corp.
Address..324 Broadway, Cape Girardeau, Mo.
News Service.....UP
President.....Robert O. Hirsch
General Manager.....Oscar C. Hirsch
Station Sls. Prom. Manager..Buford L. Mabrey
Commercial Manager.....James F. Collins
Chief Engineer.....James D. Collins

WCVS—Springfield—1926 MBS-ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WCBS, Inc.
Business-Studio Address.....P. O. Box 1088
News Service .....AP
Transcription Service.....Standard
Membership ..... NARTB
Representative.....Bogner & Martin
Pres., Ch. Eng.....H. L. Dewing
Gen., Sta., Comm. Mgr.....C. W. Neeld
Prog. Dir.....John Giel
Publicity Dir.....Bruce Still

WMAY—Springfield—1950 NBC

Freq.: 970 Kc...Power: 1 Kw. d.; 500 W. n.
Owned-Oper. By.....Lincoln Bcstg. Corp.
Address.....711 Myers Bldg.
News Service .....UP
Representative.....John E. Pearson
Membership .....RAB, NARTB
Pres., Gen., Sta., Comm. Mgr..Gordon Sherman
Program Director.....Syl Binkin
Prom., Pub. Dir.....Mel Kampe
Chief Engineer.....Melvin Feldman

WTAX—Springfield—1930 CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....WTAX, Inc.
Address.....Route 66 & E. Cook St.
News Service .....AP
Transcription .....World
Representative .....Weed
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....Oliver J. Keller
Commercial Manager.....O. J. Keller, Jr.
Sales Promotion Manager.....Bill Miller
Program Director.....John W. Midgley
Chief Engineer.....E. C. Swaringen

WSDR—Sterling—1949

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Blackhawk Bdcstg. Co.
Address.....218 1st Ave.
News Service .....AP
Transcription Service.....Capitol, Lang-Worth
Pres., Gen. Mgr.....Sam Bartlett
Comm. Mgr.....Lillian Bartlett
Sls. Prom. Mgr.....G. W. Gamel
Pub. Dir.....Victor Korte
Program Director.....John Rohwer
Chief Engineer .....Ed Fisher

WIZZ—Streator—1953

Frequency: 1250 Kw.....Power: 500 Watts d.
Owned-Oper. By.....Streator Bcstg. Co.
Address .....Box 431
Representative .....Best
News Service.....UP
Managing Partner.....S. P. Bellinger
General Manager.....Vernon R. Nunn

WTIM—Taylorville—1949

Frequency: 1410 Kc.....Power: 1000 Watts d
Owned-Operated By.....Moyer Bcstg. Co.
Transcription Service....Standard, Thesaurus
Representative .....Continental
President .....Roger Moyer
General Manager.....James C. Hilderbrand

WKID—Urbana—1948

Frequency: 1580 Kc. Power 250 Watts d
Owned-Operated By.....WKID Bcstg. Co.
Address .....P. O. Box 192
News Service.....UP
Representative .....John E. Pearson
Manager.....Joseph S. Rider

WKRS—Waukegan—1949

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By....Waukegan News-Sun
Business Address.....P. O. Box 500
News Service .....AP
Transcription Service.....World, Standard
Membership .....RAB
Representative .....McGillvra
President.....William F. Just
V. P., Gen. Mgr.....Joseph B. Kirby

WFRX—West Frankfort—1951

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned.....Pyramid Radio Bcstg. & TV Co.
Address.....Box 359
News Service .....UP
Representative .....Indie Sales
Gen. Mgr.....Walter C. Schafer

WCBD—Zion—1947

Frequency: 820 Kc.....Power: 5000 Watts
Owned-Oper. By.....Michael J. Mintern
Business Address.....Administration Bldg.
Managing Director.....Michael J. Mintern
Commercial Manager.....Carl Q. Lee

Indiana

Pop. March 1 (Est.) 4,491,000—Families 1,372,000
Radio Homes 1,302,000—TV Homes 1,186,000—Stations in State 57

WCBC—Anderson—1946

Frequency: 1470 Kc. ....Power: 1000 Watts d.
Owned-Operated By .....Civic Bdcstg Corp.
Address .....Box 350
News Service .....AP
Transcription Service.....World, SESAC
Membership .....RAB, NARTB
Station Rep..... Hil Best
President.....Paul E. Billheimer
General Manager.....Gordon Beck
Program Director.....Charles Bates
Sales Manager.....Dave Grubbs

WHBU—Anderson—1923
CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Anderson Bcstg. Corp.
Business-Studio.....640 Citizens Bank Bldg.
Transcription Service .....Standard
News Service .....UP
Representative .....Bolling Co.
Membership .....RAB, NARTB
President.....C. Bruce McConnell
General Manager.....John R. Atkinson

WBIW—Bedford—1948—MBS

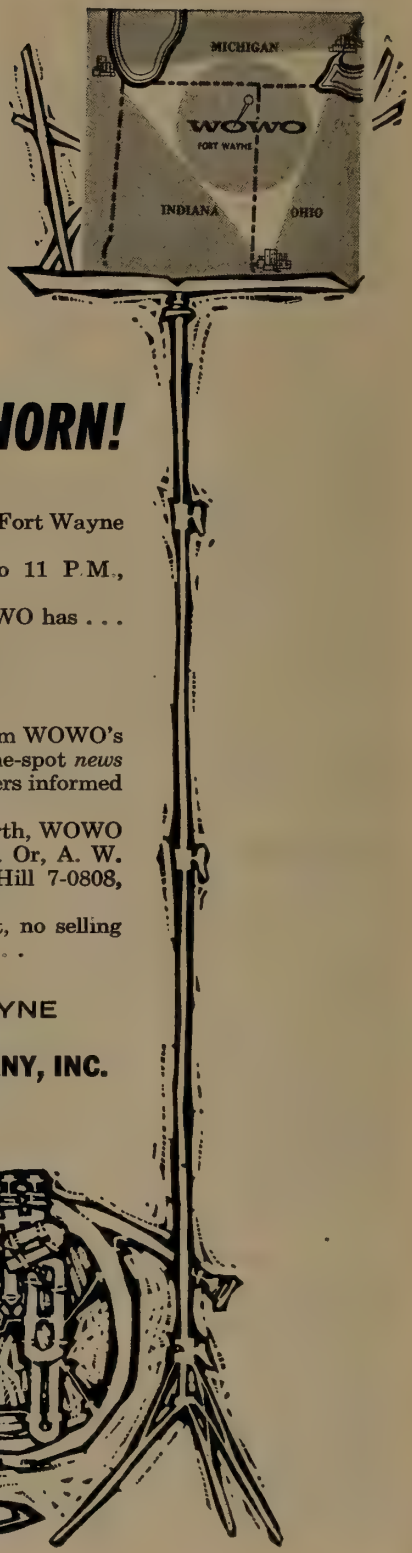
Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Oper. By.....Radio Bedford, Inc.
Address .....P. O. Box 127
News Service .....AP
Transcription Service .....World
Representative .....McGillvra
Co-Manager.....J. H. McGillvra
Co-Manager.....A. I. McGillvra
Chief Engineer .....Carl J. Finger

WTTS—Bloomington—1949
ABC

Freq.: 1370 Kc.....Power 5 Kw. d., 500 W. n.
Owned-Oper. By.....Sarkes Tarzian, Inc.
Business-Studio Address....535 S. Walnut St.
News Service .....AP
Representative.....Robert Meeker Associates
Membership .....RAB, NARTB
President .....Sarkes Tarzian
Gen. Mgr., Prog. Dir.....Glenn Van Horn
Sales Mgr.....Ray Bartlett

WBNL—Boonville—1950
KBS

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Boonville Bcstg. Co.
Address .....Boonville
News Service .....UP
Representative .....Continental
General Mgr. .....H. C. Sanders
Program Dir.....Norman Hall



THEY'RE BLOWING OUR HORN!

Take it, Mr. Pulse!

The latest Pulse Report (Oct.-Nov., 1956) of the Fort Wayne area covers 26 counties.

Pulse surveyed 476 quarter hours—6 A.M. to 11 P.M., Monday through Sunday.

Pulse reports that, *for the 3rd straight year,* WOWO has . . .

476 "FIRSTS" out of
476 quarter hours surveyed

The reason is no secret: results like these come from WOWO's bright new *music* programming . . . complete on-the-spot *news* reporting . . . plus *service* that keeps WOWO listeners informed on what's going on in their communities.

For hard-selling availabilities call Tom Longsworth, WOWO Sales Manager, at Anthony 9436, in Fort Wayne. Or, A. W. "Bink" Dannenbaum, WBC VP-Sales, Murray Hill 7-0808, in New York.

In the tri-state Indiana–Ohio–Michigan Market, no selling campaign is complete without the WBC station . . .

WOWO FORT WAYNE

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO—**BOSTON,** WBZ+WBZA; **PITTSBURGH,** KDKA; **CLEVELAND,** KYW; **FORT WAYNE,** WOWO; **CHICAGO,** WIND; **PORTLAND,** KEX
TELEVISION—**BOSTON,** WBZ-TV; **PITTSBURGH,** KDKA-TV; **CLEVELAND,** KYW-TV; **SAN FRANCISCO,** KPIX

WIND REPRESENTED BY A M RADIO SALES
KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

WBC

WCSI—Columbus—1950

Frequency: 1010 Kc.....Power 500 Watts
Owned-Oper. By.....Syndicate Theatres, Inc.
Address.....55½ E. Court
News Service .....AP
Station Rep. .....Rambeau
President .....J. P. Finneran
General Manager.....Dick Jewell
Chief Engineer.....Max Cockley

WCNB—Connersville—1948

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....News Examiner Co.
Business-Studio Address.....406 Central Ave.
News Service .....UP
Newspaper Affil.....News Examiner
Transcription Service.....Thesaurus
Representative .....Gill-Perna
Membership .....NARTB
Comm., Sta., Mgr.....E. M. Jackson
Prog. Dir., Asst. Mgr.....Ralph T. Underwood
Chief Eng.....Cecil Miller

WCRM—Elkhart—1956

Frequency: 1270 Kc.....Power: 500 Watts d.
Owned .....WCMR
Add ess.....S. 17th and Mishawaka Rd.
News Service .....AP
Transcription Service .....World, SESAC
Representative .....Hil F. Best
Membership ..... NARTB
General Manager.....Clarence C. Moore
Sales Prom. Mgr.....Keith Weldy
Prog. Dir.....Harry Waterhouse
Chief Engineer.....Jack Miller

WTRC—Elkhart—1931—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Truth Radio Corp.
Business-Studio Address.....Box 636
News Service.....UP
Representative .....H-R Reps
Membership .....NARTB
President.....John F. Dille, Jr.
Station Manager.....Donald McFall
Commercial Mgr.....Don Freed
Sales Prom. Mgr.....Ken Owens
Chief Engineer.....Lester Zellmer

WEOA—Evansville—1936 CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Ohio Valley TV Co.
Business-Studio Address.....Box 395
News Service .....UP
Membership .....NARTB, RAB
Representative .....Adam Young
General Manager.....Cecil M. Sansbury

WGBF—Evansville—1923 NBC

Frequency: 1280 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Operated By.....On The Air, Inc.
Business-Studio Ad. .....P. O. Box 485
Representative .....Weed & Co.
News Service .....AP
Transcription .....SESAC
Membership .....NARTB, RAB
President.....Alvin Q. Eades
Ex. V.P., Gen., Sta. Mgr.....Martin L. Leich
Sales Prom., Pub. Dir.....Gene Crawford
Program Director.....Mrs. Pat Roper
Chief Engineer.....Erwin P. Schoeny

WIKY—Evansville—1947

Frequency: 820 Kc.....Power: 250 Watts d.
Owned-Oper. By...South Central Bcstg. Corp.
Address.....Box 148
News Service .....AP
Transcription Service.....Thesaurus
Representative.....John E. Pearson Co.
Membership ..... RAB
Pres., Gen.-Sta. Mgr.....John A. Engelbrecht
Chief Engineer.....George F. Stoltz

WJPS—Evansville—1948 ABC

Frequency: 1330 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Operated By.....WJPS, Inc.
Business-Studio Address.....206 Main St.
News Service .....AP
Transcription Service.....Standard, World
Representative.....George P. Hollingbery
Membership .....NARTB
President.....Robert S. Davis
Gen., Sta., Comm. Mgr.....Jack McLean
Prog., Pub. Dir., Sales Prom. Mgr...C. Caldwell
Chief Engineer.....James Jared

WOWO—Ft. Wayne—1926

Frequency: 1190 Kc.....Power: 50 Kw.
Owner...Westinghouse Broadcasting Co., Inc.
Bus.-Studio Address..124 W. Washington Blvd.
News Service .....UP
Transcription Service.....Thesaurus
Rep.....Peters, Griffin, Woodward, Inc.
Membership.....RAB, NARTB
President.....Donald H. McGannon
General Mgr.....Carl W. Vandagrift
Commercial Manager.....Tom Longsworth
Sales Prom. Mgr.....Hilda C. Woehrmeyer
Publicity Dir.....Carol A. Johnson
Chief Engineer.....Hal Brokaw

WANE—Ft. Wayne—1948 CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Indiana Broadcasting Corp.
Address....1205 Fort Wayne Nat'l Bank Bldg.
News Service .....AP
Transcription Service .....Standard
Representative .....H-R
Membership .....NARTB, RAB
President.....C. Wrede Petersmeyer
General Manager.....Reid G. Chapman
Commercial Manager.....Merlin Smith
Program Director.....Doug Hadley

WGL—Ft. Wayne—1924—ABC

Frequency: 1250 Kc.....Power: 1000 Watts

Owned-Oper. By..News-Sentinel Bcstg. Co., Inc.
Business-Studio Address..201 W. Jefferson St.
Newspaper Affiliation.....News Publ. Co.
News Service .....UP
Representative .....Headley-Reed
Membership .....RAB, NARTB
President.....Helene R. Foellinger
Gen., Sta., Comm. Mgr.....Merrill C. Johnson
Sls. Prom. Mgr.....Robert Storey
Program Director.....Norman Widenhofer
Chief Engineer.....Damon Wilson

WKJG—Ft. Wayne—1949
MBS-NBC

Frequency: 1380 Kc.....Power: 5000 Watts
Owner...Northeastern Indiana Bcstg. Co., Inc.
Business-Studio Add. .....220 E. Jefferson St.
News Service.....UP
Membership .....NARTB
Representative .....Raymer
President.....Clarence L. Schust
General Manager .....Edward G. Thoms
Commercial Manager.....Carleton B. Evans
Program Dir.....Calo Mahlock
Sales Prom. Mgr.....Wilson Schroeder
Chief Eng.....Eugene A. Chase

WILO—Frankfort—1953—KBS

Frequency: 1570 Kc.....Power: 250 Watts
Owned.....Lake Erie Radio & TV Corp.
Address.....52½ E. Washington St.
News Service .....UP
Station Rep.....Hil Best
President.....Theodore M. Nelson
Gen., Sta. Mgr., Chief Engr...Lewis M. Shroyer
Commercial Manager.....Phil Wise
Program Director.....James Cronkright

WGRY—Gary—1950

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By.....WGRY, Inc.
Address.....734 Washington St.
News Service .....UP
Membership .....RAB, NARTB
Station Rep. .....Indie
Pres., Gen. Mgr.....George Whitney

WWCA—Gary—1949

Frequency: 1270 Kc. .....Power: 1000 Watts
Owned-Operated By ..Lake Bdcastg Co., Inc.
Address .....Hotel Gary
News Service .....AP
Membership .....RAB, NARTB
Station Rep.....John E. Pearson Co.
Pres., Gen., Mgr.....Dee O. Coe
Sta., Comm. Mgr.....Boyd Lawlor
Prog. Dir., Sales Prom. Mgr.....Tom Whitmore
Chief Engineer .....Victor Voss

WKAM—Goshen—1949

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned-Operated By...Kosciusko Bcstg. Corp.
Address.....612 W. Pike St.
News Service .....AP
Representative .....Hal Holman Co.
Pres., Gen. Mgr.....William N. Udell
Sta. Mgr., Prog. Dir.....R. S. Olson
Comm., Sales Mgr.....C. J. Pajakowski
Pub. Dir.....R. E. Pfister
Chief Engineer.....Lester R. Rash

WJOB—Hammond—1928

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....South Shore Bcstg. Corp.
Address .....6405 Olcott
News Service .....UP
Representative .....Rambeau
Pres., Gen. Mgr.....R. C. Adair
Program Director.....Gerald Mitchell
Commercial Manager.....Joe Fife
Sales Prom. Mgr.....Len Ellis
Publicity Dir.....Roy Ellers
Chief Engineer.....Jess Peters

WFBM—Indianapolis—1926
ABC-MBS

Frequency: 1260 Kc.....Power: 5000 Watts
Owned.....Cons. R & TV Brocstrs., Inc.
Business-Studio Address...1330 N. Meridian St.
News Service.....AP, INS
Representative .....Katz
Transcription Service.....World
Membership .....NARTB, RAB
President.....Harry M. Bitner, Jr.
Gen., Sta. Mgr.....William F. Kiley
Comm. Mgr.....F. H. Small
Prom. Mgr., Pub. Dir.....Estel Freeman
Program Dir.....Charles Breece
Chief Engineer.....Harold Holland

WIBC—Indianapolis—1938

Freq. 1070 Kc...Power: 50 Kw. d.; 10 Kw. n.
Owned-Operated By.....WIBC, Inc.
Business-Studio Address.....2835 N. Illinois
News Service.....AP, UP
Transcription Service.....SESAC, Thesaurus
Representative .....John Blair
Membership .....NARTB, RAB
President, Gen. Mgr.....Richard M. Fairbanks
Commercial Manager.....Gilbert I. Berry
Prog. Dir.....William L. Dean
Chief Engineer.....Robert W. Minton

WIRE—Indianapolis—1924
NBC

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Oper. By.....Indianapolis Bcstg., Inc.
Business-Studio Add...307 N. Pennsylvania St.
Newspaper Affil....Central Newspapers, Inc.
News Service .....AP
Representative....Peters, Griffin & Woodward
President.....Eugene C. Pulliam
Gen., Sta. Mgr.....William C. Worcester
Comm. Manager.....Daniel C. Park
Prom. Mgr., Pub. Dir.....Richard L. Higgs
Prog. Dir.....Donald Bruce
Chief Eng.....Eugene E. Alden

WISH—Indianapolis—1941
CBS

Frequency: 1310 Kc..Power: 5 Kw. d.; 1 Kw. n.

Owned-Oper. By.....Universal Bcstg. Co., Inc.
Business-Studio Address..1440 N. Meridian St.
News Service.....AP, UP
Transcription Service .....Thesaurus
Representative .....Bolling
Membership .....RAB, NARTB
President.....C. Bruce McConnell
Gen., Sta. Mgr.....Robert B. McConnell
Sales Prom. Mgr., Pub. Dir.....Jim Buck
Comm. Manager.....Robert Ohleyer
Prom. Mgr., Pub. Dir.....James A. Buck
Program Director.....William E. Frosch, Jr.
Chief Engineer.....Stokes Gresham, Jr.

WXLW—Indianapolis—1948

Frequency: 950 Kc.....Power: 5 Kw. d.
Owned-Oper. By.....Radio Indianapolis, Inc.
Address.....3003 Kessler Blvd.
News Service .....AP
Representative.....John Pearson Co.
Membership .....NARTB, RAB
President.....Lyman S. Ayres
V. P., General Manager.....Robert D. Enoch
Asst. Mgr.....Eugene Strack
Program Director.....G. A. Smith, Jr.
Chief Engineer.....Bert Goetzinger

WITZ—Jasper—1948

Frequency: 990 Kc. ....Power: 1000 Watts d.
Owned-Operated By ..Jasper on the Air Inc.
Address.....P. O. Box 167
News Service .....UP
Transcription Service.....Thesaurus
Membership ..... RAB
President .....Dr. Gilbert E. Metzger
Gen., Sta. Mgr.....Dennis Keller
Commercial Manager.....Al Farber
Sales Prom. Mgr.....Jack Brandt
Program Director.....John Williamson
Pub. Director.....Jim Eisenmenger
Chief Engineer.....Peter Russo

WKTL—Kendallville—1955 KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Noble-DeKalb Bcstg. Co.
Address .....Box 47
News Service .....AP
Trans. .....World, SESAC, Thesaurus
Representative .....Hil F. Best
Owner, Gen. Mgr....Charles R. Palmquist, Jr.
Chief Engineer.....D. L. Head

WIOU—Kokomo—1948—CBS

Frequency: 1350 Kc.....Power: 1000 Watts
Owner.....Booth Radio & TV Stations, Inc.
Business Address.....212½ North Main St.
News Service .....AP
Transcription Service.....World
Representative .....Weed
Membership .....NARTB, RAB
President.....John L. Booth
Comm., Gen., Sta. Mgr.....John Carl Jeffrey
Prog. Dir.....W. R. Cox
Chief Engineer.....Elvin Cunningham

WASK—Lafayette—1942 MBS

Frequency: 1450 Kc..... Power: 250 watts
Owned-Operated By ..... WFAM, Inc.
Business-Studio Address .....McCarty Lane
News Service .... UP
Representative.....Wm. G. Rambeau
Membership .....NARTB, RAB
President.....O. E. Richardson
Asst. Mgr.....Richard Long
Prog. Director.....Harry Bradway
Chief Engineer.....Richard Cochran

WLOI—La Porte—1948

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By...La Porte County Bcstg. Co.
Address.....P. O. Box 385
Sta. Rep. .....McGillvra
News Service .....AP
President.....Dee O. Coe
Gen. Mgr.....Robert L. Harris
Program Dir.....Lee Hixson
Chief Engineer.....Victor Voss

WBTO—Linton—1953

Frequency: 1600 Kw.....Power: 500 Watts d.
Owned-Oper. By.....The Linton Bcstg. Co.
Address .....Hwy. 54

WSAL—Logansport—1949 MBS-KBS

Frequency: 1230 Kc. .....Power: 250 Watts
Owned-Operated By ..Logansport Bdg. Corp.
Address .....P. O. Box 399
News Service .....AP
Membership .....NARTB, RAB
General Manager.....Richard E. Jackson

WORX—Madison—1953—KBS

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By.....Electronic Labs
Address .....Box 96
Representative.....Hil F. Best Co.
News Service.....UP
Transcriptions.....MacGregor, Standard
Pres., Chief Eng.....C. E. Henson
General Manager.....Herbert L. Arms
Comm. Mgr.....Lloyd L. Walker

WBAT—Marion—1947—CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .... Marion Radio Corp.
Business-Studio Address...303½ S. Adams St.
News Service ..... AP
Transcription Service.....Standard, SESAC
Representative .....Best
Membership .....NARTB, RAB
President.....Lester G. Spencer
V. P., Gen. Mgr.....William Fowler

WMRI—Marion—1955

Frequency: 860 Kc.....Power: 250 Watts
Owned-Oper. By.....Chronice Publishing Co.
Address .....Adams Street

Newspaper Affiliation.....Chronicle-Tribune
News Service .....UP
Transcription .....Thesaurus, Capitol
Representative .....Bogner & Martin
Membership .....NARTB
President .....Gardner Thomas
General, Prom. Mgr.....Ken Klimer
Commercial Manager.....Robert Fincannon
Program Director.....Ralph Wayne
Chief Engineer.....Robert Crandal

WIMS—Michigan City—1947

Freq.: 1420 Kc...Power: 1 Kw. d.; 500 Wts. n.
Owned.....Northern Indiana Bcsters., Inc.
Business-Studio Address....Old Chicago Road
News Service ..... UP
Station Representative.....Wm. G. Rambeau
Pres., Gen. Mgr.....William N. Udell
Sales Prom. Mgr.....S. C. McDonnell
Comm. Manager.....Al Halus
Pub. Dir.....Charles Sharpless
Chief Engineer.....Robert J. Schilling

WPCO—Mount Vernon—1955

Frequency: 1590 Kc.....Power: 500 Watts d.
Owned.....Mt. Vernon Broadcasting Co.
Address .....Box 231
News Service .....UP
Pres., Gen. Mgr., Chief Eng.....H. C. Sanders
Sta., Comm. Mgr.....F. Courtney Smith
Program Dir.....Norman Hall

WLBC—Muncie—1926—CBS

Frequency: 1340 Kc ..... Power: 250 Watts
Owned-Operated By .. Tri City Radio Corp.
Business Address.....Box 271
News Service .....AP
Transcription Service.....Standard, World
Representative .....Hal Holman
Membership .....NARTB
Pres., Gen. Sta. Mgr.....D. A. Burton
Commercial, Prom. Mgr.....Bill Craig
Program Director.....Lee Allerton
Chief Engineer.....Pat Finnegan

WLRP—New Albany—1949

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By..Ohio Valley Bcstg., Inc.
Address .....Box 285
News Service .....UP
Station Rep.....Hil F. Best Co.
Pres., Gen., Sta. Mgr. .....Roy L. Hickox
Comm., Sales Prom. Mgr.....Lynn Stephens
Program Director.....Jerry Fordyce
Publicity Dir.....Bill Billum
Chief Engineer.....Tom Allebrandi

WOCH—North Vernon—1955

Frequency: 1460 Kc.....Power: 500 Watts
Owned ..... Dorrell Ochs
Address .....P. O. Box 46
News Service .....AP
Transcription .....SESAC, Associated
Membership .....NARTB
President, Gen. Mgr.....Dorrell Ochs
Sta., Sales Prom. Mgr.....Don Edwards
Comm. Mgr.....Marguerite Ochs
Program Dir.....Eddie Sears
Publicity Director.....Tom Porter
Chief Engineer.....Edwin Healy

WARU—Peru—1954 KBS

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By..Wabash-Peru Bcstg Co., Inc.
Address .....Peru
News Service .....AP
Transcription .....Thesaurus, Standard
Membership .....NARTB
President, Gen. Mgr.....Dr. Wendell Hansen
Station Manager.....Howard Roby
Chief Engineer.....Bob Bassett

WPGW—Portland—1950—KBS

Frequency: 1440 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Glenn West
Address .....Box 608
News Service .....UP
Transcription Service.....SESAC, World
Owner, Gen. Mgr.....Glenn West

WRAY—Princeton—1950

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Princeton Bcstg. Co.
Address .....Box 8
News Service .....AP
Representative .....McGillvra
Owner, Gen., Sta. Mgr.....M. R. Lankford
Program Director.....Stuart Lankford
Commercial Mgr.....D. T. Critchfield
Publicity Dir.....Richard Lankford
Chief Engineer.....Harold Bass

WKBV—Richmond—1926 ABC

Frequency: 1490 Kc ..... Power: 250 Watts
Owned-Operated By .... Central Bcstg. Corp.
Address.....W. Main St.
News Service .....UP
Transcription Service.....World
Representative ..... Robert Meeker
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Lester G. Spencer
Comm., Sls.....Roland L. Nusbaum
Sales Prom. Mgr., Pub. Dir...W. Woehrmann
Program Director.....Marie Robbins
Chief Engineer.....L. J. Duning

WSLM—Salem—1953—KBS

Frequency: 1220 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....Don H. Martin
Address .....Radio Ridge
News Service .....AP
Transcription Service.....Thesaurus, World
Representative.....Hil F. Best
Membership ..... RAB
Pres., Gen. Mgr.....Don H. Martin
Commercial Mgr.....Gene Baker
Sales Promotion Mgr.....Boyd Smedley
Pub. Dir.....Barney Schocke
Program Director.....Margaret Martin
Chief Engineer.....Darrell Dixon

WJCD—Seymour—1949
KBS

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....Dr. Azra C. Baker
Address .....Seymour
News Service .....AP
Transcription .....Capitol, Standard
Membership .....NARTB
General Manager.....Dr. Azra C. Baker
Sta., Comm. Mgr.....Bob Shippee
Program Director.....Dick Lauf
Publicity Director.....Bob Sparks
Chief Engineer.....Eugene Perrigo

WNDU—South Bend—1944
ABC

Frequency: 1490 Kc ..... Power: 250 Watts
Owned-Oper. By..Michiana Telecasting Corp.
Address.....Box 989
News Service.....AP
Membership .....NARTB, RAB
Transcription .....Thesaurus
Representative .....Edward Petry
Vice-President.....Bernard Barth
General Manager.....W. T. Hamilton
Program Director.....Wm. Etherton
Sales Prom. Mgr.....Clark Kelsey
Sales Mgr.....Daniel E. Martin
Chief Engineer.....Bazil O'Hagan

WJVA—South Bend—1947

Frequency: 1580 Kc. .....Power: 250 Watts d.
Owned-Oper. By..Booth Radio & TV Sta., Inc.
Address .....North Hickory Road
Representative .....Pearson
President.....John L. Booth
Managing Dir.....M. G. Creel

WSBT—South Bend—1921
CBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By The South Bend Tribune
Bus.-Studio Address....300 W. Jefferson Blvd.
Newspaper Affiliation....South Bend Tribune
News Service.....UP, INS
Transcription .....Standard
Representative.....Paul H. Raymer
Membership .....NARTB, RAB
Vice Pres.....Franklin D. Schurz
General Manager.....Neal B. Welch
Nat'l Sales Mgr.....Wilbur R. Darch
Pub. Dir., Prom. Mgr.....Judd Choler
Program Dir.....Paul F. Kruyer
Chief Engineer.....Arthur R. O'Neil

WTCJ—Tell City—1948

Frequency: 1230 Kc ..... Power: 250 Watts
Owned-Operated By.....James R. Brewer
News Service .....AP
Owner, Manager.....James R. Brewer

WBOW—Terre Haute—1927
NBC

Frequency: 1230 Kc ..... Power: 250 Watts
Owned-Operated By Banks of the Wabash, Inc.
Business-Studio Address ..... 303 S. Sixth St.
News Service .....AP
Representative .....Weed
Membership .....NARTB, RAB
President .....Alvin Eades
Comm., Gen., Sta. Mgr. ..William F. Rippetoe
Sls. Prom. Mgr., Pub. Dir.....Ralph McHargue
Program Dir.....Bill Roberts

WTHI—Terre Haute—1947
CBS

Frequency: 1480 Kc. ....Power: 1000 Watts
Owned-Oper. By Wabash Valley Bdg. Corp.
Address.....918 Ohio St.
News Service.....UP
Transcription .....World
Representation.....Bolling Co., Inc.
Membership .....NARTB
President.....Anton Hulman, Jr.
Gen. Mgr.....Joseph M. Higgins
Station Mgr.....Tom Lawrence

WAOV—Vincennes—1940
MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Vincennes Sun Co.
Business Address .....Vincennes
News Service .....UP
Newspaper Affil.....Sun Commercial
Representative...Peters, Griffin & Woodward
President.....Eugene C. Pulliam
Gen. Mgr.....Howard N. Greenlee
Station Mgr.....A. H. Edmondson, Sr.
Comm., Prom. Mgr.....William Litherland
Prog. Dir.....William B. Kepler
Publicity Dir.....William Arthur
Chief Engineer.....Ralph Baldwin

WRSW—Warsaw—1952

Frequency: 1480 Kc.....Power: 500 Watts
Owned-Oper. By..Reub Williams & Sons, Inc.
Address .....Times Building
Newspaper Affil. .....Times-Union
News Service .....UP
Transcription .....Thesaurus
President.....R. B. Williams
General Manager.....C. R. Williams
Station Manager.....William Mollenhour
Commercial Manager.....Jack Essenberg
Sales Prom., Pub. Mgr.....William Long
Program Director.....Marie Snyder

WAMW—Washington—1955

Frequency: 1580 Kc.....Power: 250 Watts
Owned-Operated By..Washington Radio, Inc.
Address.....615 S.E. 11th St.
Newspaper Affil.....Wash. Herald
Representatives.....Hil F. Best Co.
News Service .....AP
Transcription Service.....Thesaurus, Capitol
Membership .....NARTB
President.....Mrs. H. B. Bausman
General Manager.....Joe Edwards
Commercial Manager.....Joe Floerke
Prog. Dir.....Gene Cabel

KASI—Ames—1948—KBS

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Ames Bcstg. Co.
Business-Studio Address.....328½ Main St.
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Hil F. Best
Gen., Sta. Mgr.....Arthur A. Skinner
Commercial Mgr.....Marvin Ludens
Program Director.....Ruby Tillerson
News Director.....Basil Grimes

KJAN—Atlantic—1950—KBS

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By..Nishna Valley Bcstg. Co.
Address.....No. Olive St.
Transcription .....World, Thesaurus
Representative.....Continental Radio Sales
Membership .....NARTB
News Service .....AP
Pres., Publicity Dir.....Robert Einhaus
Gen., Sta. Mgr....F. G. Miller & H. A. Preston
Comm., Sales Prom Mgr.....E. G. Faust
Prog. Dir.....Roy Marsh
Chief Engineer.....Bob Freund

KWBG—Boone—1950

Freq.: 1590 Kc...Power: 1 Kw. d.; 500 Wts. n.
Owned-Operated By.....Boone Bcstg. Co.
Address .....P. O. Box 36
News Service .....UP
Representative.....John E. Pearson
General Manager.....H. A. Garvey
Sales Manager.....R. G. Canier

KBUR—Burlington—1941 ABC

Frequency: 1490.....Power: 250 Watts
Owned-Operated By....Burlington Bcstg. Co.
Business-Studio Address.....Radio Road
News Service .....AP
Transcription Service .....Standard
Representative .....Venard
Membership .....RAB
President.....Gerard B. McDermott
General Mgr.....David H. Steinle
Comm. Mgr.....Marc Howard
Program Director.....Richard Mosena
Chief Engineer.....John Gallino

KCIM—Carroll—1950

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By.....Carroll Broadcasting Co.
Address .....Radio Park
Transcription Service .....Thesaurus
News Service .....AP
Representative .....Pearson
Membership .....NARTB
General Mgr.....M. W. McPherson
Comm. Mgr.....Leo R. Mayr
Chief Eng., Prog. Dir.....Eugene Reiff

KCRG—Cedar Rapids—1947 MBS

Frequency: 1600 Kc.....Power 5000 Watts
Owned-Oper. By.....Cedar Rapids TV Co.
Address.....1st Ave., S.W.
Newspaper Affil.....Gazette
News Service .....AP, NS
Representative.....Everett McKinney
Membership .....NARTB
President .....Joseph F. Hladky, Jr.
General Manager.....Edna A. Herbst
Sta., Comm. Mgr.....Robert C. Richards
Sales Prom. Mgr., Pub. Dir.....Alvin Burshtan
Prog. Director.....Ralph D. Willey
Chief Enigneer.....Carl Rollert

KPIG—Cedar Rapids—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Cedar Rapids Bcstg.
Business Address.....211 1st St., S.W.
Representative .....Devney
News Service .....UP
President .....John C. Kelly
Gen., Sta. Mgr.....James I. Mitchell
Comm. Mgr.....K. C. Delp
Program Director.....Robert Carpenter
Pub. Director.....Wayne C. Cornils
Chief Engineer.....La Mar Hay

WMT—Cedar Rapids—1922 CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned.....American Bcstg. Stations, Inc.
Bus.-Studio Address..Paramount Theater Bldg.
News Service.....AP, INS, UP
Trans. Serv...Thesaurus, Associated, Standard
Representative .....Katz
Membership .....NARTB, RAB
President.....William B. Dolph
General Manager .....William B. Quarton
Sales Manager.....Kenneth L. Hastie
Promotion Mgr.....Jim Bowermaster
Program Manager.....Dean Landfear
Chief Engineer.....George Hixenbaugh

KCOG—Centerville—1949 MBS

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Oper. By.....Hiawatha Bcstg. Corp.
Address .....1910 South Main St.
News Service .....AP
Transcription Service.....Thesaurus
Representative .....UMBS Sales
General Manager.....Clyde Holbrook
Program Director.....Don Carroll
Continuity Dir.....Don Simpson

KCHA—Charles City—1949 KBS

Frequency: 1580 Kc.....Power: 250 Watts d.

Owned-Oper. By.....Radio Incorporated
Address.....300½ N. Main St.
News Service .....AP
Pres., Gen. Mgr.....Charles J. Ellis
Station Mgr.....Vern Bromberg

KCHE—Cherokee—1952

Frequency: 1440 Kc.....Power: 500 Watts d.
Owned-Operated By....Cherokee Bcstg. Co.
Address.....219½ W. Main St.
News Service .....AP
Representative .....Best
Membership .....NARTB
Pres., Gen. Mgr.....C. Resnikov

KROS—Clinton—1941 MBS

Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Operated By ...Clinton Bdcstg Corp.
Address .....246 Fifth Avenue South
News Service .....UP
Transcription Service .....World
Representative .....Pearson
Membership .....NARTB, RAB
President, General Manager...B. M. Jacobson
Oper. Dir., Ch. Eng.....G. A. Parker

KSWI—Council Bluffs—1947

Frequency: 1560 Kc. .....Power: 500 Watts d.
Owned-Operated By ....Nonpareil Bdctg. Co.
Address.....120 S. Main
News Service.....UP
Newspaper Affil.....New Nonpareil
Transcription Service.....Thesaurus
Representative.....Arthur Hagg & Assoc.
Membership .....NARTB
President.....Robert R. O'Brien
Gen., Sta. Mgr., Chief Eng..Robert H. O'Brien
Comm. Mgr.....Don Gillman
Sales Prom., Pub.....Marjorie W. Morris
Program Director.....R. M. Hallgren

KSIB—Creston—1946—KBS

Frequency: 1520 Kc....Power: 1000 Watts d.
Owned-Oper. By...Southwest Iowa Bcstg. Co.
Address .....Radio Center
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Pearson
President.....Arden D. McKee
Gen., Sta., Comm. Mgr.....E. M. Horning
Prog., Pub. Dir.....J. R. Mills
Chief Engineer.....William Zollman

KFMA—Davenport—1952

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....KFMA Broadcasting Co.
Address.....415 Perry St.
News Service .....UP
Station Representative .....McGillvra
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....Lester L. Gould
Comm., Prom. Mgr.....Howard N. Fisher
Prog., Pub. Dir.....Bill Greener
Chief Engineer.....Walter Atamanec

KSTT—Davenport—1946 MBS

Frequency: 1170 Kc.....Power: 1000 Watts
Owned-Operated By...Quint Cities Bcstg. Co.
Address.....310 Harrison St.
News Service .....UP
Membership .....NARTB
Representative .....Walker Co.
Pres., Gen. Mgr.....Frederick Epstein
Prog., Dir., Chief Eng.....Joseph Coval

WOC—Davenport—1922—NBC

Frequency: 1420 Kc. ....Power: 5000 Watts
Owned-Operated By ....Tri-City Bdcstg. Co.
Address .....806 Brady Street
News Service .....UP
Transcription Service .....Lang-Worth
Representative....Peters, Griffin, Woodward
Membership .....NARTB, RAB
President .....Col. B. J. Palmer
V.P. & Treasurer.....D. D. Palmer
Vice-Pres.....Ralph Evans
Station Manager.....Ernest C. Sanders
Sales Manager.....Mark Wodlinger
Sales Prom. Mgr.....Fred A. Reed
Program Dir.....Raymond E. Guth
Pub. Dir.....Paul Ives
Chief Eng.....P. Arvidson

KDEC—Decorah—1947 KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Scenic Bcstg. Co.
Business-Studio Address...308½ W. Water St.
News Service.....AP
Membership .....NARTB
Representative .....Pearson
Pres., Gen. Mgr., Prog. Dir.....Verne Koenig
Commercial Mgr.....Kenneth Bjerke
Chief Engineer.....Arnie Zaruba

KCBC—Des Moines—1947

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....Majestic Bcstg. Co.
Business-Studio Address.....3512 Ingersoll
News Service .....INS
President .....Karl Peters
General Manager.....Rollo H. Bergeson
Commercial Manager.....Claire E. Grant
Sales Prom. Mgr.....Don Purdy
Program Director.....Mary Schwind
Chief Engineer.....Robt. S. Brown

KIOA—Des Moines—1948 ABC

Freq.: 940 Kc.....Power: 10 Kw. d., 5 Kw. n.
Owned.....Town & Farm Co. Inc.
Address.....10th & Mulberry
News Service .....INS, UP
Transcription Service .....World
Representative .....H-R Reps.
Membership .....RAB, NARTB
President .....Don Searle
General Mgr.....Joe Rohrer

Exec. V.P. ..... Bill Martin
Program Director ..... Jean Gitz
Chief Engineer ..... U. L. Lynch

KRNT—Des Moines—1935 CBS

Frequency: 1350 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Cowles Bcstg. Co.
Business Address ..... 9th & Pleasant Sts.
Newspaper Affiliation ..... Register-Tribune
News Service ..... AP, UP
Station Representative ..... Katz
Membership ..... RAB
Transcription ..... Standard
General-Station Managr. ..... Bob Dillon
Commercial Manager ..... Paul Elliott
Business Mgr. ..... Richard Percival
Program Director ..... Dick Covey

KSO—Des Moines—1921

Frequency: 1460 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... KSO Inc.
Address ..... 1910 Ingersoll Ave.
News Service ..... INS
Transcription Service ..... Capitol
Representative ..... John E. Pearson
Membership ..... NARTB, RAB
President ..... Lyman S. Ayres
Exec. V.P. ..... R. D. Enoch
General Manager ..... Raymond W. Baker
Sales Mgr. ..... Rex Hargitt
Program Director ..... Lee R. Lemon
Chief Engineer ..... Samuel Mazza

KWDM—Des Moines—1948 MBS

Frequency: 1150 Kc. ..... Power: 1000 Watts
Owned-Operated By .. Des Moines Bcstg. Corp.
Business-Studio Address ..... 419½ Locust
News Service ..... INS
Representative ..... Indie Sales
Pres., Comm. Mgr. ..... George W. Webber
General Manager ..... Robert L. Webber
Program Director ..... Edith L. Webber
Chief Engineer ..... Werner Schwarz

WHO—Des Moines—1924 NBC

Frequency: 1040 Kc. ..... Power: 50,000 Watts
Owned-Operated By ..... Central Bcsta. Co.
Address ..... 1100 Walnut St.
News Service ..... AP, INS, UP
Trans. Service ..... Thesaurus, SESAC
Representative .... Peters, Griffin & Woodward
Membership ..... NARTB, RAB
President ..... Col. B. J. Palmer
V. Pres. & Resident Mgr. ..... Paul A. Loyet
Exec. V. Pres. ..... Ralph Evans
Sales Manager ..... Robert H. Harter
Asst. Manager ..... W. W. Woods
Program Director ..... Jack Kerrigan
Production Director ..... Cecil C. Huntzinger
Chief Engineer ..... Reed E. Snyder

KDTH—Dubuque—1941—ABC

Frequency: 1370 Kc. ..... Power: 1000 Watts
Owner ..... Dubuque Telegraph-Herald
Bus.-Studio Address ... Eighth Ave. & Bluff St.
Newspaper Affiliation ..... Telegraph-Herald
News Service ..... AP
Station Representative ..... Pearson
Membership ..... NARTB, RAB
President ..... Fred Woodward
General Manager ..... K. S. Gordon
Commercial Manager ..... A. C. Newburgh
Program Director ..... Robert Gribbon
Chief Engineer ..... Donald Abitz

WDBQ—Dubuque—1933 MBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Dubuque Bcstg. Co.
Business-Studio Address ..... 505 Main St.
News Service ..... UP
Representative ..... Robert Meeker
Membership ..... NARTB
General Manager ..... James R. King
Asst. Mgr. ..... L. Vaughn Gayman
Program Mgr. ..... Thomas G. Goodman

KLIL—Estherville—1952 ABC-KBS

Frequency: 1340 Kc. ..... Power: 100 Watts
Owned ..... Estherville Bcstg. Corp.
Address ..... 1151 Plymouth Bldg.
News Service ..... AP
Trans. Service ..... SESAC, World
Pres., Gen. Mgr. ..... William E. Schons
Station Mgr. ..... Jack Turnbull
Chief Eng. ..... Cleon LeMont

KFAD—Fairfield—1953—KBS

Frequency: 1570 Kw. ..... Power: 250 Watts d.
Owned-Oper. By ..... Hiawatha Bcstg. Co.
Address ..... Hy. 34
Trans. Service .... Thesaurus, World, Keystone
News Service ..... AP
President, Gen. Mgr. ..... S. A. Chesely

KEOK—Fort Dodge—1956

Frequency: 540 Kc. ..... Power: 1000 Watts d.
Owned ..... Fort Dodge Broadcasters, Inc.
Address ..... 540 A Street
News Service ..... AP
Representative ..... Everett-McKinney
Pres., Gen. Mgr. ..... H. W. Cassill
Station Mgr. ..... W. N. Schnepp
Chief Engineer ..... Wilbur Flaherty

KVFD—Ft. Dodge—1939—MBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Northwest Bcstg. Co.
Business-Studio Address ..... Warden Bldg.
News Service ..... UP, INS
Transcription Service ..... Thesaurus
Representative ..... Pearson
Membership ..... NARTB
President, Gen., Sta., Mgr. ..... Edward Breen

Commercial Manager.....Max E. Landes
Sales Prom. Mgr.....Gordon DeKoster
Publicity Dir.....Ruth McTigue
Program Director.....Drexel Peterson
Chief Engineer.....David G. Sinclair

KXGI—Ft. Madison—1948

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Oper. By.....KXGI, Inc.
Business-Studio Address.....Marquette Bldg.
News Service .....UP
Representative.....Sears & Ayer
President.....J. E. McNaughton
General Mgr.....John E. Armel
Prog. Dir.....Jack Lee

KXIC—Iowa City—1948—KBS

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Johnson County Bcstg. Corp.
Bus.-Studio Address.....Box 751
News Service.....AP
Trans. Service .....Thesaurus
Representative .....Pearson
Membership .....NARTB, RAB
President.....Scott Swisher
General Sta. Mgr.....Gene Claussen
Commercial Mgr.....F. M. Broders
Program Dir., Pub. Dir.....Robert Hutchison
Chief Engineer.....Elliott Full

KOKX—Keokuk—1948

Freq.: 1310 Kc.....Power: 1 Kw. d., 500 w. n.
Owned-Operated By .....Keokuk Bdcstg. Co.
Address .....5th & Main St.
News Service .....UP
Representative .....John E. Person
Membership .....NARTB
President.....H. W. Stadler
Gen., Sta., Comm. Mgr.....Robert W. Erickson
Prog. Dir., Chief Eng.....Joe Malkin

KLEM—Le Mars—1954

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By.....B & B Bcstg. Co.
Address .....Box 1410
Transcription .....Thesaurus
Manager.....George M. DeRuyter
Assistant Manager.....Robert Coddington

KFJB—Marshalltown—1923

Frequency: 1230 Kc.....Power: 250 Watts
Operated By.....Marshall Electric Co.
Address.....133 E. Main St.
News Service.....AP
Newspaper Affil. .....Times-Republican
Transcription .....Thesaurus
Membership .....NARTB, RAB
Representative .....Pearson
President.....John W. Norris
General Mgr.....Paul G. Norris Jr.
Station Mgr.....William P. White
Comm. Mgr.....William C. Doll
Program, Pub. Dir.....Max Dale Smith
Chief Engineer.....Herbert Anderson

KGLO—Mason City—1937 CBS

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By.....Lee Radio, Inc.
Bus.-Studio Address.....2nd & Pennsylvania
News Service.....AP, UP
Representative .....Weed
Exec. V.P., Gen. Mgr.....Herbert R. Ohrt
Nat. Sales Mgr.....Walter J. Rothschild
Asst. Nat. Sales Mgr.....Wayne W. Cribb

KRIB—Mason City—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....KRIB Radio
Address.....402 - 19th S.W.
Representative .....Pearson
Transcription Service .....Thesaurus
News Service .....AP
Pres., Gen., Sta. Mgr., Prog. Dir.....Ed Lamson
Comm., Sales Prom. Mgr.....Emanuel Frank
Publicity Dir.....Nancy Kelly
Chief Engineer.....John Hibbard

KSMN—Mason City—1948

Frequency: 1010 Kc.....Power: 1000 Watts
Owned-Oper. By.Land O' Corn Bdcstg Co., Inc.
Address .....Weir Building
News Service .....UP
Transcription .....Standard
Representative.....Hil F. Best
Membership .....NARTB
President.....Charles E. Warren
General Manager.....Ray Malmberg
Station Mgr.....John W. Powell
Program Dir.....Bob Booe
Chief Engineer.....Hubert Marshall

KWPC—Muscatine—1947

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By.....Muscatine Bcstg. Co.
Address.....Mulberry & Houser
News Service.....UP
Transcription Service.....Thesaurus
Representative .....Pearson
Membership .....NARTB, RAB
Comm., Gen. Mgr.....George J. Vogler
Program Director.....Marion Templeman
Chief Engineer.....Lee McKee

KCOB—Newton—1955

Frequency: 1280 Kc.....Power: 500 W. d.
Owned-Operated....Newton Broadcasting Co.
Address .....Newton
News Service.....AP
Transcription .....World
General Manager.....John J. Brandt

KOEL—Oelwein—1950

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By..Northeast Iowa Radio Corp.
Address.....109 S. Frederick
Representative .....Pearson
Transcription Service.....Thesaurus, World
News Service .....UP
Membership .....NARTB, RAB

President.....C. W. Crahan
Gen., Sta. Mgr.....W. J. Teich
Comm., Prom. Mgr.....Donald McKee
Prog., Pub. Dir.....Dale Wood
Chief Engineer.....Burt Murphy

KBOE—Oskaloosa—1950

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Oskaloosa Bcstg. Co.
Address .....Box 518
Transcription Service.....Standard
News Service .....AP
Representative .....Pearson
Membership .....NARTB
Gen., Sta., Comm. Mgr.....Glen Stanley
Program Director.....Lew Hudson
Prod. Mgr.....Donn Kirton
Chief Engineer.....Robert W. Moore

KBIZ—Ottumwa—1941—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KBIZ, Inc.
Address.....209 E. Second St.
News Service .....AP
Transcription Service.....World
Membership .....NARTB, RAB
President.....James J. Conroy
General Mgr.....Berg Allison
Station Mgr.....Alice E. Fisher
Commercial Mgr.....Elmer Smith
Program Director.....Woody Hirsch
Sales Prom. Mgr., Pub. Dir.....Monty Moncrieff
Chief Engineer.....Loyd Hanson

KLEE—Ottumwa—1954
KBS

Frequency: 1480 Kc.....Power: 500 Watts
Owner.....Mid-America Bcstg. Co.
Address.....425½ West 2nd St.
News Service.....UP
Representative .....Devney
Membership .....NARTB
President, Gen. Mgr.....David M. Segal
Sta., Comm., Prom. Mgr.....Ray L. Watton
Program Dir.....Von Neubauer
Publicity Mgr.....Myrna Peterson
Chief Engineer.....David Barcus

KFNF—Shenandoah—1924
MBS

Freq.: 920 Kc...Power: 1 Kw. d., 500 Watts n.
Owned-Operated By.....Capital Bcstg. Co.
Address .....405 Sycamore
News Service.....AP
Transcription Service .....Thesaurus
Representative .....Pearson
Membership .....NARTB
President .....Ethel Abbott
Sta., Gen. Mgr.....C. Earl Williams
Comm. Mgr., Pub. Dir.....Duane Modrow
Program Director.....Earl Blakesley
Chief Engineer.....Franz Cherny

KMA—Shenandoah—1925
ABC

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By.....May Bcstg. Co.
Representative .....Edward Petry
News Service .....AP, UP
Membership .....NARTB
President.....Edward W. May
Gen. Mgr., Exec. V.P.....Owen Saddler
Sta., Comm. Mgr.....Anthony Koelker
Pub. Dir., Sales Prom. Mgr.....Floyd Nelson
Program Director.....Dean Naven
Chief Engineer.....R. J. Schroeder

KMNS—Sioux City—1954

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Oper. By.....Siouxland Bcstg. Co.
Address.....620 Insurance Exchange Bldg.
News Service .....UP
Representative .....Pearson
President.....Wm. F. Johns, Jr.
General Mgr.....R. J. Flynn
Commercial Mgr.....James R. Duryea
Sales Prom. Mgr.....Raymond Coffie
Program Director.....Donald Frost
Publicity Dir.....Nancy Burns
Chief Eng.....Philip Maher

KSCJ—Sioux City—1927
ABC

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....Perkins Bros. Co.

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MORE FEATURES
MORE REGIONAL COVERAGE
AP
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RADIO AND
TELEVISION STATIONS
depend on
The Associated Press

Business-Studio Address.....415 Douglas St.
News Service.....AP
Trans. Service .....World
Representative.....George P. Hollingbery
Membership .....NARTB
President.....W. R. Perkins
Sta., Comm. Mgr.....Eugene T. Flaherty
Sales Prom. Mgr., Pub. Dir.....Jean Harraday
Program Dir.....Elizabeth Sammons
Chief Engineer.....S. C. Dier

KTRI—Sioux City—1938

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By....Sioux City Bcstg. Co.
Address .....400 Commerce Bldg.
News Service.....UP
Representative .....Everett-McKinney
Membership .....RAB
President .....John C. Kelly
Station Manager.....H. W. Cassill
Chief Engineer.....Sam Seldon

KICD—Spencer—1941

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Iowa Great Lakes Bcstg. Co.
Address .....Hwys. 18, 71
News Service .....AP
Trans. Service.....Thesaurus, Standard
Representative .....Pearson
Membership .....RAB, NARTB
Gen. Mgr.....Ben B. Sanders
Program Director.....Mason Dixon

KAYL—Storm Lake—1948

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Operated By....Cornbelt Bcstg. Co.
Address .....Park Building
Transcription .....World, Standard
News Service.....AP
Membership .....NARTB
President .....O. J. Grau
Gen., Comm. Mgr., Prog., Pub. Dir..P. R. Benson
Chief Engineer.....Robert L. Lamb

KWWL—Waterloo—1947 MBS

Freq.: 1330 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By ..Black Hawk Bdcstg Co.
Address .....Hotel Russell Lamson
News Service .....AP
Representative .....Avery-Knodel, Inc.
Membership .....NARTB, RAB
Transcription .....Capitol
Pres., Gen., Sta. Mgr. .....Ralph J. McElroy
Sales Manager.....Donald E. Inman
Program Manager.....Warren Mead
Chief Engineer.....T. W. Kirksey

KXEL—Waterloo—1942 ABC

Frequency: 1540 Kc. .... Power: 50,000 Watts
Owned-Oper. By.....Josh Higgins Bcstg. Co.
Address.....Highway 20 East
News Service .....INS, UP
Representative .....Bolling
President.....Egmond Sonderling
V.P., Mgr.....Alan Henry
Sales Dir.....Al Laval
Dir. of Operations.....Don E. Kassner

KJFJ—Webster City—1950 KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Land O'Corn Bcstg. Co.
Address.....East H'way 20
News Service .....AP
Transcription .....Capitol, World
Membership .....NARTB
President .....Charles V. Warren
General Manager.....Ray Malmberg

Kansas

Pop. March 1 (Est.) 2,146,000—Families 681,000
Radio Homes 662,000—TV Homes 487,000—Stations in State 44

KSOK—Arkansas City—1947 KBS

Freq.: 1280 Kc.....Power: 1 Kw. d., 100 W. n.
Owned-Operated By .The KSOK Bdcstg. Co.
Address .....Box 455
News Service .....AP
Transcription Service.....Thesaurus
V. P., General Manager.....S. C. Thompson

KARE—Atchison—1939 KBS

Frequency: 1470 Kc. ....Power: 1000 Watts
Owned-Oper. By ..Griffith-Buenning Bdstg. Co.
Address.....Fifth & Kansas Ave., Atchison
News Service .....AP
Representative.....Sears & Ayer
Membership .....NARTB, RAB
Co-Owners....J. M. Griffith, Paul H. Buenning
Gen. Mgr.....J. M. Griffith
Comm. Mgr.....Paul H. Buenning
Program Director.....Ed Arthur
Chief Engineer.....L. H. Winegardner

KCRB—Chanute—1952

Frequency: 1460 Kc.....Power: 1000 Watts d.
Owned-Operated By..Midwest Bdcstg System
Address .....Box 132
News Service .....UP
Representative .....Best
Gen. Mgr., Chief Engr.....D. W. Hoisington
Comm., Sls., Prom. Mgr.....Fay Clopine
Program Director.....Paula Hoisington

KGGF—Coffeyville—1930 ABC

Frequency: 690 Kc..Power: 10 Kw. d.; 5 Kw. n.
Owned-Oper. By..The Midwest Bcstg. Co., Inc.

Business-Studio Address.....8th & Elm
News Service .....AP
Representative .....Pearson
Transcription Service .....World
Membership .....NARTB
President.....Richard M. Seaton
Gen., Sta., Sales Prom. Mgr., Pub. Dir..R. Pratt
Commercial Manager.....E. B. Spoonamore
Program Dir.....Richard S. Embody
Chief Engineer.....J. S. Jaminet

KXXX—Colby—1947

Frequency: 790 Kc.....Power: 5000 Watts d.
Owned.....Town & Farm Co., Inc.
Address .....Grand Island, Neb.
News Service .....UP
Rep. .....H-R Reps.
Membership .....NARTB, RAB
Transcription.....SESAC, Thesaurus
President .....Don Searle
Exec. V.P.....William A. Martin
Regional Sales Mgr.....Bill Moore
Business Mgr.....Willard Morton

KFRM—Concordia—1947
ABC-MBS

Frequency: 550 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....KMBC Bcstg. Co.
Address.....11th and Central Sts.
Representative....Peters, Griffin & Woodward
Membership .....NARTB, RAB
News Service .....AP
Transcription .....World
Pres., Comm. Mgr., Pub. Dir.....Don Davis
V. P., Sls. Mgr.....G. T. Higgins
Exec. V. P.....J. T. Schilling
Sta. Mgr., Prog. Dir.....Dick Smith
Chief Eng.....Henry Goldenberg

KNCK—Concordia—1954
KBS

Frequency: 1390 Kc.....Power: 500 Watts
Owned.....General Bcstg. Co., Inc.
News Service .....UP
Pres., Gen., Sta. Mgr.....W. F. Danenbarger
Comm. Mgr., Prog. Dir.....Oscar W. Allen
Pub. Director.....B. James Farley
Chief Engineer.....Gene Shrouf

KGNO—Dodge City—1930
MBS

Frequency: 1370 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By.....Dodge City Bcstg. Co.
Business Address.....705 Second St.
Newspaper Affil...Dodge City Publishing Co.
News Service.....AP
Representative.....Arthur H. Hagg Assoc.
Membership .....NARTB, RAB
President.....J. C. Denious, Jr.
Gen., Station Mgr.....W. Elliott
Comm., Prom. Mgr.....Ruth Petersen
Program Director .....Herschel Holland
Publicity Dir.....Don Hopkins
Chief Eng.....Bob Ellinger

KBTO—El Dorado—1953

Frequency: 1360 Kw.....Power: 500 Watts d.
Owned-Oper. By.....El Dorado Bcstg. Co.
Address .....205½ S. Main
News Service .....AP
Representative .....Indie Sales
Trans. Service .....Standard
Owner.....O. A. Tedrick
General Manager.....Jim Platt
Sales Prom. Mgr.....Jay Pratt
Program Dir.....Bob Lutz

KVOE—Emporia—1939
MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Lyon Cty. Bcstg. Co., Inc.
Address.....Broadview Hotel
Newspaper Affil...Great Bend Tribune, Herald Press, Russell Daily News
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NARTB, RAB
Representative .....Hal Holman
Pres., Gen. Mgr.....Sherwood R. Parks
Sales Manager.....Richard Fraley
Program Director.....Curt Stallings
Chief Engineer.....Charles Stark

KMDO—Fort Scott—1954

Frequency: 1600 Kc.....Power: 500 Watts d.
Owned.....Ft. Scott Bcstg. Co.
Address .....Ft. Scott
Representative.....Hil F. Best
General Mgr.....L. C. McKenney
Station Mgr.....Jim McKenney

KNCO—Garden City—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Ark Valley Bcstg. Co., Inc.
Business-Studio Address.....247
News Service .....UP
Transcription Service.....SESAC
Representative.....Continental Radio Sales
Membership .....NARTB, RAB
President .....Ellsworth Sherman
General, Sta. Mgr.....John Hendry
Comm. Mgr.....Jim Nicholas
Program Director.....Wilma Goulding
Chief Engineer.....Gene Conjurske

KIUL—Garden City—1935
NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....KIUL, Inc.
Address .....Garden City
News Service .....AP
Representative.....Hal Holman
Transcription Service.....World, Thesaurus
Membership .....NARTB, RAB
President, General Mgr.....Robert Wells
Comm., Prom. Mgr.....Joe Weddle
Program Dir.....Tony Jewell
Publicity Dir.....Mary Connors
Chief Eng.....Joe Tennessen

KWGB—Goodland—1947
MBS-KBS

Frequency: 730 Kc.....Power: 1000 Watts d.
Owner-Oper. By.....Goodland Bcstg. Co.
Address .....Hotel Howard
News Service .....UP
Transcription Service..Capitol, Cole, Keystone
Owner, General Mgr.....James E. Blair
Commercial Mgr.....Bert Blair

KVGB—Great Bend—1937
NBC

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Operated By.....KVGB, Inc.
Address.....2007 17th St.
Transcription Service.....Thesaurus, World
News Service .....AP
Representative.....John E. Pearson
Membership .....NARTB, RAB
V.P., Gen., Sta. Mgr. .....Grover C. Cobb
Asst. Mgr.....Robert D. Hilgsndorf
Commercial Mgr.....Dale W. McCoy Jr.

KAYS—Hays—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KAYS, Inc.
Address.....2450 Hall St.
News Service .....AP
Transcription .....World
Representative .....Hal Holman
Membership .....NARTB, RAB
President .....Ross Beach
Gen., Sta. Mgr.....Bob Schmidt
Program Director.....Kay Melia
Prom. Director.....Don Treu
Commercial Manager.....Bud Ryan
Publicity Dir.....Tad Felts
Chief Engineer.....Glenn Barnett

KWBW—Hutchinson—1935
NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Nation's Center Bcstg. Co.
Business-Studio Address.....17th & Harding
News Service .....AP
Transcription Service .....World
Representative .....Devney
Membership .....NARTB
General Manager .....Fred Conger
Commercial Director.....Robert Hanna

KWHK—Hutchinson—1946

Frequency: 1260 Kc...Power: 1 Kw. d.; 500 n.
Owned-Operated By....KWHK Bcstg. Co., Inc.
Business-Studio Address.....18 W. 5th St.
Representative .....Everett-McKinney
Membership .....NARTB, RAB
Pres., Gen. Mgr.....J. D. Hill

KIND—Independence—1947
MBS-KBS

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Operated By.....Central Bcstg., Inc.
Bus.-Studio Transmitter.....114 North 8th St.
News Service .....AP
Pres., Sta. Mgr.....J. Nelson Rupard

KJCK—Junction City—1949
KBS

Frequency: 1420 Kc. ...Power: 1000 Watts d.
Owner-Oper. By.....Junction City Bcstg. Co.
Address.....724½ No. Washington St.
Membership .....NARTB, RAB
News Service .....AP
Representative .....Indie Sales
Transcription Service .....Thesaurus
Pres., Gen. Mgr.....R. L. Weir, Jr.
Program Director.....Bruce Karns
Sales Mgr.....A. B. Valencia

KCKN—Kansas City—1925

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Cy Blumenthal
Address .....Kansas City
News Service.....AP, UP
Transcription .....Lang-Worth, Standard
Membership .....NARTB, RAB
Representative .....Charles Bernard
President .....Cy Blumenthal
Exec. Dir.....Ray Arnand
Sales Mgr.....Walt Lochman
General Mgr.....Ed Charles
Prog. Dir.....Dal Stallard
Engineer.....Steve Hart

KLWN—Lawrence—1951

Frequency: 1320 Kc.....Power: 500 Watts d.
Owned-Operated By.....Lawrence Bcstrs. Inc.
News Service .....UP
Transcription Service.....Thesaurus, World
Representative.....Indie Sales
Membership .....NARTB, RAB
Gen., Sta. Mgr.....Arden Booth
Comm. Mgr.....Tom Beal
Program Director.....Prentiss Jefferies
Chief Engineer.....Earl Sundbye

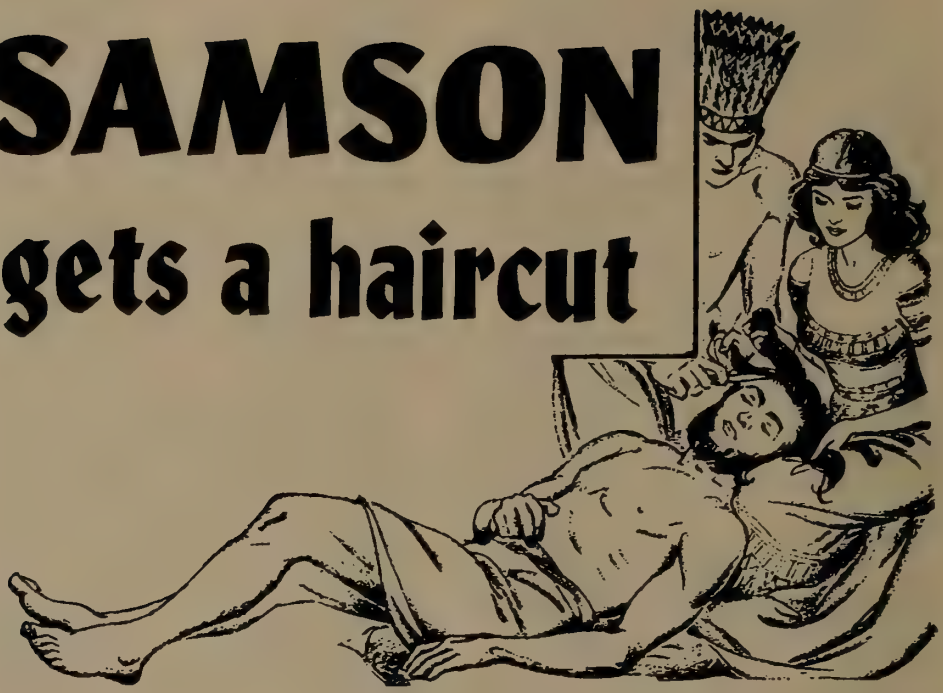
KCLO—Leavenworth—1948

Frequency: 1410 Kc. ....Power: 500 Watts d.
Owned-Oper. By.....Leavenworth Bcstg. Co.
Address .....P. O. Box 809
News Service .....UP
Representative .....Hil F. Best
General Mgr.....Stephen P. Bellinger

KSCB—Liberal—1948

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Seward County Bcstg. Co.
Business Address.....P. O. Box 311
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Hil F. Best
Membership .....NARTB, RAB
President .....Alf M. Landon
Gen., Sta. Manager.....Leon S. Salathiel
Prog. Dir.....Richard Latsch
Chief Engineer.....Wayne Pash

SAMSON gets a haircut



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Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV
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WIBW
CBS RADIO

Our 30th Year

KMAN—Manhattan—1950
KBS

Frequency: 1350 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Manhattan Bcstg. Co.
Address.....114 No. 4th St.
Transcription Service.....World
Newspaper Affil. .....Mercury
News Service .....AP
Membership .....NARTB
President.....Fred A. Seaton
Gen., Sta. Manager.....Lowell E. Jack
Commercial Mgr.....Peter Wimsatt
Chief Engineer.....Harld Luerhing

KNDY—Marysville—1956
KBS

Frequency: 1570 Kc.....Power: 250 Watts
Owned.....Marshall Transmitter Inc.
Address.....803½ Broadway
News Service .....AP
Transcription Service .....Thesaurus
Membership ..... NARTB
Pres., Gen., Sta., Comm. Sales Prom. Mgr.
Andrew J. E. Grauer
Program, Pub. Director.....Al Hunter
Chief Engineer.....Gary Vadnais

KNEX—McPherson—1949
KBS

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Operated By.....K. R. Krehbiel
Newspaper Affil.....Daily Republican
News Service .....AP
Membership ..... RAB
Gen., Sta., Comm., Sales Mgr.....Henry Dais
Prog., Pub. Dir.....M. Heitschmidt
Chief Engineer.....Claude Hughes

KJRG—Newton—1953—KBS

Frequency: 950 Kc.....Power: 500 Watts
Owned.....Geo. Basil Anderson
Address .....Box 77
News Service.....AP
Transcription Service .....Thesaurus
Station Rep.....Continental, Biddick
Owner, Gen. Mgr.....Geo. Basil Anderson
Station Mgr.....Robert Kent

KOFO—Ottawa—1949

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By.....Ottawa Bcstg. Co.
Address.....P. O. Box 46
News Service .....UP
Membership ..... RAB
Transcription Service .....World
Partners.....Roderick B. Cupp, E. W. Cupp
General Mgr.....Roderick B. Cupp
Commercial Mgr.....Ronald G. Reed
Chief Eng.....G. Servatius

KLKC—Parsons—1948—KBS

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Community Bcstg. Co.
Address.....109½ S. Central
News Service .....AP
Station Mgr.....Richard R. Combs

KOAM—Pittsburg—1937
NBC

Freq.: 860 Kc.....Power: 10 Kw. d., 5 Kw. n
Owned-Oper....The Pittsburg Bcstg. Co., Inc.
Address .....Professional Bldg.
Representative.....John E. Pearson
News Service .....AP
Membership ..... NARTB
Pres., Gen., Sta. Mgr.....E. V. Baxter
Commercial Mgr.....W. Stout
Sales Prom. Mgr.....Paul Hudson
Pub. Dir.....Warren Stout
Chief Engineer.....Leo Stafford

KSEK—Pittsburg—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Stauffer Publications, Inc.
News Service .....AP
Membership ..... NARTB
Newspaper Affil.....Headlight Sun, Topeka Capital, Journal
Representative .....Cooke
President.....O. S. Stauffer
General Manager.....Thad M. Sandstrom
Chief Engineer.....John Glynn

KWSK—Pratt—1952

Frequency: 1570 Kc.....Power: 250 Watts
Owned .....Clem Morgan
Address.....207½-209½ S. Main
News Service .....UP
Trans. Ser...Standard, Thesaurus, Lang-Worth
Membership .....NARTB, RAB
Gen., Sta. Mgr.....Clem Morgan
Sales Prom. Mgr.....Dave Blevins
Prom. Dir., Comm. Mgr.....F. Morgan
Pub. Director.....Margaret Godfrey
Chief Engineer.....Carl Lewis

KRSL—Russell—1956—KBS

Frequency: 990 Kc.....Power: 250 Watts
Owned.....Prairie States Broadcasting Co.
Address .....Box 548
News Service .....AP
President, Chief Eng.....Melville L. Gleason
Gen. Mgr.....William S. Scott
Comm. Mgr.....Jan Dellinger

KSAL—Salina—1937—MBS

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....KSAL, Inc.
Bus.-Studio Address.....201 Iron Ave.
Newspaper Affil. .....Journal
Transcription .....Lang-Worth
Representative.....John E. Pearson
Membership .....NARTB, RAB
President.....R. J. Laubengayer
Sta., Comm. Mgr.....R. V. Jensen
Chief Eng.....Don Englehart

WIBW—Topeka—1926—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned By.....Capper Publications, Inc.
Business-Studio Address....1035 Topeka Blvd.

Rep.....Capper Publs, Inc.
President .....Philip Zach
General-Station Manager.....Ben Ludy
Asst. Mgr., Chief Engr.....Lewis Dickensheets
Sales Mgr.....Hilton Hodges
Publicity Director.....Vic Boutwell

KJAY—Topeka—1947

Frequency: 1440 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By.....Robert Rohrs
Address .....908 Kansas Ave.
Representative .....Walker
News Service .....UP
Membership .....NARTB
President, Gen., Comm. Mgr.....Robert Rohrs

KTOP—Topeka—1947 MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned .....Charles B. Axton
Address.....R. R. No. 6
News Service .....AP
Representative .....Stars National, Inc.
Membership ..... NARTB
Pres., Gen., Sta. Mgr.....Charles B. Axton
Comm., Prom. Mgr.....Louise Axton
Program Director.....Merle Blair
Publicity Director.....Roger Wilson
Chief Engineer.....Henry Guch

WREN—Topeka—1926—ABC

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By...WREN, Bdcstg. Co., Inc.
Business-Studio Address.....411 W. 10th St.
News Service .....AP
Transcription Service.....Thesaurus, World
Representative .....Pearson
Membership .....NARTB, RAB
President.....Alf M. Landon
Gen., Sta. Manager.....Max G. Falkenstein
Program Manager.....Bob Richmond
Pub. Dir.....Bonnie Purnell
Chief Engineer.....Al King

KAKE—Wichita—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned .....KAKE Broadcasting Co., Inc.
Address .....1500 North West St.
News Service .....AP
Representative .....McGillvra
Membership .....NARTB
President .....Mark H. Adams
Gen., Sta. Mgr.....Martin Umansky
Comm. Mgr.....Roger Pepperd
Sales Prom. Mgr.....Tom Leahy
Program Director.....Scot McCullough
Chief Engineer.....Ira E. Courtney

KANS—Wichita—1936—NBC

Frequency: 1480 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Operated By.....K. Brown, F. Lynch
Business-Studio Address.....Kans Bcstg. Co.
Representative .....Simmons
News Service .....AP
Membership .....NARTB, RAB
General Mgr.....Frank J. Lynch
Sales Mgr.....Jim Yost
Program Dir.....J. Harmon

KFBI—Wichita—1922

Freq.: 1070 Kc.....Power: 10 Kw. d., 1 Kw. n.
Owned-Operated By.....KFBI, Inc.
Business-Studio Address.....Box 1402
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NARTB
Representative .....Avery-Knodel
Gen., Sta. Mgr.....Hale Bondurant
Program Dir.....Jim O'Neill
Comm. Mgr.....Lew Hunter
Pub. Director.....Adalee Smith
Chief Engineer.....K. W. Pyle

KFH—Wichita—1922—CBS

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By...Radio Station KFH Co.
Business-Studio Address.....KFH Bldg.
Newspaper Affiliation .....Eagle
News Service.....AP
Representative .....Blair
Membership .....RAB
President .....John Rigby
Exec. V.P.....M. M. Murdock
Gen. Mgr.....T. P. Bashaw
Comm. Mgr.....John Merrell
Program Supv.....Donald Anderson
Sales Prom. Mgr.....Russell Lowe
Chief Engineer.....Leslie Campbell

KWBB—Wichita—1951

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By...Wichita Beacon Bcstg. Co.
Address.....2829 Salina Ave.
Transcription Service.....Thesaurus, RCA
Representative ....Hollingbery, Clarke Brown
News Service .....AP
Membership .....NARTB, RAB
President.....O. E. Bradley
General Manager.....J. Milton Hall
Comm. Mgr.....Harold H. Hale
Program Director.....Virginia Welch
Chief Engineer.....Gene Williams

Kentucky

Pop. March 1 (Est.) 3,044,000—Families 835,500
Radio Homes 812,000—TV Homes 512,000—Stations in State 64

WCMI—Ashland—1935—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Edwina Broadcasting Co.
Address .....120 20th Street
News Service .....UP
Representative .....George P. Hollingbery
President .....George H. Clinton
Gen., Comm., Sales Prom. Mgr., Pub. Dir.
W. R. Martin
Program Director.....Lota Caines
Chief Engineer.....Robert L. Gilmore

WTCR—Ashland—1954

Frequency: 1420 Kc.....Power: 5000 Watts
Owned .....WTCR, Inc.
Address .....P. O. Box 848
News Service .....AP
Representative .....Rambeau, Dora-Clayton
Membership ..... NARTB
President .....Jane E. Trimmer
General Manager.....N. S. Tweel
Comm. Mgr., Chief Eng.....Carroll G. Ogle
Sales Prom. Mgr.....Jimmy Oakes
Program Director.....Johnny Simpson
Publicity Dir.....Ernest Sparkman

WBVL—Barbourville—1955

Frequency: 950 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Brown Radio & TV Co.
Address.....109 Sycamore St.
News Service .....AP
Transcription .....Thesaurus
Representative .....Hil F. Best
Pres., Gen. Mgr.....Dwight L. Brown
Sales, Prom. Mgr.....Charles W. Read
Program Dir.....Bessie L. McDonald
Chief Eng.....Everett Lawson

WBRT—Bardstown—1955

Frequency: 1320 Kc.....Power: 1000 W. d.
Owner .....Bardstown Bcstg.
Address.....P. O. Box No. 1
President.....V. R. Anderson

WCBL—Benton—1954—KBS MBS

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Oper. By.....Purchase Bcstg. Co.
News Service .....UP
Representative .....Continental
President.....J. Shelby McCallum
Manager .....John Stewart
Program Dir.....Jerry Crutchfield

WKCT—Bowling Green—1947 ABC

Freq.: 930 Kc...Power: 1 Kw. d.; 500 Wts. n.
Owned-Oper. By ...Daily News Bdcstg. Co.
Address .....804½ College St.
Newspaper Affiliation..Park City Daily News
News Service .....UP
Representative .....Pearson
Membership .....NARTB
President .....J. Ray Gaines
Gen., Sta. Mgr., Sales Mgr.....Al Temple
Comm. Mgr.....Jeff Wright
Prog., Pub. Dir.....T. J. Eversole
Chief Engineer.....Jack Hendricks

WLBJ—Bowling Green—1939 MBS

Freq.: 1410 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Greenwod Bcstg. Co.
Address.....Fairview and Lennan Ave.
Representative .....Walker
Membership .....NARTB
Asst. Gen. Mgr.....P. J. Bahakel
Station Mgr.....Robert Procter
Station Dir.....R. E. Giles, Jr.

WTCO—Campbellsville—1948 KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Taylor Co. Bcstg. Co.
Address.....P. O. Box 28
News Service .....UP
Transcription .....SESAC
Representative .....Hil F. Best
President.....H. T. Parrott
General Manager.....Redman L. Turner
Station Manager.....Thomas Kerr
Commercial Manager.....Lindsey Harden
Chief Engineer.....J. B. Crowley

WMTA—Central City—1954

Frequency: 1380 Kc.....Power: 500 Watts
Owner.....Central City, Greenville Bcstg. Co.
Address.....110 North First St.
Newspaper Affil.....Messenger, Times-Argus
News Service.....UP
Transcription .....SESAC
Representative .....Hil F. Best
Station Mgr.....Bobby Anderson

WNES—Central City—1955

Frequency: 1600 Kc.....Power: 500 Watts
Owner.....Muhlenberg Bcstg. Corp.
Address.....Box 325
News Service .....AP
Transcription .....World
President.....Andy Anderson
Gen., Mgr.....Ronald L. Beane
Promotion Mgr.....Dean Harden

WAIN—Columbia—1951

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Tri-County Bcstg. Corp.
Address .....Columbia
News Service .....UP
Station Representative.....Hil Best
Trans. Ser.....MacGregor, World
Pres., Sta., Gen. Mgr.....S. C. Bybee
Program Director.....Oris Gowen
Asst. Mgr., Sales Dir.....Lanier Burchell
Chief Engineer.....Lewis Owens

WCTT—Corbin—1947
MBS-KBS

Frequency: 680 Kc.....Power: 1000 Watts
Owned-Oper. By....Corbin Times-Tribune, Inc.
News Service .....AP
Newspaper Affil.....Corbin Times-Tribune
Transcription Service .....World
President.....J. Springer Robinson
General Manager.....John L. Crawford
Station Manager, Prog. Dir.....Kenneth Turner
Commercial, Sls. Prom. Mgr....S. G. Hembree
Chief Engineer.....C. R. Austin

WZIP—Covington—1947
KBS

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....WZIP, Inc.
Bus.-Studio Address...Sixth & Madison Aves.
News Service.....UP
Representative.....Kentucky Radio Sales
Pres., Gen. Mgr.....Arthur L. Eilerman
Commercial Mgr.....Francis X. McNerney

WCPM—Cumberland—1951
MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Tri-City Bcstg. Co.
Address.....P. O. Box 955
Transcription Service .....Thesaurus
News Service .....UP
General Manager.....E. F. Shadbourne

WHIR—Danville—1947
MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Commonwealth Bcstg. Corp.
Address .....Burgin Road
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Hal Holman Co.
Membership .....NARTB, RAB
Comm. Mgr.....W. T. Isaac

WIEL—Elizabethtown—1950
KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Elizabethtown Bcstg. Co.
Transcription Service .....Thesaurus
Station Representative.....Hil Best
News Service .....UP
Membership .....NARTB
President.....J. W. Hodges
General Manager.....Dee Huddleston
Commercial Mgr.....Calvin Skaggs
Program Director.....Thomas Skinner
Chief Engineer.....Thomas Baldwin

WFKY—Frankfort—1946
MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Frankfort Bcstg. Co.
Address.....Kentucky Ave. Extended
News Service .....AP
Transcription Service.....Thesaurus
Representative .....Burn-Smith
Pres., Gen. Mgr.....Ken Hart
Commercial Mgr.....Bud McClain
Prog. Dir.....Mary Garland
Chief Engineer.....Wally Roach

WFKN—Franklin—1954
KBS

Frequency: 1220 Kc.....Power: 250 Watts
Owned.....Franklin Bcstg. Co.
Address.....103 N. High St.
Representative.....Hil F. Best Co.
News Service .....AP
General Manager.....L. L. Valentine
Commercial Mgr.....Howard H. Ogles
News Director.....A. W. Kockritz, Jr.

WFUL—Fulton—1951

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By..West Tenn. Bcstg. Corp.
Address .....Hwy. 166
News Service .....UP
Station Representative.....Hil Best
Membership .....NARTB
Transcription Service .....Thesaurus
President .....Paul Westpheling
Station Mgr.....Mrs. P. Westpheling
Comm. Mgr.....J. O. Lewis

WKAY—Glasgow—1946—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Glasgow Bcstg. Co., Inc.
Address .....510 Happy Valley Rd.
News Service .....UP
Transcription Service.....World, Standard
Membership .....NARTB
President.....Jack Pedigo
Gen., Sta., Comm. Mgr., Chief Eng..Clovis Sadler
Sales Prom. Mgr.....J. M. Barrick
Pub., Prog. Dir.....Moena E. Sadler

WHLN—Harlan—1941
MBS

Frequency: 1280 Kc.....Power: 1,000 Watts
Owned-Oper. By.....Radio Harlan, Inc.
Address .....Harlan
News Service .....UP
Transcription Service.....World
Representative .....Burn-Smith
Membership .....NARTB
P.esident.....J. Francke Fox, Jr.
Program Director.....Jack McCoy
Gen. Mgr.....J. T. Morgan
Chief Engineer.....Marvin Johnson

WHBN—Harrodsburg—1955
KBS

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Operated By.Pioneer Broadcasting Co.
Address.....Box 246
News Service .....UP
General Manager.....Henry H. Royse

WKIC—Hazard—1947
MBS-KBS

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. by..Mountain Broadcasting Service, Inc.
Address.....Peoples Bank Building
News Service .....UP
Transcription Service .....World
Representative.....Hil F. Best
Membership ..... NARTB
President.....Fred B. Bullard
Gen., Sta. Mgr.....R. S. Mansfield
Comm. Mgr.....Julius Lasslo
Prog. Dir.....Norma Strong
Chief Eng.....Y. Bowling

WSON—Henderson—1941

Frequency: 860 Kc.....Power: 500 Watts d.
Owned-Oper. By....Henderson Bcstg. Co., Inc.
Bus.-Studio Address.....121 No. Main St.
News Service .....UP
Transcription Service .....World
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Hecht S. Lackey
Comm. Mgr.....Ewing Graham
Pro., Pub. Dir., Sls. Prom. Mgr...M. E. Schaeffer
Chief Engineer.....Doris E. Gibson

WHOP—Hopkinsville—1940
CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Hopkinsville Bcstg. Co., Inc.
Address.....1102 So. Virginia St.
News Service .....UP
Transcription Service.....World
Representative .....Bogner & Martin
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....F. E. Lackey
Comm. Mgr.....Katherine Peden
Program Director.....Margaret Wyatt
Sales Prom. Mgr., Pub. Dir.....Joyce Ann Kane
Chief Engineer.....Leo Y. Wilson

WKOA—Hopkinsville—1954

Frequency: 1480 Kc.....Power: 1000 Watts
Owner.....Pennyrile Bcstg. Co.
Address.....808½ South Main St.
Newspaper Affil.....Kentucky New Era
News Service.....AP
Transcription .....Associated
Representative .....Hil F. Best
Pres., Gen. Sta. Mgr.....Charles W. Stratton
Sales Prom. Mgr.....Susan Hyde
Comm. Mgr., Pub. Dir.....Don Ritter
Prog. Dir.....Bob Spradlin
Chief Engineer.....Walter Wilson

WLBN—Lebanon—1954

Frequency: 1590 Kc.....Power: 1 Kw., d.
Owned.....Lebanon-Springfield Bcstg. Co.
Address.....P. O. Box 647
News Service .....AP
Transcription .....World
Representative .....Hil F. Best
Gen. Mgr.....C. H. Hulse
Sta., Comm. Sales Pro. Mgr...Charles Shuffett
Chief Engineer.....C. H. Hulse, Jr.
Program Director.....E. Jeffries
Pub. Director.....Shirley Wilcher

WLAP—Lexington—1922
ABC

Frequency: 630 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned By....American Bcstg. Corp. (Not ABC)
Business-Studio Address.....Radio Bldg.
News Service .....UP
Transcription Service .....World
Representative.....John E. Pearson
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Gilmore N. Nunn
Commercial Mgr.....Miller Welch

WLEX—Lexington—1946

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Central Ky. Bcstg. Co.
Address.....134 N. Limestone St.
Membership .....NARTB
Representative .....Bolling Co.
News Service .....AP
President.....J. D. Gay, Jr.
V.P., Gen. Mgr.....Earl L. Boyles
Commercial Mgr.....Lee Tackett
Program Director.....Evelyn Benge
Chief Engineer.....J M. Robertson

a Whopper of a buy

WHOP

fulltime CBS Radio
for
Hopkinsville and Ft. Campbell,
Kentucky

FULLTIME LOCAL NEWS DEPT.
FULLTIME FARM DIRECTOR
FULLTIME WOMEN'S DIRECTOR

F. Ernest Dutch Lackey
President & General Manager

WHOP + WHOP — FM

1230 Kc 98.7 MC
250 watts 8800 watts

WVLK—Lexington—1947
MBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By....Bluegrass Bcstg. Co., Inc.
Address .....Phoenix Hotel
Transcription Service .....Thesaurus
Representative .....Burn-Smith
Membership .....NARTB
President.....Donald J. Horton
General Mgr.....Ted Grizzard

WFTG—London—1955

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..London Broadcasting Co.
Address.....Box 333
News Service.....UP
Transcription Service.....Standard
Representatives.....Hil F. Best Co.
Pres., Gen., Sta. Mgr.....Elmo Mills
Comm. Mgr.....Raymond Asher
Prog. Dir.....Charles D. Nelson
Chief Engineer .....Russell Henson

WAVE—Louisville—1933
NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WAVE, Inc.
Business Address.....334 E. Broadway
Transcription Service....Thesaurus, Standard
News Service .....AP
Rep.....NBC Spot Sales, Bomar Lowrance
Membership .....NARTB
General-Station Manager.....Nathan Lord
Commercial Manager.....Woody Dulaney
Program Director.....James Caldwell

WGRC—Louisville—1936
MBS

Frequency: 790 Kc. ..Power: 5000 d. 1000 n.
Owned-Operated By....Northside Bcstg. Corp.
Bus.-Studio Address.....Ky. Home Life Bldg.
News Service .....AP
Membership .....NARTB
Transcription .....World
Representative .....Walker
President.....J. Porter Smith
Gen. Mgr.....Charles L. Harris
Comm. Mgr.....Tom Underwood
Pgm. Dir.....George Partridge
Chief Engineer.....W. J. Morrison

WHAS—Louisville—1922
CBS

Frequency: 840 Kc. ...Power: 50,000 Watts
Owned-Oper. By .....WHAS, Inc.
Address .....6th and Broadway
Representative.....Henry I. Christal Co.
Membership .....NARTB
V. Pres., Director.....Victor A. Sholis
Station Manager.....Neil D. Cline
Sales Director.....John M. Fouts
Promotion Director.....William Loader
Program Director.....Sam Gifford

WINN—Louisville—1940
KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Kentucky Bcstg. Corp., Inc.
Bus.-Studio Address.....412 Speed Building
News Service .....UP
Representative .....Forjoe & Co.
President.....Emil J. Arnold
Commercial Manager ..Chas. A. Schacht, Jr.
V. P., Gen., Sta. Mgr.....Glen Harmon
Comm. Mgr.....James Nathan
Promotion Mgr.....Helen Roberts
Continuity Dir.....Addley C. Bourne
Chief Engineer.....Melvin Scarsdale

WKLO—Louisville—1948
ABC

Freq.: 1080 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By....Mid-America Bcstg. Corp.
Business-Studio Address....Henry Clay Hotel
Representative.....John Blair & Co.
News. Affil.....Lancaster (Ohio) Eagle-Gazette
Transcription Service .....Standard
Membership ..... NARTB
News Service .....UP
President .....Charles Sawyer
Exec. Vice-Pres.....J. P. Williams
Manager.....W. H. Spencer
Prom. Mgr., Prog. Dir.....Pat Fredericks
Pub. Dir. .....Ben Erskine
Chief Engineer.....William H. Faulkner

WKYW—Louisville—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Kentucky, Inc.
Bus.-Studio Address.....431 W. Jefferson St.
News Service .....AP
Representative .....Burn-Smith
Transcription....Capitol, Standard, Associated
President.....F. Eugene Sandford
V.P., Sta. Manager.....Edwin E. S. Weldon

WLOU—Louisville—1948

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Oper. By.Rounsaville of Louisville, Inc.
Business-Studio Address.....2549 S. Third St.
News Service.....UP
Representative.....Gill-Perna, Dora-Clayton
President.....Robert W. Rounsaville
Gen., Sta. Mgr.....W. A. Selley, Jr.
Comm. Mgr., Prog. Dir.....W. E. Summer
Sales Prom. Mgr.....J. Schwartz
Chief Engineer.....Steve Dawson
Technical Director.....Paul Cram

WFMW—Madisonville—1949
KBS

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Oper. By Messenger Bdctsg. Co., Inc.
Address .....Box 351
News Service.....UP, AP
Trans. Service..Capitol, Thesaurus, Standard
Membership .....NARTB
Sta. Mgr.....H. W. Wells

Comm. Mgr.....Elmer L. Kelley, Jr.
Program Director.....J. G. Gatlin
Chief Eng.....Charles Lee

WKTM—Mayfield—1946

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Kentucky Bcstg. Co.
Studio Address.....Box 232
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Best
Owner, Gen. Mgr.....Fred L. Thomas
Comm. Mgr.....John M. Latham
Program Dir.....Jerry Watson

WNGO—Mayfield—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....West Ky. Bcstg., Inc.
Address .....P. O. Box 431
News Service .....AP
Transcription Service.....Lang-Worth, World
Membership .....NARTB, RAB
Representative .....Indie Sales
Station Manager.....T. E. Brewer
Program Director.....O. L. Davis
Chief Engineer.....John E. Shelton

WFTM—Maysville—1948
MBS-KBS

Frequency: 1240 Kc. .....Power: 250 Watts
Owned-Oper. By...Standard Tobacco Co., Inc.
Bus. Address.....626 Forest Ave.
News Service .....UP
Transcription Service .....World
Membership .....NARTB
President.....Charles P. Clarke
General Sta. Mgr.....John W. Betts
Commercial Mgr.....Herbert Williams
Program Director.....Lawrence McGill
Chief Engineer.....Chester A. Terry

WMIK—Middlesboro—1948
KBS

Frequency: 560 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Cumberland Gap Bcstg.
Address.....Box 698
Representative ..... McGillvra
Transcription Service.....World
News Service .....UP
Membership .....RAB
President.....Dr. U. G. Brummett
Gen., Sta., Comm. Mgr.....Maurice K. Henry
Sales Prom. Dir.....M. K. Henry
Program Director.....Bill Baker
Chief Engineer.....K. Bronell Reedy

WFLW—Monticello—1955

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By....Wolf Creek Bcstg. Co.
News Service .....UP
Transcription .....SESAC
Station Manager.....James Shacklette

WMOR—Morehead—1954

Frequency: 1330 Kc.....Power: 1000 Watts
Owned & Operated By...Morehead Bcstg. Co.
News Service.....UP
Transcription Service.....Thesaurus
Pres., Mgr.....William J. Sample
Chief Eng.....Earl S. Young

WNBS—Murray—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Murray Bcstg. Co.
Address .....P. O. Box 548
News Service .....AP
Transcription Service .....World
Manager .....Edward Griffin

WNOP—Newport—1948

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tri-City Bcstg. Co.
Business-Studio Address....606 Monmouth St.
News Service .....UP
President.....James G. Lang
General Manager.....Ann Rolfes Lang
Sta. Mgr., Prog. Dir.....R. D. Nunn
Comm. Mgr., Pub. Dir.....R. L. Pike
Chief Engineer.....Jack L. Tichenor

WOMI—Owensboro—1938
MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...Owensboro Bcstg. Co., Inc.
Address.....Box 536
News Service .....AP
Newspaper Affiliations...Messenger, Inquirer
Representative .....Burn-Smith
Membership ..... NARTB
President.....Lawrence W. Hager
Gen., Sta., Comm. Mgr., Pub. Dir..Hugh O. Potter
Sales Prom. Mgr.....Jim Wilkinson
Program Director.....Cliffordean Potter
Chief Engineer.....Harold I. Peters

WVJS—Owensboro—1947
ABC

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Oper. By..Owensboro On The Air, Inc.
Business-Studio Address.....324 Allen St.
News Service .....UP
Representative.....William G. Rambeau
Membership .....NARTB
President.....V. J. Steele
Gen., Sta. Mgr.....Malcolm Greep
Commercial Manager.....John T. Rutledge
Sales Prom. Mgr.....Joe Bell
Program Director.....Earl Fisher
Chief Engineer.....Earl Jagoe

WKYB—Paducah—1946
NBC

Freq.: 570 Kc...Power: 1 Kw. d., 500 Wts., n.
Owned-Oper. By.....WKYB, Inc.
Address.....504 Kentucky Ave.
Newspaper Affil.....Paducah Sun-Democrat
News Service .....AP
Transcription Service .....World
Representative .....Pearson

Membership ..... NARTB
Pres., Gen. Mgr. ..... E. J. Paxton, Jr.
Business, Prom. Mgr. ..... S. Livingston
Prog. Dir., Ch. Eng. ..... Ernest Pell
Publicity Dir. ..... Mal Topping

WPAD—Paducah—1930—CBS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By .. Paducah Bdcstg. Co., Inc.
Address ..... 4th & Bway—Taylor Bldg.
News Service ..... UP
Trans. Serv. ..... Thesaurus
Representative ..... Sears & Ayer
Membership ..... NARTB, RAB
President ..... Pierce E. Lackey
General Manager ..... Prewitt Lackey
Sta. Mgr., Prog., Pub. Dir. ..... Ray Mofield
Comm. Manager ..... Linn Wolff
Prom. Mgr. ..... Buss Rutter
Prom. Mgr. ..... Benny Smith
Prog., Pub. Dir. ..... Ray Mofield
Chief Engineer ..... U. C. Morris

WSIP—Paintsville—1949 MBS-KBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Big Sandy Bcstg. Co.
Address ..... 121 Main St.
News Service ..... AP
Membership ..... NARTB
Station Rep. ..... Hil Best, Ky. Radio Sales
General Manager ..... Ted Arnold Silvert
Owner, General Manager ... Ted Arnold Silvert
Program Dir. ..... Bill Barker
Chief Engineer ..... Eugene Baldridge

WKLX—Paris—1955

Frequency: 1440 Kc. ..... Power: 1000 Watts
Owned & Operated By ..... Paris Bcstg. Co.
Address ..... 630 Main St.
News Service ..... UP
General Manager ..... Rex Osborne
Commercial Mgr. ..... J. Shubinski
Chief Engineer ..... Vernon Hutchinson

WLSI—Pikeville—1949

Frequency: 900 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Cumberland Pub. Co.
Address ..... Pikeville
Newspaper Affiliation ..... Pike County News
News Service ..... UP
Transcription Service ..... Thesaurus
President ..... Mrs. W. J. Ward
Gen., Sta., Sales Comm. Mgr. .. Roy E. Alexander
Prog., Pub. Dir. ..... John C. Adkins
Chief Engineer ..... Guy N. Ferrell

WPKE—Pikeville—1949 MBS-KBS

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... E. Ky. Bdcstg. Corp.
News Service ..... AP
Station Rep. ..... Continental
Membership ..... NARTB
Pres., Gen. Mgr. ..... Jack L. Hatcher
Sales Prom. Mgr. ..... R. W. Tarbeck
Chief Engineer ..... James K. Hoskins

WPRT—Prestonburg—1952

Frequency: 960 Kc. ..... Power: 1 Kw., d.
Owned ..... Kentucky Mt. Bcstg. Co.
Address ..... So. Lake Drive
News Service ..... UP
Transcription Service ..... MacGregor
Comm. Mgr. ..... Rex Osborne

WPKY—Princeton—1950 KBS

Frequency: 1580 Kc. ..... Power: 250 Watts d.
Owned-Operated By ..... Princeton Bcstg. Co.
Address ..... U. S. Highway 62 North
Trans. Service ..... Capitol
Station Rep. ..... Continental
News Service ..... AP
Sta. Mgr. ..... Leslie Goodaker
Comm. Mgr. ..... Ellis Burnam
Publicity Dir. ..... Wilburn Wilson
Chief Engineer ..... Marvin Mahoney

WSAC—Radcliff—1955

Frequency: 1470 Kc. ..... Power: 1000 Watts
Owned-Operated By ... Fort Knox Bcstg. Corp.
Address ..... Fort Knox, Ky.
News Service ..... UP
Transcription ..... Lang-Worth
President ..... B. E. Cowan
Vice-Pres. ..... Seymour Goodman
Secy.-Treas. ..... Gerald W. Howard
Program Director ..... Clem Cockrel

WEKY—Richmond—1953 MBS-KBS

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned ..... WEKY, Inc.
Address ..... McKee Bldg.
News Service ..... UP
Transcription Service ..... Thesaurus
President ..... Dages I. Boyle
General, Sta. Manager ..... O. C. Halyard Jr.
Comm. Mgr. ..... Fred Welch
Program Director ..... John Sullivan
Promotion Mgr. ..... Jack Pa rish
Pub. Dir. ..... Ray Hooper
Chief Engineer ..... Paul Smith

WRUS—Russellville—1953 KBS

Frequency: 800 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... So. Kentucky Bcsters.
Address ..... P. O. Box 110
News Service ..... UP
Transcription Service ..... World
Station Representative ..... Hil F. Best
President ..... Roth E. Hook
General Manager ..... Woodrow P. Sosh
Sta. Mgr., Eng. ..... Earl Johnson
Sales Mgr., Prog. Dir. ..... J. H. Johnson

WSFC—Somerset—1947 MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Southeastern Bcstg. Co.
Address .....Box 740
News Service .....UP
Transcription Service.....Theasurus
Membership ..... NARTB
Representative.....Hill F. Best
Pres., Gen. Mgr.....Mike Layman
Commercial Manager .....Donald Orwin
Program Director.....John A. Hartnett
Technical Dir.....Ralph F. Denton
Chief Engineer.....John Agostine

WMTC—Vancleve—1948

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Kentucky Mt. Holiness Assn.
Bus.-Studio Address .....Vancleve
News Service .....AP
Representative ..... Continental
President.....Dr. Lela G. McConnell
General-Station-Comm. Mgr.....Wilfred Fisher
Program Dir.....Violet Person
Chief Engineer.....Kenneth Amspaugh

WTCW—Whitesburg—1953

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Folkways Bcstg. Co., Inc.
Address .....Whitesburg
News Service .....UP
Trans. Service .....SESAC
President.....William R. McDaniel
Station Mgr.....Donald W. Crosthwait

WWKY—Winchester—1954

Frequency: 1380.....Power: 1000 Watts
Owner.....Winchester Bcstg. Co., Inc.
Address.....Box 492
News Service.....AP
Transcription .....Thesaurus
President.....N. B. Ratliff
General Manager.....Charles Drew
Commercial Mgr.....Tom Wade
Sales Prom. Mgr., Pub. Dir.....Jay Watters
Program Director.....Herman Kelly
Chief Engineer.....Tommy Bratton

Louisiana

Pop. March 1 (Est.) 3,052,000—Families 839,000
Radio Homes 804,000—TV Homes 576,000—Stations in State 65

KROF—Abbeville—1948

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Abbeville Bcstg. Serv. Inc.
Business Address.....P. O. Box 306
News Service .....AP
Transcription Service .....World
Membership ..... NARTB
General Manager.....George P. Martin

KALB—Alexandria—1935 ABC

Frequency: 580 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By .Alexandria Bdcstg. Co., Inc.
Address.....601 Wash. St.
News Service .....AP, UP
Transcription Service .....World
Representative .....Weed & Co.
Membership .....NARTB, RAB
President.....T. B. Lanford
Gen. Manager.....Walter D. Melson
Station Manager.....Alex Marchand
Comm. Mgr.....Bill DeTournillon
Sls. Prom. Mgr.....Barbara LeBlanc
Program Director.....Jim Gaines
Publicity Director.....LaJuan Covell
Chief Engineer.....Eugene Millen

KDBS—Alexandria—1953

Frequency: 1410 Kc.....Power: 1 Kw.
Owned .....Dixie Bcstg. Ser.
Address.....915 Fourth St.
News Service .....UP
General Mgr.....Irving Ward-Steinman
Commercial Mgr.....D. Ed Pebbles
Station Director.....W. G. Lynch
Chief Engineer.....Henry J. Lazarone

KSYL—Alexandria—1947 NBC

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. By .....KSYL, Inc.
Address .....Box 1489
Rep .....Exerett-McKinney, Clarke Brown
Membership ..... NARTB
Pres., Comm. Mgr.....Milton Fox
Gen., Sta., Sls., Mgr., Pub. Dir...Virgil G. Evans
Program Director.....Bruce Rainey
Chief Engineer.....Jim Perkins

WABL—Amite—1955

Frequency: 1570 Kc.....Power: 500 Watts
Owned-Oper. By.....Amite Broadcasting Co.
Address.....118 N.E.R.R. Ave.
News Service .....UP
Station Mgr.....A. M. Smith
Commercial Mgr.....Hugh Wall

KTRY—Bastrop—1948

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Morehouse Bcstg. Co.
Address .....Enterprise Bldg.
News Service .....UP
Transcription .....World
Membership .....NARTB
Manager .....Bill Davis
Program Director.....Carl Livingston

WAFB—Baton Rouge—1946 MBS

Frequency: 1460 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By.....Modern Bcstg. Co.
Address .....Government St.

Representative...Adam Young, Clarke Brown
News Service ....AP
Membership ....NARTB, RAB
Chairman of the Board....Dwight M. Martin
President....Tom E. Gibbens
Vice-Presidents..Edgar B. Stern, Jr., Robert D. Swezey, A. Louis Read
Secretary....Louis A. Prejean
Treasurer....Francis H. Lee
Station Mgr....Owen Elliott

WIBR—Baton Rouge—1948

Frequency: 1300 Kc....Power: 1000 Watts
Owned-Oper. By....Community Bcstg. Co.
Address ....P. O. Box 1226
News Service ....AP
Membership ....NARTB, RAB
Representative ....Walker
President....G. T. Owen
V.P., Gen., Sta. Mgr....Robert Earle
Comm. Mgr....Olas Olsen
Prog. Dir....Scott W. Erwin
Chief Eng....E. E. Case

WJBO—Baton Rouge—1934 NBC

Frequency: 1150 Kc....Power: 5000 Watts
Owned-Oper. By..Baton Rouge Bcstg. Co., Inc.
Business-Studio Address....444 Florida St.
News. Affil....State Times, Morning Advocate
News Service ....AP, INS
Representative....George P. Hollingbery
Membership ....RAB, NARTB
President....Douglas L. Manship
Gen., Sales Mgr....Kelly Maddox
Comm. Mgr....John D. Wooldridge
Pub. Dir....Catherine Pearson
Program Director....Jim Cathey
Chief Engineer....Theodore Hubert

WLCS—Baton Rouge—1946

Frequency: 910 Kc....Power: 1000 Watts
Owned-Operated By....Air Waves, Inc.
Business Address ....P. O. Box 240
News Service ....AP
Transcription Service....World
Representative ....Wm. G. Rambeau
Membership ....NARTB, RAB
President....Norman Saurage, Jr.
Gen. Manager....Lamar Simmons
Comm. Mgr....T. A. LeBlanc
Prog. Dir....Gene Nelson
Chief Eng....Edward Van Valkenburg

WXOK—Baton Rouge—1953

Frequency: 1260 Kc....Power: 1000 Watts d.
Owned-Oper. By....WXOK, Inc.
Address....243 Convention St.
Representative....Forjoe, Clayton Cosse
News Service ....UP
Transcription ....Cohen
President....Jules Paglin
General Manager....S. Ray, Jr.
Station Manager....Thomas L. McGuire
Chief Engineer....Francis Fendlason

WHXY—Bogalusa—1954

Frequency: 920 Kc....Power: 1 Kw. d.
Owned....Bogalusa Bcstg. Co.
Address....P. O. Box 689
News Service ....AP
Station Rep....Clark
Station Mgr....W. A. Stewart
Program Dir....J. D. Davis

WIKC—Bogalusa—1947—KBS

Frequency: 1490 Kc....Power: 250 Watts
Owned-Operated By....Curt Siegelin, Admin.
Business Address....P. O. Box 811
News Service ....AP
Pres., Gen. Mgr....Curt Siegelin
Comm. Mgr....J. H. Knight
Prog. Dir....D. Knight, Jr.
Pub. Dir....Robt. Germain
Chief Eng....William Morris

WARB—Covington—1953

Frequency: 730 Kc....Power: 250 Watts d.
Owned-Oper. By....A. R. Blossman, Inc.
Address ....Box 568
News Service ....UP
President ....D. C. Blossman
General Mgr....Mark Rey
Program Director....Rick Webb

KSIG—Crowley—1947

Frequency: 1450 Kc....Power: 250 Watts
Owned-Operated By....KSIG Bcstg Co., Inc.
Bus.-Studio Address....320 N. Parkerson Ave.
News Service ....AP
Representative....T. F. Clark
Membership ....NARTB
President....Hirsch J. School
General Manager....Louis M. Basso
Commercial Manager....Ninfa G. Guidry
Prog. Director....Boyce Jim Trahan
Chief Engineer....W. H. Bland

KDLA—DeRidder—1951

Frequency: 1010 Kc....Power: 1000 Watts d.
Owned-Oper. By....Sabine Broadcasting Co.
Address ....P. O. Box 46
News Service ....UP
Transcription ....McGregor
Membership ....NARTB
Co-Owners..Cyril W. Reddoch and John B. McCrary
General Manager....Ralph L. Hooks
Comm., Sales Prom. Mgr...Wayne L. Sanders
Prog. Dir., Ch. Eng....Ted Thompson
Pub. Dir., Sta. Prom. Mgr....Winsett Reddoch

KEUN—Eunice—1952

Frequency: 1490 Kc....Power: 250 Watts
Owned-Operated By....Tri-Parish Bcstg. Co.
Address ....Crowley Rd.
News Service ....AP
Transcription Service ....World
Membership ....NARTB
President ....Vincent Riehl
General Manager....John A. Chauvin

KLFT—Golden Meadow—1955

Frequency: 1600 Kc.....Power: 500 W. d.
Owned-Operated By.....Leo J. Theriot
Address.....Theriot Bldg., Box 368
News Service.....UP
Transcription Service .....Standard
Membership .....NARTB, RAB
Representative .....Best
General Manager.....Leo J. Theriot
Sta. Mgr., Chief Eng.....H. Earl Herron
Comm. Mgr.....S. R. Vidrine

WFPR—Hammond—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Louisiana Bcstrs.
Business-Studio Address.....Box 432
News Service .....UP
Transcription Service.....SESAC, World
Membership ..... NARTB
General Manager.....Cyril W. Reddoch
Station Mgr.....Jack Moore

KCIL—Houma—1947
NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned .....KCIL, Inc.
Address .....Bayou Black Drive
News Service .....AP
Transcription Service .....World
Station Rep.....Indie Sales
Membership ..... NARTB
President.....Denver T. Brannen
Sec'y.-Treas.....L. H. Thesmar
Commercial Mgr., Pub. Dir.....Les Ryder
Sales Prom. Mgr., Prog. Dir..Virginia W. Ryder
Chief Engineer.....T. J. Chancey

KJEF—Jennings—1950
MBS-KBS

Frequency: 1290 Kc....Power: 500 Watts d.
Owned-Oper. By.....Jennings Bcstg. Co., Inc.
Address.....1521 Lake Arthur Ave.
News Service .....UP
Membership ..... NARTB
Pres., Gen. Mgr., C. Eng.....Clovis L. Bailey
Prog. Dir.....Noel Wooley
Comm. Mgr.....Gerald Dugas

KLFY—Lafayette—1950—ABC

Freq.: 1420 Kc.....Power: 1 Kw. d., 500 Wts. n.
Owned-Oper. By.....Camellia Bcstg. Co.
Address.....212 Jefferson St.
Representative.....William G. Rambeau
Membership .....NARTB
President.....Paul H. De Clouet
General Manager.....Dierrell Hamm
Sta. Mgr.....Kenneth L. Whitaker

KVOL—Lafayette—1935—NBC

Frequency: 1330 Kc. .....Power: 1000 Watts
Owned-Oper. By..Evangeline Bcstg. Co., Inc.
Address.....P. O. Box 1070
Newspaper Affiliation.....Daily Advertiser
News Service .....AP
Representative .....Meeker
Membership .....NARTB, RAB
General Manager.....George H. Thomas
Comm. Mgr.....Thomas G. Pears
Station Mgr.....E. H. Hughes
Publicity Dir.....Donna L. Cox
Prog. Dir.....J. Richard Aker
Chief Engineer.....Myrle E. Case

KAOK—Lake Charles—1947
MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KAOK, Inc.
Address.....P. O. Box 1399
News Service .....UP
Representative .....Forjoe
President.....Jules J. Paglin
Sta. Mgrs.....T. Gresham, R. Rhodes
Managing Director.....Stanley W. Ray, Jr.

KLOU—Lake Charles—1947

Frequency: 1580 Kc.....Power: 1000 Watts
Owned-Oper. By.....Gulf Bcstg. Co., Inc.
Bus.-Studio Address.....Box 975
News Service .....AP
Representative ..... Walker
Membership ..... NARTB
President.....G. T. Owen
Vice-Pres.....Bob Earle
General Mgr.....R. S. Davison
Program Dir.....Rollie Rowlands
Chief Engineer.....G. M. Meisner

KPLC—Lake Charles—1935
NBC

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By.....Calcasieu Bcstg. Co.
Address.....P. O. Box 1521
News Service .....AP
Transcription Service .....World
Representative .....Weed
Membership .....NARTB
President.....T. B. Lanford
Gen., Sta. Mgr.....P. E. Mills, Jr.
Commercial Mgr.....R. M. White
Sales Prom. Mgr.....Catherine Prater
Publicity Director.....Merle Thomas
Prog. Dir., C. Eng.....A. B. Craft

KLLA—Leesville—1956

Frequency: 1570 Kc.....Power: 250 Watts
Owned.....Leesville Broadcasting Co.
Address .....P. O. Box 1323
News Service .....UP
Gen. Mgr.....Irving Ward-Steinman
Comm. Mgr.....Ed Marshall
Prog. Director.....Bob Hamm
Woman's Editor.....Gwene Heiser
Chief Engineer.....Byron Stokes

KDBC—Mansfield—1954

Frequency: 1360 Kc.....Power: 1 Kw. d.
Owned.....DeSoto Bcstg. Corp.
Address .....P. O. Box 740

News Service ..... UP
Trans. Ser. ..... Standard
Representative ..... Hil F. Best
Gen., Comm. Mgr. ..... Arthur L. Greene

KAPB—Marksville—1954
MBS-KBS

Frequency: 1370 Kc. ..... Power: 1000 Watts
Owner ..... Avoyelles Bcstg. Corp.
Address ..... 110 W. Mark St.
News Service ..... AP
Representative ..... Hil F. Best
Membership ..... NARTB
President ..... W. L. Billups
V.P. ..... C. A. Coco
Gen. Mgr., Prog. Dir. ..... Dave Chapman
Commercial Mgr. ..... Willie J. Bordelon
Chief Engineer ..... Charlie Woodside

KAPK—Minden—1952

Frequency: 1240 Kc. ..... Power: 100 Watts
Owned-Operated By ..... Parish Bcstg. Co.
Address ..... Box 588
News Service ..... UP
Pres., Gen. Mgr. ..... Martin Kirsch, Jr.
Station Mgr. ..... M. E. (Pat) Brown
Chief Engineer ..... Billy Hyatt

KLIC—Monroe—1950—MBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Dr. Frank Cerniglia
Address ..... 626 Bernhardt Bldg.
Station Rep. ..... Dora-Clayton
News Service ..... UP
General Mgr. ..... Dr. Frank Cerniglia

KMLB—Monroe—1930—ABC
NBC

Frequency: 1440 Kc. ... Power: 5000 d.; 1000 n.
Owned-Oper. By .... Liner's Bcstg. Station, Inc.
Business Address ..... DeSiard St.
News Service ..... UP
Representative ..... Pearson
President ..... Mrs. Robert Gaston, Jr.
V.P., Gen. Mgr. ..... Charles Price
Sec'y.-Treas. ..... J. C. Liner III
Program Dir. ..... James Plaisance

KNOE—Monroe—1944—NBC

Frequency: 1390 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... James A. Noe
Business-Studio Address ..... Knoe Bldg.
News Service ..... AP, UP
Representative ..... H-R Reps
Membership ..... NARTB, RAB
President ..... James A. Noe
V.P., General Manager ..... Paul H. Goldman
Station Mgr. ..... Richard G. Amundson
Ass't. Gen. Mgr. ..... Harry Arthur
Prog. Dir. ..... Bill Enis

KMRC—Morgan City—1954
KBS

Frequency: 1430 Kc. ..... Power: 500 Watts
Owned ..... Tri-City Bcstg. Inc.
Address ..... P. O. Box 889
News Service ..... UP
Transcription ..... Thesaurus
Membership ..... NARTB
President ..... Warren J. Fortier
General Mgr. ..... Earl Wooton
Treasurer ..... Mortimer Silverman, Jr.
Secretary ..... Louise Bensabet

KNOC—Natchitoches—1947
KBS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Natchitoches Bcstg. Co.
Business-Studio Address ..... Box 74
News Service ..... AP
Transcription ..... World
Membership ..... NARTB
Pres., Gen. Mgr., Chief Eng. .. B. H. Bailey, Jr.
Sta., Comm., Sales Mgr., Prog., Pub. Dir.
N. A. Fletcher

KANE—New Iberia—1946
ABC-KBS

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Operated By .... New Iberia Bcstg. Co.
Address ..... Box 383
News Service ..... AP
Transcription Service ..... World
General Mgr. ..... George H. Thomas
Sta. Mgr. ..... Donald Bonin
Commercial Mgr. ..... John Selleck
Program Dir. ..... June Stein
Chief Engineer ..... Merle Case

KVIM—New Iberia—1951

Frequency: 1360 Kc. .... Power: 1000 Watts d.
Owned-Oper. By ..... Queen City Bcstg. Co.
Address ..... P. O. Box 50
General Manager ..... John H. Coco

WBOK—New Orleans—1951

Frequency: 800 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... WBOK, Inc.
Address ..... 505 Baronne St.
News Service ..... UP
Representative ..... Forjoe
President ..... Jules J. Paglin
Exec. V.P., Gen. Mgr. .... Stanley W. Ray, Jr.
Station Mgr. ..... Ed Prendergast
Commercial Manager ..... Fred Schwarz
Sales Prom. Mgr., Prog. Dir. .... Dave Shaeffer
Publicity Director ..... Norman Duffour
Chief Engineer ..... Joan Rhodes

WDSU—New Orleans—1923
NBC

Frequency: 1280 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... WDSU Bcstg. Corp.
Business-Studio Address ..... 520 Royal St.
News Service ..... AP, UP
Representative ..... John Blair
Membership ..... NARTB, RAB
President ..... Edgar B. Stern, Jr.

Exec. V.P. & Gen. Mgr.....Robert Swezey
V. P.....Louis Read
Manager .....Harold Mathews
Program Dir.....Hal Fredericks
Sec'y-Treas.....Lester Kabacoff

WJBW—New Orleans—1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Louise C. Carlson
Business-Studio Address.....Cigali Bldg.
News Service .....AP
Representative.....Robert S. Keller
Gen. Mgr.....Louise C. Carlson
Asst. Mgr.....Ed Carlson
Program Dir.....Vern Cook

WJMR—New Orleans—1946

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Operated By...Supreme Bcstg Co., Inc.
Address .....Jung Hotel
Representative .....Burke-Stuart
President .....Chester Owens
V.P., Gen. Mgr.....George A. Mayoral

WMRY—New Orleans—1950

Frequency: 600 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Southland Bcstg. Co.
Address.....2906 Tulane Ave.
Representative .....Gill-Perna, Dixieland
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NARTB
President .....Lester Kamin
Gen. Mgr.....Mort Silverman
Sales Prom., Pub. Dir.....Al Shea
Prog. Dir.....Larry McKinley
Comm. Mgr.....Mike Verges
Chief Engineer.....Samuel Perkins

WNOE—New Orleans—1925

Frequency: 1060 Kc...Power: 50,000 d.; 5000 n.
Owned-Operated By.....James A. Noe
Business-Studio Address.....St. Charles Hotel
Representative .....H-R
Membership ..... NARTB
President.....James A. Noe
Gen. Mgr.....Bill C. Baldwin
Comm. Mgr.....Cleve J. Brien
Program Director.....Larry Monroe
Sales Prom. Mgr., Pub. Dir.....Tom Reed
Chief Engineer.....A. J. Bourgeois

WSMB—New Orleans—1925 ABC

Frequency: 1350 Kc...Power: 5 Kw. d.; 5 Kw. n.
Owned .....WSMB, Inc.
Address.....Maison Blanche Bldg.
Station Rep..... Weed
News Service .....AP
Transcription Service .....World
Membership .....NARTB
President .....Henry G. Plitt
General, Sta. Mgr.....John R. O'Meallie
Commercial Mgr.....D. V. Donegan
Program Director.....Marshall Pearce
Sales Prom. Mgr., Pub. Dir...Louie Grunewald
Chief Engineer.....Harold Nebe

WWEZ—New Orleans—1947

Frequency: 690 Kc.....Power: 5000 Watts
Owned-Operated By.....WWEZ Radio Inc.
Bus.-Studio Address.....614 N. Rampart St.
Representative .....Grant Webb
News Service .....UP
President.....A. L. Chilton
General Manager.....Joe A. Oswald

WWL—New Orleans—1922 CBS

Frequency: 870 Kc.....Power: 50,000 Watts
Owned-Operated By.....Loyola U. of South
Address .....Roosevelt Hotel
News Service.....UP, AP
Transcription Service.....Standard, Thesaurus
Representative .....Katz
Membership .....NARTB
General Manager.....W. H. Summerville
Comm. Manager.....Larry Baird

WTIX—New Orleans—1951

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By...Mid-Continent Bcstg. Corp.
Address.....624 Canal St.
News Service .....UP
Membership .....NARTB

Still 1st, still rocketing

Among New Orleans' 11 radio stations, WTIX (A Storz Station) has been a commanding first for some time now, and maintains or widens its first place audience position. For example, of 220 weekly Hooper quarter hours, 170 belong to WTIX, which also has 40 2nd place quarters, 10 thirds . . . and not a single one lower.

Another look at new data shows WTIX with double the audience of the nearest network competitor. And wait 'til you see the newest Pulse! 'Nuff said. It's Storz Station news, music, ideas at work. Put Adam Young to work, or look up WTIX General Manager Fred Berthelson.

WTIX - New Orleans, La.

"A STORZ STATION"

Station Representative .....Young
President .....Todd Storz
V.P., General Mgr.....Fred Berthelson
Program Director.....Eddie Clark

WTPS—New Orleans—1947

Frequency: 940 Kc.....Power: 1000 d.; 500 n.
Owned-Oper. By.....The Times Picayune
Business Address.....615 Howard Ave.
Transcription Service .....Associated
News Service .....AP
Membership .....NARTB
Representative .....Branham
General Mgr.....H. F. Wehrmann
Prog. Dir.....Carl J. Junker

KREH—Oakdale—1953—KBS

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Louisiana Bcstg. Service
Address.....Ville Platt Hiway
News Service .....UP
Membership .....NARTB
Commercial Mgr.....Mel Bennett

KSLO—Opelousas—1947 ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KSLO Bcstg. Co.
Address .....KSLO Building
Representative.....Sears & Ayer
News Service .....UP
Membership ..... NARTB
General Mgr.....W. Eugene Jones
Comm. Mgr.....A. B. Read, Jr.
Prog. Dir.....W. Allegood
Chief Engineer.....Richard M. Cole

KRUS—Ruston—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Ruston Bcstg. Co.
Address .....105 Railroad
Newspaper Affil. .....Leader
News Service .....UP
President.....C. E. Faulk, Jr.
Station Manager.....Kenneth L. Whitaker
Chief Eng.....A. T. Moore

KANV—Shreveport—1954

Frequency: 1050 Kc.....Power: 250 Watts
Owned.....Northwest La. Bcstg. Corp.
Address.....2730 Talbot St., P. O. Box 3611
Sta. Rep..Dora-Clayton, United Bdcstng., Oakes
President.....T. T. Hailey
Gen., Sta., Comm. Mgr.....Glenn V. Wilson
Prom., Prog., Pub. Dir.....Doris F. Nargassans
Chief Engineer.....Carl F. Goulden

KCIJ—Shreveport—1950

Frequency: 980 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Southland Bcstg. Co.
Address.....205 Milam St.
Representative.....Gill-Perna, Clarke Brown
News Service.....UP, INS
General Mgr.....Mort Silverman
Station Mgr.....Bob Shipley

KENT—Shreveport—1947 MBS

Frequency: 1550 Kc..Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Frank H. Ford
Business-Studio Address.....311 Milam Bldg.
News Service .....AP
Transcription Service .....Standard
Representative ..... Walker
Membership .....NARTB, RAB
Owner Manager.....Frank H. Ford
Gen., Comm. Mgr.....Frank H. Ford, Jr.
Prom., Pub. Dir.....Bill Monroe
Sales Manager.....William F. Ford
Prog. Dir.....Sid Knight
Chief Engineer.....L. J. Carlson

KJOE—Shreveport—1954

Frequency: 1480 Kc.....Power: 1 Kw. d.
Owned .....Audiocasting, Inc.
Address .....400 Sklar Bldg.
News Service .....AP
Transcription .....Lang-Worth
Station Representative .....Forjoe
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Joe Monroe
Station Mgr.....Bobbye Ward
Comm., Prom. Mgr.....Vern Stierman
Program Dir.....Jerry Fullerton

MORE NEWS
MORE FEATURES
MORE REGIONAL COVERAGE

AP

. . . and MORE
RADIO AND
TELEVISION STATIONS
depend on
The Associated Press

KRMD—Shreveport—1928
ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station KRMD
Bus.-Studio Address.....Box 1712
Representative .....Weed
Membership .....NARTB
Station Dir.....W. L. Switzer
Commercial Mgr.....Fred Hosli

KTBS—Shreveport—1922
NBC

Frequency: 710 Kc..Power 10 Kw. d.; 5 Kw. n.
Owned-Oper. By.....KTBS, Inc.
Address .....312 East Kings Hway
News Service .....UP
Representative .....Petry
Pres., Gen. Mgr.....E. Newton Wray
Comm. Mgr.....Podge Reed
Promotion Manager.....Mary Lou O'Brien
Sta. Mgr., Prog. Dir.....Michael Roppolo
Pub. Dir.....Vernon Hyles
Chief Engineer .....C. H. Maddox

KWKH—Shreveport—1925
CBS

Frequency: 1130 Kc.....Power: 50,000 Watts
Owned-Operated By..International Bcstg. Corp.
Bus.-Studio Address.....Commercial Building
Newspaper Affiliation.....Shreveport Times
News Service.....AP, UP
Transcription Service .....Standard
Representative .....Branham
Membership .....NARTB, RAB
President.....William H. Bronson
Exec. V.P., Gen. Mgr.....Henry B. Clay
Comm., Asst. Mgr.....Fred Watkins, Jr.
Prom. Mgr., Pub. Dir.....James T. Briggs
Prog. Director.....Frank Page
Tech. Dir.....W. E. Antony
Chief Engineer.....O. S. Droke

KBSF—Springhill—1954

Frequency: 1460 Kc.....Power: 1000 Watts
Owned.....Springhill Broadcasting Co.
Address .....Box 597
News Service .....UP
Transcription .....Thesaurus
Representative .....Hil F. Best
President .....Roy M. Fish
Gen., Sta. Mgr.....John K. Hill
Comm., Sales Prom. Mgr., Pub. Dir.
Arthur Dickerson
Prog. Dir.....Howard Clark
Chief Engineer.....Robert Wainwright

KSUL—Sulphur—1955

Frequency: 1310 Kc.....Power: 500 W. d.
Owned-Operated By.....Southern Bcstg. Co.
Address .....Box 895
Representative .....Best
Transcriptions .....Standard
Membership .....NARTB
News Service .....UP
General Manager.....Carroll A. Wynn

KTLD—Tallulah—1954

Frequency: 1360 Kc.....Power: 500 Watts
Owned-Operated By.....Griffith Electric Co.
Address ..... Box 1360
News Service.....UP
Transcription .....Thesaurus
Representative.....Hil Best
Membership .....NARTB
President, C. Eng.....Howard E. Griffith
Gen., Sta., Comm. Mgr.....Si Willing
Program Director.....'Nap" Nappier

KTIB—Thibodaux—1953

Frequency: 630 Kc.....Power: 500 Watts
Owner.....Delta Bcstrs., Inc.
Address.....Lafourche Comet Building
News Service .....AP
Representative.....Hil F. Best
Membership .....NARTB, RAB
President.....F. H. Block
General Mgr.....Ray Saadi

KVPI—Ville Platte—1953

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Ville Platte Bcstg. Co.
Address .....Box 566
Membership .....NARTB
News Service .....AP
President.....Lionel B. Deville
General Manager.....Chris Duplechain

KEVL—White Castle—1955

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Big League Bcstg. Co.
Address .....700 Raymond
Bldg., Baton Rouge, La.
Membership .....RAB

KVCL—Winnfield—1955

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Southern Bcstg. Co.
Address .....Box 548
News Service .....UP
Representative .....Hil F. Best
Manager.....William G. Darland, Jr.
Program Dir.....Charles Christie
Chief Eng.....John Burdue

WFAU—Augusta—1946 MBS-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...Twin City Bcstg. Co., Inc.
Address.....160 Bangor St.
Membership .....NARTB
Transcription Service .....Standard
Representative .....O'Connell, Wheeler
President .....Faust Couture
General Manager.....Norman G. Gallant
Comm. Mgr.....Harry Simons
Program Director.....Mona Toothaker
Supervisory Engineer.....Joseph Roy

WRDO—Augusta—1932—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....WRDO, Inc.
Address .....175 Water Street
Representative .....Weed
News Service .....UP
Transcription .....Thesaurus
Membership .....NARTB, RAB
Manager.....Donald K. Powers

WABI—Bangor—1922—ABC

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Oper. By....Community Bcstg. Service
Business-Studio Address.....57 State St.
News Service .....AP
Representative.....Hollingbery, Kettell-Carter
Membership .....NARTB, RAB
General Manager.....Leon Gorman, Jr.
Operations Manager.....Walter Dickson
Program Dir.....John F. MacRae
Nat. Sales Mgr.....William J. Mullen

WGUY—Bangor—1947—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Bangor Bcstg. Corp.
Address.....26 Central St.
News Service .....UP
Rep. .....O'Connell, Wheeler
President.....Sherwood J. Tarlow
Commercial Mgr.....Nicholas A. Bell
Gen., Sta., Comm. Mgr.....K. A. Manley
Sales Prom. Mgr.....Philip Wolley
Program Director.....Robt. G. Shaw
Publicity Dir.....Dorothy Manley
Chief Engineer.....Donald H. Sylvia

WLBZ—Bangor—1926—NBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....Maine Bcstg. Co.
Business-Studio Address.....100 Main St.
Representative .....Weed
Membership .....NARTB, RAB
Ass't Gen. Mgr.....Edward E. Guernsey

WIDE—Biddeford—1948 MBS-YANKEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By ....Biddeford Bdcstg. Corp.
Address ..... 234 Main St.
News Service .....AP
Transcription Service.....World
Representative .....Raymer, Borgatti
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Arthur Deters
Comm. Mgr.....Carl Swanson
Prog. Dir.....Tom Lummis

WCME—Brunswick—1955

Frequency: 900 Kc.....Power: 250 Watts
Owned.....Westminster Broadcasting Co.
Address .....River Road
News Service .....AP
Membership ..... NARTB
Pres., Gen. Mgr.....Robert H. Strawbridge
Comm., Sales Prom. Mgr...Clifford Kemberling
Prog., Pub. Dir.....Glenn H. Hilmer
Chief Engineer.....Melville Whitcomb

WABM—Houlton—1950—MBS YANKEE-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By .....Aroostook Bdcstg. Corp.
Address.....1340 North Rd.
News Service.....UP
Transcription Service .....Thesaurus
Representative .....Webb
President .....Harry E. Umphrey
General Manager .....Harold D. Glidden
Sta. Mgr., Chief Eng.....Stanley Lyons

WCOU—Lewiston—1938 MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Twin City Bcstg. Co., Inc.
Business-Studio Address.....223 Lisbon St.
News Service .....UP
Representative .....O'Connell, Wheeler
President .....Faust Couture
General Comm. Mgr.....John C. Libby
Sls. Prom., Pub. Dir.....Faust Couture
Program Dir.....Annette Howaniec
Chief Engineer.....Carl P. Rounds

WLAM—Lewiston—1947 ABC

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By.Lewiston-Auburn Bcstg. Corp.
Business-Studio Address.....129 Lisbon St.
News Service .....AP
Transcription Service .....Thesaurus
Rep..Everett-McKinney, Kettel-Carter, O'Connell
Membership .....NARTB
Pres., Sta. Mgr.....F. Parker Hoy
General Manager.....Frank S. Hoy
Comm., Sales Prom. Mgr..Romeo E. Sansoucy
Program Director.....Harold W. Dutch

WCSH—Portland—1925 NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By....Maine Radio & TV Co.

Business-Studio Address.....157 High St.
News Service.....UP
Representative .....Weed
Membership .....NARTB, RAB
President.....Adeline B. Rines
General Manager .....William H. Rines
Sta., Comm. Mgr.....Arthur Owens
Pub. Dir., Prom. Mgr.....L. T. Pitman
Prog. Dir.....Raymond Mercier
Chief Engineer.....Charles R. Brown

WGAN—Portland—1938—CBS

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By..Guy Gannett Bcstg. Services
Business-Studio Address.....390 Congress St.,
News Service .....AP, INS
Newspaper Affil.....Gannet Publishing
Representative .....Avery-Knodel, Foster
Membership .....NARTB
President.....Jean Gannett Williams
Vice-Pres., Gen. Mgr.....Creighton E. Gatchell
Sta. Mgr.....Francis H. Farnum, Jr.
Commercial Mgr.....R. W. Jennings
Prog. Dir.....C. R. Sanford
Sales Prom. Mgr., Pub. Dir..Perleston L. Pert, Jr.
Chief Engineer.....Roger W. Hodgkins

WPOR—Portland—1946 ABC-YANKEE-MBS

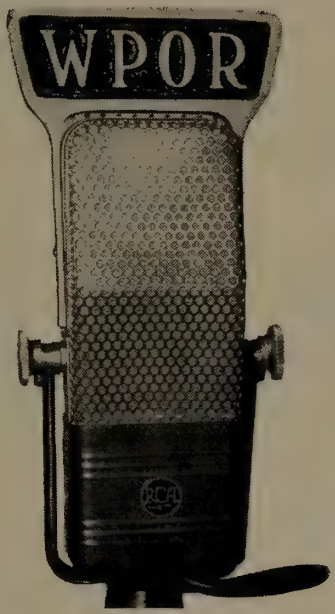
Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Oliver Bcstg. Corp.
Business-Studio Address.....477 Congress St.
News Service .....AP
Rep. .....Kettel-Carter, Hollingbery
Membership .....NARTB
Pres., Sta., Gen. Mgr. .....Harold H. Meyer
Commercial Manager.....William J. Mullen
Program Dir.....Robert O'Wril
Chief Engineer.....Thomas Conneen

WAGM—Presque Isle—1931 MBS-YANKEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Aroostook Bcstg. Corp.
Address.....489 Main St.
News Service.....UP
Representative .....Webb
Transcription Service .....Thesaurus
President .....Harry Umphrey
Pres., Gen. Mgr.....Harold D. Glidden
Sta. Dir.....Richard B. Marshall
Comm. Mgr.....Forrest J. Craig
Chief Engineer.....Elmer Snow

WRKD—Rockland—1952 ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Knox Bcstg. Co.
Address.....493 Main St.
News Service .....UP
Transcription Service .....Standard
Representative .....Kettell-Carter, Holman
President.....Roland G. Ware
Station Manager.....Paul R. Huber
Commercial Mgr.....Vere B. Crockett
Chief Engineer.....Alfred M. Thurlow, Jr.



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WPOR is not Portland's only station . . . but

It's the *only* station in Portland where radio is not a secondary operation.

It's the *only* station in Portland that features Music, News and Sports.

It's the *only* station in Portland that raked up 15 quarter hour firsts out of 24 tested in a recent Survey. It's the *only* station in Portland that doesn't claim or charge you for questionable coverage outside the greater Portland market —

And it's the *only* station in Portland that can truthfully say,

Portland's Favorite Station — Ask Anyone!

Represented by
George P. Hollingbery Boston — Kettell-Carter

AMERICAN • MUTUAL • YANKEE • DOWNEAST

WRUM—Rumford—1953
KBS

Frequency: 790 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Rumford Bcstg. Co.
Address.....89 Congress St.
News Service .....AP
Trans. Service.....World, SESAC
Representative.....O'Connell
Membership .....NARTB
President.....Melvin L. Stone
Gen. Sta. Mgr., Prog. Dir.....Ken J. Ellis
Commercial Mgr.....G. B. Cunningham
Chief Engineer.....E. J. Tremblay

WKTQ—South Paris—1955

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Oxford Bcstg. Co.
Address .....Alpine St.
News Service .....AP
Transcription .....Thesaurus
Pres., Comm. Mgr.....Gerald T. Higgins
Station Mgr.....Eldon H. Shute, Jr.
Program Dir.....Dick Dean
Chief Eng.....Donald Winslow

WGHM—Waterville—1956

Frequency: 1150 Kc....Power: 1000 Watts d.
Owned.....Pineland Broadcasting Co.
Address .....89 Congress St., Rumford
News Service .....AP
Transcription Service .....World
Representaitve ..O'Connell, Holman, Wheeler
President .....Melvin L. Stone
Gen. Mgr.....Harold A. Andrews
Comm. Mgr.....Donald L. Brough
Sales Prom. Mgr.....Harry K. Huestis
Program Director.....Ray Maxwell
Publicity Director.....Jack Dalton
Chief Engineer.....Edward J. Tremblay

WTVL—Waterville—1946
ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Kennebec Bcstg. Co.
Business-Studio Address.....36 Silver St.
News Service .....UP
Transcription Service .....Standard
Representative.....Hollingbery, Kettell-Carter
Membership .....NARTB, RAB
Pres., Gen.-Station Mgr.....Carleton D. Brown
Comm., Sls., Prom. Mgr.....Harold L. Vique
Program Director.....Fred Preble
Pub. Dir.....Ken Chase
Chief Engineer.....Don Sutherland

Maryland

Pop. March 1 (Est.) 2,869,000—Families 792,000
Radio Homes 748,000—TV Homes 677,000—Stations in State 30

WANN—Annapolis—1947

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By...Annapolis Bcstg. Corp.
Business-Studio Address.....Box 749
News Service .....UP
Membership .....NARTB
Representative .....Dora-Clayton
Gen., Sta., Comm. Mgr.....Morris H. Blum
Chief Engineer.....M. W. Pittman

WASL—Annapolis—1946

Frequency: 810 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Chesapeake Radio Corp.
Business Address.....P. O. Box 1551
News Service .....AP
Transcription Service .....Thesaurus
Pres., Gen. Mgr.....Robert L. Blalock
Sta. Mgr.....Muriel Blalock
Comm. Mgr.....Joseph Griscom
Sales Prom. Mgr.....Robert L. Todd
Prog. Dir.....Joseph Raymond
Pub. Dir.....Melville Ruick
Chief Engineer.....Joel J. Lehman

WNAV—Annapolis—1949

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Capitol Bdcstg. Co.
Address .....Box 829
News Service .....AP
Transcription Service.....Thesaurus, World
Representative .....Forjoe
President .....Albert H. MacCarthy
Sta., Com., Sls. Prom. Mgr..M. A. Campbell, Jr.
Program Director.....Betty Straubel
Chief Engineer.....Alan B. Laffler

WBAL—Baltimore—1925
NBC

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned.....Hearst Corp. (Radio & TV. Div.)
Address .....2610 North Charles St.
Transcription Service.....Thesaurus, SESAC
News Service .....AP, INS, UP
Representative .....Christal
V.P., & Gen. Mgr.....D. L. Provost
V.P., (Engineering) .....John Wilner
V.P., & Sta. Mgr.....Leslie H. Peard, Jr.
Program Manager.....H. E. Williams
Pub. Dir.....W. W. Matthews
Business Mgr.....W. C. Bareham

WBMD—Baltimore—1947

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Key Bcstg. Corp.
Business-Studio Address.....879 Park Ave.
News Service .....UP
Representative .....Charles Bernard
Membership .....NARTB
President.....George E. Hull
Gen., Sta., Comm. Mgr.....H. Shelton Earp, Jr.

Program Dir.....Thomas H. O'Connor
Chief Engineer.....Leo W. Karns

WCAO—Baltimore—1922

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Plough Bcstg. Co., Inc.
Business-Studio Address..1102 N. Charles St.
News Service .....AP
Representative .....Radio-TV Reps.
General Mgr.....Harold Burke
Comm. Mgr.....Edward L. Anzmann, Jr.
Program Dir.....Dick Covington

WCBM—Baltimore—1924
CBS

Frequency: 680 Kc...Power: 10,000 d.; 5000 n.
Owned-Oper. By.....Baltimore Bcstg. Corp.
Bus.-Studio Address....Harford & North Aves.
Representative ..... Bolling
Membership .....NARTB
President .....John Elmer
Exec. V.P., Gen. Mgr.....G. H. Roeder
Sales Director.....John K. Healy
Asst. Mgr., Prog. Dir.....Charles A. Roeder

WFBR—Baltimore—1922
ABC

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By...The Baltimore Radio Show
Address .....10 E. No. Ave.
News Service .....AP, UP
Representative .....John Blair & Co.
Membership .....RAB, NARTB
President .....Robert S. Maslin
V.P. & Gen. Mgr.....Robert B. Jones, Jr.
Sta., Prom., Pub. Mgr....Mrs. Jean Mowbray
Comm., Ass't. Gen. Mgr.....Dudley Tichenor
Program Dir.....Bert Hanauer
Chief Engineer.....William R. Hoos

WITH—Baltimore—1941

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Maryland Bcstg. Corp.
Business-Studio Address....7 E. Lexington St.
News Service .....AP
Transcription Service .....Standard
Representative.....Forjoe, Select Sta. Reps.
Membership ..... RAB
Pres., Gen. Mgr.....Thomas G. Tinsley, Jr.
V.P.....Robert C. Embry
Program Director.....Anna Ray Suter
Gen. Sls. Mgr.....G. S. Shaffer

WSID—Baltimore—1947

Frequency: 1010 Kc.....Power: 1000 Watts, d.
Owned-Operated By.....United Bcstg. Co.
Business-Studio Address....912 N. Charles St.
News Service .....INS, UP
Representative....UBC, Oakes, Dora-Clayton
President .....Richard Eaton
General Manager.....Marvin Mirvis

WWIN—Baltimore—1951

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Belvedere Bcstg. Co.
Address.....1119 N. Charles St.
News Service.....UP
Representative .....Meeker
Pres., Gen. Mgr.....Thomas F. McNulty
Sls., Prom. Mgr.....A. B. Hartman
Prog. Dir.....Jack Dawson
Ch. Eng., Prog. Dir.....Clifford Inman

WUST—Bethesda—1951

(SEE WASHINGTON, D. C.)

WCEM—Cambridge—1947
KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....The Shore Bcstg Co.
Address.....Queen Anne Ave.
News Service .....AP
Transcription .....SESAC
Membership .....NARTB
Pres., Gen. Mgr.....G. P. Richards
Sta., Commercial Mgr.....Sam Cannon, Jr.
Prog. Dir.....Bette B. Robbins

WCUM—Cumberland—1948
CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....The Tower Realty Co.
Address .....Box 360
News Service .....AP
Representative .....Thomas F. Clark
Membership .....RAB
President.....Karl F. Steinmann
Gen. Mgr.....Eldred Steinmann
Comm. Mgr.....Roy S. Knotts
Prog. Dir.....James Webster

WTBO—Cumberland—1928
NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Cumberland Valley Bcstg. Co.
Address .....Byrd Ave.
News Service.....AP
Transcription Service .....Thesaurus
Representative .....Branham
Membership ..... NARTB
Pres., Gen., Sta. Mgr.....A. William German
Sls. Prom. Mgr., Pub. Dir...Virginia Rosenbaum
Comm. Mgr.....Floyd V. Cozad
Prog. Dir.....Chad Riley
Chief Engineer.....R. Wirgman

WAYE—Dundalk—1955

Frequency: 860 Kc.....Power: 500 W. d.
Owned-Operated By.....Erway Bcstg. Co.

Address.....Dunkirk Bldg., Balto.
Representative .....Best
News Service.....UP
President, Gen. Mgr.....Guy S. Erway
Commercial Mgr.....Frieda Boessel

WEBB—Dundalk—1955

Frequency: 1360 Kc.....Power 5000 W. d.
Owned-Operated By.....1360 Bdcstg Co., Inc.
Address .....Box 6222, Baltimore
Representative .....Gill-Perna
News Service .....AP
Membership .....NARTB
President .....Leon B. Back
Gen., Comm., Sales Prom. Mgr...B. A. Stecher
Sta Mgr., Pub. Dir.....Norman H. Baum
Prog. Dir.....Wiley E. Daniels
Chief Engineer .....Leroy Reckling

WFMD—Frederick—1936 CBS

Frequency: 930 Kc. .....Power: 1000 Watts
Owned-Operated By.....Monocacy Bcstg. Co.
Address.....1 West Seventh St.
News Service .....AP
Station Representative .....Gill-Perna
Membership ..... RAB
President .....Laurence Leonard
Sta., Comm. Mgr.....Roger A. Beane
Program Director.....Eve Leonard
Pub. Dir.....Ted Work, III
Chief Engineer.....Howard Fisher

WARK—Hagerstown—1947 CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By ....United Bcstg. Co., Inc.
Address .....128 S. Prospect St.
News Service .....UP
Station Rep.....United Bcstg.
President .....Richard Eaton
General Manager .....Samuel E. Phillips, Jr.
Sales Prom. Mgr.....Lyn Keller
Prog. Dir.....Richard Collyer
Chief Engineer.....G. Harold Brewer

WJEJ—Hagerstown—1932 MBS-ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Hagerstown Bcstg. Co., Inc.
Business-Studio Address .....Franklin Court
News Service .....AP
Transcription .....Thesaurus
Representative ..... Burn-Smith
Membership .....NARTB
Pres., Gen. Mgr. .....Grover C. Crilley
Sta., Comm., Sls., Prom. Mgr..W. H. Paulsgrove
Pub., Pgm., Dir.....Robert Lesher
Chief Engineer.....George McIntire

WASA—Havre De Grace 1948

Frequency: 1330 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Chesapeake Bcstg. Corp.
Address .....P. O. Box 97
News Service .....AP
Transcription Service .....Standard
Membership ..... NARTB
President, General-Station Mgr...Jason T. Pate
Comm.-Sales Prom. Mgr.....Charles W. Irwin
Chief Engineer.....Gerald D. Johnson

WKIK—Leonardtown—1953

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Southern Md. Bcstrs. Inc.
Address .....Leonardtown
News Service .....UP
President.....J. L. Bittner
Comm., Sls. Prom. Mgr.....W. C. Redd

WPTX—Lexington Park 1953—KBS

Frequency: 920 Kc.....Power: 500 Watts
Owned.....Patuxent Radio Inc.
Address .....Daugherty Bldg.
Newspaper Affil.....Clearfield 'Progress'
News Service .....AP
President.....W. J. Thomas
Sttaion Manager.....Sam Stonebraker

WPGC—Morningside—1954

Frequency: 1580 Kc.....Power: 1000 Watts d.
Owner .....WPGC Inc.
Address.4421 Southern Ave., S.E., Wash., D. C.
News Service .....AP
President .....M. Richmond
Manager.....Melvin Gene Winters
Prog. Dir.....John Marquette

WDVM—Pocomoke City—1955

Frequency: 540 Kc.....Power: 500 W. d.
Owned-Operated By..Eastern Shore Bcstg. Co.
Address.....Box 210
Representative .....Rollins
Transcription Service .....World
News Service .....AP
Owner.....G. Russell Chambers
Manager.....David Welbourne, Jr.
Prog. Dir.....Phillip Goethals
Chief Engineer.....Claude Jones

WINX—Rockville—1951

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Montgomery Cty. Bcstg. Co.
Address.....2900 Tilden St.
News Service .....UP
Representative .....Whittig, Thomas
Membership ..... NARTB
President.....Richard Eaton
Gen., Sta. Mgr.....Pierre Eaton
Comm., Sales Mgr.....Peter Giordano

Program Dir.....Richard Denham
Publicity Dir.....John Robbins
Chief Engineer.....Arthur A. Snowberger

WBOC—Salisbury—1940 MBS

Frequency: 960 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By....The Peninsula Bcstg. Co.
Bus.-Studio Address.....Radio TV Park
News Service .....AP
Representative .....Burn-Smith
President.....John W. Downing
Gen., Sta., Comm. Mgr. .....Charles J. Truitt
Program Director.....John W. Downing, Jr.
Chief Engineer.....Jack W. Ward

WGAY—Silver Spring—1946

Frequency: 1050 Kc. ...Power: 1000 Watts d.
Owned-Oper. By....Tri-Suburban Bcstg. Corp.
Business Address.....11306 Kemp Mill Rd.
News Service .....AP
Representative ..... Walker
Membership .....NARTB, RAB
President.....John W. Kluge
Gen.-Sta. Mgr.....Joseph L. Brechner
Comm., Sls., Prom. Mgr.....Stuart J. Hepburn
Program Dir.....Chuck Dulane
Publicity Dir.....Val Thomas
Chief Engineer.....Arthur McDougall

WTOW—Towson—1954

Frequency: 1570 Kc.....Power: 1000 Watts
Owned-Oper. By.....WTOW, Inc.
Address.....26 West Pennsylvania Ave.
News Service .....AP
Representative.....Breen & Ward
Pres., Gen. Mgr.....John S. Booth
Sta., Comm. Mgr.....Edward Hearn
Sales Prom. Mgr.....Glenn Brillhart
Program Director.....Edwin Bakey
Publicity Director.....John Steel
Chief Engineer.....C. Buffington

WTTR—Westminster—1953

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Carroll County Bcstg. Corp.
Address .....Uniontown Road
News Service .....UP
Transcription .....Theraususs
V.P., Gen., Comm. Mgr.....Russell H. Morgan

WDON—Wheaton—1953

Frequency: 1540 Kc.....Power: 250 Watts
Owned.....Commercial Radio Equip. Co.
Address...1319 F St. N.W., Washington, D. C.
Gen. Mgr.....Everett L. Dillard
Commercial Mgr.....James A. Gustafson
Operations Mgr.....Fred Drake

WBOC

NOW 5,000 WATTS

TWICE AS MANY PEOPLE NOW ENJOY ONE OF AMERICA'S FINER STATIONS

An Audience Loyal to the Station and Its Advertisers

With its 16 years' experience, know-how, and resources WBOC daily brings the best in radio to Del-Mar-Va.

WEEKDAYS: 5:45 AM to 12:05 AM; Sundays: 8 AM to 12:05 AM

$681,383,000 RETAIL SALES

And WBOC is the DOMINANT advertising medium in this market . . . Used by 58% more advertisers day by day than any other medium (except WBOC-TV)

Contact Burn-Smith Co., Inc., or

Now 172,392 Radio Homes **WBOC** Radio-TV Park Salisbury, Md.

John W. Downing, President

Charles J. Truitt, Gen. Mgr.

Massachusetts

Pop. March 1 (Est.) 4,841,000—Families 1,449,000
Radio Homes 1,420,000—TV Homes 1,298,000—Stations in State 56

WCAT—Athol—1956

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....James W. Miller
Address.....First National Bank Bldg.
News Service .....UP
Representative .....Nona Kirby
President.....James W. Miller
V.P., Gen. Mgr.....Robert F. Nims
Program Dir.....Brad Drawbridge

WARA—Attleboro—1950

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....Attleboro Radio Assn.
Address.....8 N. Main St.
Representative .....Walker
Station Manager.....Keith S. Field
Advertising Mgr.....William A. Dawson, Jr.
Program Mgr.....David P. Mohr

WBMS—Boston—1946

Frequency: 1090 Kc....Power: 1000 Watts d.
Owned-Oper. By.....WBMS, Inc.
Business-Studio Add.....Hotel Somerset
News Service .....UP
Representative .....Indie Sales
President.....Jack Berkman
V.P., Gen. Mgr.....Norman B. Furman
Promotion Mgr.....Harry Foster

WBZ-WBZA
(Synchronous Operation)
Boston-Springfield—1921

Frequency: 1030 Kc.....Power: WBZ, 50,000 Watts; WBZA, 1000 Watts
Owned.....Westinghouse Bcstg. Co. Inc.
Business-Studio Add...1170 Soldiers Field Rd.
News Service.....AP, UP
Membership .....NARTB, RAB
Representative ....Peters, Griffin, Woodward
President.....D. H. McGannon
Station Manager.....P. E. Mills
Sales Mgr.....William J. Williamson
Prom. Mgr.....Roy M. Schwartz
Program Manager.....Grady Edney
Publicity Dir.....Robert Messinger
Chief Engineer.....W. H. Hauser

WCOP—Boston—1935

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By.....Plough Bdscg. Corp.
Bus.-Studio Address.....234 Clarendon St.
News Service .....AP, UP
Transcription Service .....World
Representative .....Radio-TV Reps.
President .....Harold Krelstein
Gen., Sta. Mgr.....Roy V. Whisnand
Commercial Mgr.....P. T. McGovern
Prog. Dir.....Irvin Dierdorff
Chief Engineer.....Roland C. Hale

WEEI—Boston—1924
CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Oper. By .....CBS
Business-Studio Address.....182 Tremont St.
News Service .....AP, UP
Membership .....NARTB, RAB
Representative.....CBS Radio Spot Sales
President .....Arthur Hull Hayes
Gen. Mgr.....Thomas Y. Gorman
Sales Mgr.....Robert Sinnett
Sales Prom. Mgr.....J. Cullinane
Program Director.....K. R. Ovenden
Publicity Director.....Marie H. Houlahan
Chief Engineer.....Warren J. Stevens

WHDH—Boston—1926

Frequency: 850 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WHDH, Inc.
Bus-Studio Address.....6 St. James Ave.
Newspaper Affil.....Herald-Traveler
Representative .....John Blair
News Service .....AP
Transcription Service .....BMI
Membership .....NARTB, RAB
President.....Robert B. Choate
V.P., Managing Dir.....William B. McGrath
Commercial Manager....Alexander M. Tanger
Program Mgr.....John M. Day
Sales Prom. Mgr.....William E. Shea
Chief Engineer.....Philip K. Baldwin

WMEX—Boston—1934

Frequency: 1510 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Northern Corp.
Business-Studio Address....70 Brookline Ave.
News Service .....INS
Transcription Service .....SESAC
Pres., Gen. Mgr.....W. S. Pote
Comm. Mgr.....George Lasker
Sales Promotion Manager.....Marie Mason
Prog., Pub. Dir.....George Kaplan
Chief Engineer.....William Ferruzzi

WNAC—Boston—1922
MBS-YANKEE-NBC

Frequency: 680 Kc.....Power: 50 Kw.
Owned...Yankee Div., RKO Teleradio Pictures
Bus.-Studio Address.....21 Brookline Ave.
News Service.....INS, UP
Representative .....H-R Reps.
Membership .....NARTB, RAB
President .....Tom O'Neil
Exec. V.P., Gen. Mgr.....Norman Knight
Vice President.....George Steffy
Comm. Mgr.....Tom Bateson
Sales Prom. Mgr.....George Hallberg
Program Director.....John D. Maloy
Publicity Director.....Phyllis Doherty
Chief Engineer.....I. B. Robinson

WORL—Boston—1950

Frequency: 950 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Pilgrim Bcstg. Co.
Address.....705 Beacon Street
Representative.....Headley Reed Co.
News Service .....AP
Membership ..... NARTB

President.....Joseph A. Dunn
Gen., Sta., Comm. Mgr.....Arthur E. Haley
Program Dir.....Stan Richards
Pub. Dir.....Polly Haddad
Chief Engineer.....John Parker

WVDA—Boston—1953—ABC

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By.....Vic Diehm Assoc. Inc.
Address .....Bradford Hotel
News Service .....AP
Representative .....Raymer
Membership .....NARTB, RAB
President .....Vic Diehm
Sta. Mgr.....Len Hornsby
Comm. Mgr.....Yale Lasker
Prog. Dir.....Jim Pansullo
Sales Prom. Mgr., Pub. Dir...Elaine McDonnell
Continuity Dir.....Arthur Lypscon
Chief Engineer.....George Jowdy

WBOS—Boston—1948

Frequency: 1600 Kc.....Power: 5000 Watts
Owned-Oper. By...Champion Bcstg. Sys., Inc.
Address.....790 Commonwealth Ave.
Representative.....Wm. G. Rambeau Co.
News Service .....UP
Gen. Mgr.....Ralph Weinman

WBET—Brockton—1946

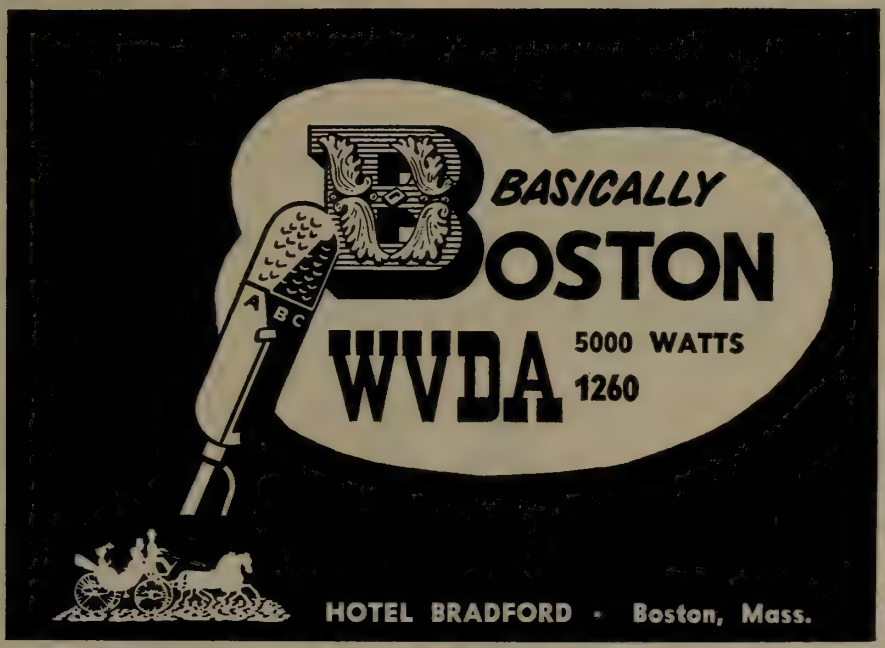
Frequency: 1460 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Enterprise Publishing Co.
Business-Studio Address.....60 Main St.
Newspaper Affil.....Enterprise Pub. Co.
News Service .....AP
Membership .....NARTB, RAB
Representative .....Walker
General Manager.....Charles A. Fuller
Commercial Mgr.....Earle G. Clement
Program Manager.....Arthur B. Jones
Chief Eng.....Charles O. Nowell

WTAO—Cambridge—1948

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Middlesex Bcstg. Corp.
Address.....439 Concord Ave.
News Service .....UP
Representative .....O'Connell
President.....Frank J. Lyman, Jr.
General Manager.....Wallace Dunlap
Comm. Mgr.....Perry J. Brown
Sls. Promotion Mgr.....Bob Allen
Publicity Dir.....Ken Wayne
Program Director.....Edward Pennev, Jr.
Chief. Eng.....John Ackles

WACE—Chicopee-Springfield 1946

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Regional Bcstg. Co.
Business Address.....326 Chicopee St.
News Service .....INS



Member of the "VIC" DIEHM RADIO GROUP
(The Best of Buys In Radio Represented by Paul H. Raymer Company)

WHOL • WAZL • WHLM • WIDE • WVDA
Allentown, Pa. Hazleton, Pa. NBC-MBS Bloomsburg, Pa. Biddeford-Saco, Me. MBS-Yankee Boston, Mass. ABC

Transcription .....Thesaurus
Representative .....Bolling
Membership .....NARTB, RAB
President.....John S. Begley
Gen. Mgr.....Ralph J. Robinson
Prog. Dir..... .....Sy Levy
Chief Engineer.....H. R. Glinka

WJKO—East Longmeadow 1949

Frequency: 1600 Kc.....Power: 5000 Watts d.
Owned-Oper. By .....Springfield Bdcstg. Co.
Address.....P. O. Box 898, Springfield
News Service .....UP
Tran. ....RCA, CBS, Columbia, Decca, London
Fepresentative.....Gill-Perna, Nona Kirby
Comm. Mgr.....E. G. Hewinson, Sr.
Gen. Mgr., Chief Eng.....Chris M. Manitsas

WALE—Fall River—1948 MBS-YANKEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Narragansett Bcstg. Co.
Address.....374 Central St.
News Service .....UP
Representative .....O'Connell, Wheeler
Membership .....NARTB
Manager.....George L. Sisson, Jr.
Commercial Mgr.....Markey Gosciminski
Business.....Madeleine Hamell
Traffic .....Ann Kenney

WSAR—Fall River—1921 ABC

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Oper. By.....Fall River Bcstg. Co., Inc.
Bus.-Studio Address..Walker St., So. Somerset
Newspaper Affilitaion.....Herald News, Inc.
News Service .....UP
Representative...Headley-Reed, Kettell-Carter
President.....Frank W. Miller, Jr.
Gen. Mgr., Treas.....Lincoln W. N. Pratt
Commercial Manager.....Cornelius Sullivan
Program Director.....Joseph Welch
Chief Engineer.....Arnold Molloy

WEIM—Fitchburg—1941 MBS-YANKEE

Frequency: 1280 Kc..Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....WEIM, Fitchburg, Inc.
Business-Studio Address.....717 Main St.
News Service .....UP
Membership .....NARTB, RAB
Representative .....Walker, Kettell-Carter
Transcription .....World
President.....Henry G. Molina, Jr.
General Mgr.....James W. Chalmers
Chief Engineer.....Ted Kalin

WFGM—Fitchburg—1950

Frequency: 1580 Kc.....Power: 1000 Watts
Owned-Oper. By..... Wachusett Bcstg. Corp.
Address .....455 Main Street
News Service .....Walker

MORE NEWS
MORE FEATURES
MORE REGIONAL COVERAGE
AP
... and MORE RADIO AND TELEVISION STATIONS
depend on
THE ASSOCIATED PRESS

Membership .....NARTB
President.....David M. Myers
Gen., Sta. Mgr.....Ruane B. Hill
Commercial Mgr.....Richard Ziegler
Sales Prom. Mgr.....John Emanuelson
Program Director.....Tal Hood
Publicity Director.....Kirk Anderson
Chief Engineer.....Donald L. Coleman, Jr.

WKOX—Framingham—1947

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WKOX, Inc.
Bus.-Studio Address.....Mt. Wayte Ave.
Representative.....Kettell-Carter, Grant Webb
News Service .....UP
Membership .....NARTB
Station Manager.....Richard E. Adams
Commercial Manager.....Lewis F. Sargent
Program Dir.....John Gentri

WGAW—Gardner—1946—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Gardner Bcstg. Co.
Business Number.....3 Pleasant St.
News Service .....UP
Representative .....Nona Kirby, Webb
Pres. & Treas.....Emilien R. Robillard
V.P., Gen. Mgr.....William C. Engel
Commercial Mgr.....Robert McDonald
Program Director.....William Kennedy
Chief Engineer.....Gordon Wiley

WSBS—Great Barrington—1956

Frequency: 860 Kc.....Power: 250 Watts
Owned-Oper. By...Berkshire Bcstg. Co., Inc.
Address .....Stockbridge Road
News Service .....UP
Pres., Gen., Comm. Mgr.....John T. Parsons
Sales Prom. Mgr.....Edward Comstock
Program Director.....Alan D. Vaber
Publicity Director.....Norman Hamm

WHAI—Greenfield—1938 MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Haigis Bdcstg. Corp.
Business-Studio Address.....486 Main St.
News Service .....AP
Transcription .....SESAC
Representative .....Walker
Membership .....RAB, NARTB
Pres., Gen., Sta. Mgr.....John W. Haigis, Jr.
Commercial Mgr.....Harry J. Frank
Pub. Dir.....June Greene
Program Director.....Ira I. Hewey
Chief Engineer.....Leland F. Wheeler

WHAV—Haverhill—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....WHAV, Inc.
Business-Studio Address.....30 How St.
News Service .....UP
Representative....Nona Kirby Co., Stars Nat'l
Treasurer.....E. I. Cetlin
General Manager.....Robert I. Kimel
Program Director.....James Simmons
Chief Engineer.....David Cate

WHYN—Holyoke-Springfield 1941—CBS

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Oper. By...Hampden—Hamshire Corp.
Address.....1300 Liberty St., Springfield
Representative.....Branham, Weed
Membership .....NARTB
Gen. Mgr. .....Charles N. DeRose
Business Manager.....Patrick J. Montague

WREB—Holyoke-Springfield 1948

Frequency: 930 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Valley Bcstg. Corp.
Address .....Holyoke Nat. Bank Bldg.
Trans. Ser.....SESAC, Lang-Worth
News Service .....AP
Membership .....NARTB, RAB
Representative....Kirby, WREB Radio Sales
Sta. Mgr.....John H. Vondell, Jr.
Prog. Dir.....William D. Trumbull
Sales Mgr.....Robert H. Berger
Chief Engineer.....Frank T. Cook

WCCM—Lawrence—1947

Frequency: 800 Kc. ...Power: 1000 Watts d.
Owned-Oper. By .....Lawrence Bdcstg. Co.
Address.....9 Valley Street
News Service .....UP
Pres., Gen. Mgr.....Geo. H. Jaspert
Comm. Mgr., Prom. Mgr...Daniel Ruggles, III
Prog., Pub. Dir.....Forrest N. Morgan, Jr.
Chief Eng.....Norman Round

WCAP—Lowell—1951

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Northeast Radio Inc.
Address.....243 Central St.
News Service .....UP
Representative .....Kettell-Carter, Webb
President .....Israel Cohen
Gen. Mgr.....William J. Warren

WLLH—Lowell-Lawrence 1934—MBS-YANKEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....Merrimac Bdcstg. Co.
Address.....39 Kearney Sq., Lowell
News Service .....UP
Representative .....Nona Kirby
President .....Gerald Harrison
Gen. Mgr.....A. N. Armstrong, Jr.
Program Director.....Tom Clayton
Chief Engineer .....Anthony G. Michaels

WLYN—Lynn—1946

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Puritan Bcst. Service, Inc.
Business-Studio Address.....7 Willow St.
News Service .....UP
Station Representative .....Walker
President.....Theodore Feinstein
General Manager.....Melvin Lahr

WHIL—Medford—1952

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Conant Bcstg. Co.
Address.....99 Revere Beach Pkwy.
News Service .....UP
Rep.....Nona Kirby, Broadcast Time Sales
Pres., Gen., Sta. Mgr.....Sherwood J. Tarlow
Commercial Mgr.....Joseph Kruger
Prog. Director.....Bob Walsh
Sales Prom. Mgr.....E. O'Donnell
Pub. Dir.....Jim Aylward
Chief Engineer.....Sal Fulchino

WBSM—New Bedford—1949

Frequency: 1420 Kc.....Power: 1000 Watts
Owned.....Bay State Broadcasting Co.
Address .....Pope's Island
News Service .....UP
Representative .....Bolling Co.
Membership ..... NARTB
President .....Joseph P. Duchaine
Gen. Mgr.....Otto F. A. Arnold
Comm. Mgr.....Richard G. Evans
Prog. Dir.....Hal Peterson
Continuity Director.....Henry S. Galus

WNBH—New Bedford—1921
MBS-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By .....E. Anthony & Sons, Inc.
Business-Studio Address.....432 County St.
News Service .....AP
Newspaper Affiliation .....Standard-Times
Representative .....Walker Co.
Manager.....Henry N. Solomon

WMNB—North Adams—1947

Frequency: 1230 Kc. .....Power: 250 Watts
Owned-Oper. By..Northern Berkshire Bcstg. Co.
Bus.-Studio-Transmitter Address...466 Curran
News Service .....AP
Transcription Service.....Thesaurus
Representative .....McGillvra, Kirby
Membership .....NARTB
Pres., Gen., Comm. Mgr., Chief Eng.
J. Gordon Keyworth
Prog. Dir.....Roy M. Anderson

WHMP—Northampton—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Pioneer Valley Bcstg. Co.
Address.....78 Main St.
News Service.....UP
Representative.....Nona Kirby, Webb
Membership .....NARTB
President.....John H. Williams
Gen., Sta., Comm. Mgr....Alexander W. Milne

WBEC—Pittsfield—1947—ABC

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Oper. By....Western Mass. Bcstg. Co.
Business-Studio Address.....33 Eagle St.
Newspaper Affiliation.....Evening Eagle
News Service .....AP
Transcription Service .....World
Membership .....NARTB
Rep. .....Everett-McKinney, Kettell-Carter
President .....L. K. Miller
Gen., Sta. Mgr.....W. Wendell Budrow
Comm., Sls. Prom. Mgr.....Edward Johnson
Prog., Pub. Dir.....Paul Edwards
Chief Engineer.....Walton Ayer

WBRK—Pittsfield—1938
MBS-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Greylock Bcstg. Co.
Business-Studio Address.....8 Bank Row
News Service .....UP
Representative ..... Walker
Membership .....NARTB
President .....Leon Podolsky
Gen., Sta. Mgr.....Walter Kearsey
Comm., Prom. Mgr.....Martin Schechter
Program Dir.....Richard Bolender
Publicity Dir.....Robert Burbank
Chief Engineer.....Leonard Lavendol

WPLM—Plymouth—1955

Frequency: 1390 Kc.....Power: 500 Watts
Owned-Oper. By...Plymouth Rock Bdcstg. Co.
Address..... 294 Court St.
News Service .....UP
Representative .....Walker
Pres., Gen. Mgr.....Jack Campbell

WJDA—Quincy—1947

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By...South Shore Bcstg. Co., Inc.
Business-Studio Address.....Box 373
News Service .....UP
Representative .....Kirby
Membership ..... NARTB
Pres., Gen., Sta. Mgr.....James D. Asher
Prog. Dir.....H. Winslow Bettinson
Comm., Sales Prom. Mgr.....K. P. Fallon, Jr.
Chief Engineer.....Arthur F. Lane

WESX—Salem—1939

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....North Shore Bcstg. Corp.
News Service .....UP
Transcription Service .....World
Station Rep.....Nona Kirby
Gen. Mgr.....James D. Asher
Commercial Mgr.....Charles Asher
Sta. Mgr.....William C. Asher

WESO—Southbridge—1955

Frequency: 970 Kc.....Power: 500 Watts
Owned.....WESO Broadcasting Corp.
Address.....291 Main Street
News Service .....UP
Representative ..... Walker
Membership .....NARTB, RAB
President.....Joseph L. Rosenmiller
Vice-president.....Peter A. Bordes
Gen., Sta. Mgr.....Joseph C. Amaturo
Comm. Mgr.....William Richard
Prog. Director.....Robert Binet
Chief Engineer.....Sumner Weisman

WBZA-WBZ
(Synchronous Operation)
Springfield-Boston—1921
NBC

(See Boston Listing)

WHYN—Springfield—1941
CBS

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Oper. By..Hampden-Hampshire Corp.
Address.....1300 Liberty St.
Representative .....Branham, Weed
Membership .....NARTB
General Mgr.....Charles N. DeRose
Business Mgr.....Patrick J. Montague

WMAS—Springfield—1932
MBS-YANKEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WMAS, Inc.
Business-Studio Address.....101 West St.
News Service .....UP
Representative .....H-R Reps., R. C. Foster
Membership .....NARTB
President .....Gerald Harrison
Station Manager.....Robert Donahue
Comm. Mgr.....Zack Land
Prog. Dir.....Roland Dumas
Chief Eng.....John Michnovez

WTXL—Springfield—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Telecolor Corp.
Address.....34 Sylvan St.
News Service .....UP
Transcription Service .....World
Representative .....Walker
Membership .....NARTB, RAB
Pres., Gen. Mgr.....L. A. Reilly
Commercial Manager ....Holland D. Cameron
Station Mgr., Chief Engineer.....J. L. Spates

WSPR—Springfield—1936
ABC

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Operated By.....WSPR, Inc.
Business Address.....63 Chestnut St.
News Service .....UP
Representative.... Hollingbery, Kettell-Carter
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Alan C. Tindal
Commercial Manager.....John J. Sullivan
Sales Prom. Mgr., Prog., Pub. Dir..Paul Monson
Chief Engineer.....Valentino Partyka

WPEP—Taunton—1949

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Silver City Bcstg. Corp.
Address .....174 Broadway
News Service .....UP
Representative .....Walker Co.
Membership ..... NARTB
Pres., Gen. Mgr.....J. Marshall McGregor
Sta. Mgr., Prog. Dir.....Joseph G. Quill
Comm. Mgr.....Earle Blackwell
Production Dir.....Charles S. Williams
Chief Engineer..... Lawrence Prado

WARE—Ware—1948
YANKEE-MBS

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Central Bcstg. Corp.
Business-Studio Address.....East St.
News Service .....AP
Rep.....Grant Webb, Nona Kirby
President.....H. Scott Killgore
Gen., Sta. Mgr.....William R. Sweeney
Program Dir.....Seth Larrabee

WCRB—Waltham—1948

Freq.: 1330 Kc.....Power: 5 Kw. d.; 1 Kw. n.
Owned.....Charles River Bcstg. Co.
Address .....750 South St.
Station Rep.....Good Music Broadcasters
News Service .....UP
Membership .....NARTB
Pres., Gen. Mgr.....Theodore Jones
Sta. Mgr.....Richard L. Kaye
Sales Mgr.....Theodore Jones
Prom. Mgr.....Fred L. Bosworth
Prog. Dir.....Robert Vail
Pub. Dir.....Emmanuel Gilbert
Chief Eng.....Leonard Buckwalter

WDEW—Westfield—1957

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Westfield Bcstg. Co.
Business-Studio Address.....249 Union St.

WDEW
1000 WATTS
WESTFIELD, MASS.
Serving Entire
Springfield
Area
Local Programming That's Fresh and Exciting
Temperatures!
News!
Time!
Music Everyone Likes

Phone .....Air Time Daytime
News Service .....UP
President .....Albert L. Capstaff

WTXL—West Springfield—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Telecolor Corp.
Address.....34 Sylvan St.
News Service .....UP
Representative .....Walker
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Lawrence A. Reilly
Asst. Gen. Mgr.....James L. Spates
Commercial Mgr.....Holland D. Cameron

WOCB—West Yarmouth—1940
MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....E. Anthony & Sons
Address.....New Bedford, Mass.
Representative .....Walker
News Service .....UP
Newspaper Affil.....Standard Times
President .....Basil Brewer
Sta. Mgr.....Paul Stiles
Chief Engineer.....Frank L. Lynch

WAAB—Worcester—1931
ABC-MBS-YANKEE-NBC

Frequency: 1440 Kc.....Power: 5000 Watts
Owned by .....WAAB, Inc.
Bus.-Studio Address....Waterman Bcstg. Corp.
News Service .....UP
Transcription Service .....World
Membership .....NARTB, RAB
Rep.....Grant Webb, Kettell-Carter
Pres., Gen. Mgr.....Bernard E. Waterman
Comm. Mgr.....C. Kaminski
Prog., Pub. Dir.....T. C. Sawyer
Chief Engineer.....George Capalbo

WNEB—Worcester—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....New England Bcstg. Co.
Address.....405 Main St.
News Service .....UP
Representative .....Bolling
Membership .....NARTB, RAB
President.....Paul C. Lytle
Gen. Mgr.....John J. Hurley
Commercial Mgr.....Edward T. McCann, Jr.
Chief Engineer.....Vernon P. Wilson

WORC—Worcester—1925

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Oper. By.....WORC, Inc.
Bus.-Studio Address .....50 Franklin St.
Representative .....Forjoe, Wheeler
News Service .....AP
Pres., Gen., Sta. Mgr.....Robert F. Bryar
Comm., Sls. Prom. Mgr., Pub. Dir...A.A. Coblentz
Prog. Dir.....Shirley Palmer
Chief Engineer.....Herman A. Gruzin

WTAG—Worcester—1924
CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....WTAG, Inc.
Business-Studio Address.....20 Franklin St.
Newspaper Affil.....Telegram & Gazette
News Service .....AP
Representative.....Henry L. Christal Co.
Membership .....NARTB, RAB
President.....Robert W. Booth
Vice Pres., Gen. Mgr.....Herbert L. Krueger
Commercial Manager.....Robert J. Brown
Local Sales Mgr.....R. L. Gravel
Sales Prom. Head.....Ben G. Oman, Jr.
Prod., Pgm. Dir.....A. J. Brissette
Chief Engineer.....E. A. Browning

Michigan

Pop. March 1 (Est.) 7,661,000—Families 2,232,000
Radio Homes 2,198,000—TV Homes 1,967,000—Stations in State 79

WABJ—Adrian—1945—ABC

Frequency: 1490 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Gerity Bcstg. Co.
Address.....2982 Treat Rd.
News Service .....AP
Transcription .....Lang-Worth
Representative .....Michigan Spot Sales
Membership .....NARTB, RAB
President.....James Gerity, Jr.
Gen., Sta. Mgr., Comm. Mgr., Pub. Dir...R. W. Cessna
Program Director.....Keith Roper
Chief Engineer.....Galen Stutzman

WALM—Albion—1952—KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Calhoun Bcstg. Co.
Address .....Box 346
News Service .....UP
General Mgr.....William J. Schwoebell

WFYC—Alma—1948—KBS

Frequency: 1280 Kc....Power: 1000 Watts d.,
Owned-Oper. By .....WFYC, Inc.
Address .....U. S. 27
News Service.....UP
Membership .....RAB
Trans. Service .....Lang-Worth, World
General Manager.....David W. Sommerville
Sales Mgr.....David Van Sluyters

WATZ—Alpena—1946
MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Midwestern Bcstg. Co.
Business Address.....M-32 West
News Service .....AP
Representative .....Holman
President .....Les Biederman
Station Manager.....Drew McClay
Chief Engineer.....William Elker

WHRV—Ann Arbor—1946
ABC

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By.....Huron Valley Bcstrs., Inc.
Address .....4230 Packard Rd.
News Service .....AP
Representative .....Walker
Membership ..... NARTB
Pres., Gen. Mgr.....J. R. Chapman
Comm. Mgr.....Richard F. Ha ner
Sls. Prom., Prog. Dir.....Donald A. Hermon
Pub. Director.....Richard P. Wotring
Chief Engineer.....Charles F. Richmond

WPAG—Ann Arbor—1945

Frequency: 1050 Kc.....Power: 1,000 Watts d.
Owned-Operated By...Washtenaw Bcstg. Co.
Bus.-Studio Address....3rd Floor, Hutzel Bldg.
News Service .....AP
Transcription ..... Thesaurus
Representative .....Everett-McKinney, Inc.
Membership .....NARTB
Pres., Gen. Sta. Mgr.....Edward F. Baughn
Commercial Manager.....Kenneth MacDonald
Program Dir.....Albert Sanborn
Chief Engineer.....D. N. Bowdish

WLEW—Bad Axe—1950

Frequency: 1340 Kc.....Power: 250 Watts d.
Owned-Oper. By...Stevens Wismer Bcstg. Co.
Address.....935 S. Van Dyke Rd.
Rep.....Gill-Perna, Michigan Spot Sales
Trans. Ser...Standard, Lang-Worth, Thesaurus
Gen. Mgr.....John Wismer
Business Manager.....Jim Muehlenbeck

WBCK—Battle Creek—1948
MBS

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By.....Michigan Bcstg. Co.
Address.....Security Natl. Bank Bldg.
News Service .....UP
Transcription Service .....World
Representative .....Burn-Smith
Membership .....NARTB, RAB
President.....Robert H. Holmes
General Mgr.....E. F. Cahill
Chief Engineer.....Harley Hammond

WELL—Battle Creek—1925
ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Federated Publications, Inc.
Address.....Michigan National Bank Bldg.
News Service .....AP
Newspaper Affil.....Enquirer and News
Transcription Service.....Thesaurus, Standard
Representative .....Meeker
Membership .....NARTB, RAB
President.....Robert Miller
Gen. Sta., Comm. Mgr.....P. J. Haller
Program Dir.....Robt. Geerdes
Publicity Director.....Jack Newman
Chief Engineer.....Earl J. Stone

WBCM—Bay City—1925
ABC

Freq.: 1440 Kc...Power: 1 Kw. d., 500 W., n.
Owned-Operated By.....Michigan Bcstg. Co.
Business-Studio Address.....Wenonah Hotel
News Service .....UP
Transcription Service .....World
Representative.....George P. Hollingbery
Membership .....RAB, NARTB
President.....Robert H. Holmes
Gen., Sta., Comm. Mgr.....Leo A. Jylha
Prog., Pub. Dir.....Hal Shore
Chief Engineer.....Ralph H. Carpenter

WHFB—Benton Harbor-St. Joseph—1947

Frequency: 1060 Kc. ...Power: 1000 Watts d.
Owned-Oper. By .....Palladium Publ. Co.
Address.....Michigan and Oak St., B. H.
News Service .....AP
Newspaper Affil.....Palladium, Herald Press
Transcription Service.....World, Thesaurus
Representative .....Hal Holman
Membership .....NARTB, RAB
President .....Stanley R. Banyon
Station Mgr.....J. P. Scherer
Program Director.....Dwight Edmunds
Comm. Mgr.....John Chase
Chief Engineer.....M. U. Robinson

WBRN—Big Rapids—1953

Frequency: 1460 Kc.....Power: 1 Kw., d.
Owned-Oper. By.....WBRN, Inc.
Address.....P. O. Box 825
News Service .....AP
Transcription Service.....Thesaurus, SESAC
Representative .....Hil F. Best
Membership ..... RAB
Pres., Gen., Sta., Comm. Mgr..Spencer Denison
Chief Engineer.....R. F. Cook

WATT—Cadillac—1945
MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Midwestern Bcstg. Co.
Business-Studio Address.....U. S. 131, South
News Service .....AP
Transcription Service .....SESAC
Representative .....Hal Holman
President .....Les Biederman
General Manager.....Art Nyhus
Sales Manager.....M. L. Chandler
Chief Engineer.....Bill Kiker

WCBY—Cheboygan—1954

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Straits Bcstg. Co.
Address .....Mackinaw Ave.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Best
Pres., Gen., Sta., Sls. Prom. Mgr....R. E. Hunt
Commercial Mgr.....Ben Morrow
Program Director, Pub. Dir.....Dick Welsh
Chief Engineer.....Norbert C. Poeppelman

For a real Sales KNOCKOUT in the Detroit area

CKLW-TV penetrates a population grand total area of 5,588,800 in which 87% of all families own TV sets.

CKLW-TV
channel 9
325,000 WATTS

CKLW
radio 800 kc
50,000 WATTS

CKLW radio covers a 15,000,000 population area in 5 important states. The lowest cost major station buy in the Detroit area.

THE MOST POWERFUL RADIO AND TELEVISION COVERAGE IN THE MARKET!

Young Television Corp.
Adam Young, Inc.
National Representatives

J. E. Campeau, Pres.
Guardian Bldg., Detroit

WTVB—Coldwater—1949

Freq.: 1590 Kc..Power: 5 Kw. d., 500 Watts n.
Owned-Oper. By ...Twin Valley Bdcstrs, Inc.
Address .....Box 32
News Service .....AP
Trans. Service .....World
Representative.....Hil F. Best
President .....George Hosek
Sta., Comm. Mgr., Prog. Dir..E. Harold Munn, Jr.
Sales Prom. Mgr.....Normand Moore
Publicity Dir.....Ronald T. Hutson
Chief Engineer.....Virgil Royer

CKLW—Detroit-Windsor 1932—MBS

Frequency: 800 Kc.....Power: 50,000 Watts
Owned-Oper. By..Western Ontario Bcstg. Co.,
Add...Essex Bcstrs., Guardian Bldg., Detroit 26
News Service .....INS, UP
Representative .....Adam Young
Transcription Service.....World, Thesaurus
Representative .....Adam Young
Membership .....NARTB
President, General Mgr.....J. E. Campeau
Dir., Oper.....S. C. Ritchie
Commercial Manager.....E. Wilson Wardell
Program Director.....John Gordon
Publicity Director.....Art Gloster
Chief Engineer.....W. J. Carter

(See Page 471)

WJBK—Detroit—1926

Freq.: 1500 Kc.....Power: 10 Kw. d., 1 Kw. n.
Owned-Operated By.....Storer Bcstg. Co.
Bus.-Studio Address.....7441 Second Blvd.
News Service .....INS, AP
Representative .....Katz Agency
Membership .....NARTB, RAB
President.....George B. Storer, Sr.
Managing Director.....Harry Lipson
Gen. Sales Mgr.....Herbert J. Weber, Jr.
Merchandising Mgr.....Dean Davidson
Publicity Director.....Grace Schilbe
Chief Engineer.....Leonard Spragg

WJLB—Detroit—1926

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By ...Booth Radio & TV Stas.
Business Address.....Broderick Tower
News Service .....AP
Representative .....Forjoe
Membership .....NARTB
President.....John L. Booth
Gen., Sta. Mgr.....Edwin E. Nyy
Commercial Mgr.....Eric V. Hay

WJR—Detroit—1922—CBS

Frequency: 760 Kc.....Power: 50,000 Watts
Owned-Oper. By. WJR, The Goodwill Sta., Inc.
Address.....2100 Fisher Bldg.
News Service .....AP, INS, UP
Trans. Ser.....Thesaurus, Lang-Worth
Representative .....Christal
Membership .....NARTB, RAB
President .....John F. Patt
V.P., & Gen. Mgr. .....Worth Kramer
Pub. Rel. Dir.....James Quello
V.P., Operations Mgr.....F. S. Moore
V.P., Radio Sales.....Elmer O. Wayne
Sales Prom. Mgr.....Jack Brussel
Prog. Mgr.....Ron Gamble
Chief Engineer.....A. Friedenthal

WKMH—Detroit—1946

Freq.: 1310 Kc.....Power: 5 Kw.
Owned-Oper. By....Knorr Broadcasting Corp.
Address .....WKMH Bldg., Dearborn
News Service .....UP, AP
Representative ..... Headley-Reed
Transcription Service .....Lang-Worth
Membership ..... NARTB
Pres., Gen. Mgr.....F. A. Knorr
Sta. Mgr.....John J. Carroll
Comm., Sales Prom. Mgr.....J. O. Gilbert
Prog., Pub. Dir.....Robt. Seymour
Chief Engineer.....Jerrald Martin

WWJ—Detroit—1920—NBC

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By ....The Evening News Assn.
Address.....622 W. Lafayette
Newspaper Affiliation.....Detroit News
News Service .....AP, UP
Transcription Service.....Thesaurus
Rep...Peters, Griffin & Woodward, McDermott
Membership .....NARTB, RAB
President.....Warren S. Booth
General Manager.....Edwin K. Wheeler
Asst. Gen. Mgr.....Don DeGroot
Program Mgr.....M. C. Wissman
Station Mgr.....Robert J. McIntosh
Sales Prom. Mgr.....Glen Kyker
Business Mgr.....Henry C. Rogers
Gen. Eng. Mgr.....E. J. Love

WXYZ—Detroit—1925—ABC

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Oper. By.....WXYZ, Inc.
Business Address.....1700 Mutual Bldg.
News Service.....AP, INS
Representative .....John Blair
Transcription Service .....Standard
Membership .....RAB, NARTB
President.....James G. Riddell
Commercial Manager.....Harold L. Neal
Pub. Dir.....Douglas E. Nicol
Prom. Mgr.....Page Heldenbrand
Asst. Radio Sales Mgr.....Robert Baldrica
Chief Engineer .....Charles Kocher

(See Page 473)

WDBC—Escanaba—1941 MBS

Frequency: 680 Kc.....Power: 1000 Watts
Owned-Operated By.....Delta Bcstg. Co.
Business-Studio Address.....606 Lud St.
News Service .....AP
Pres., Gen., Comm., Sales Prom. Mgr., Prog. Dir. George D. Lindenthal
Station Manager.....F. J. Lindenthal

Publicity Director.....Wm. J. Duchaine
Chief Engineer.....Henry C. Olsen

WAMM—Flint—1955

Frequency: 1420 Kc.....Power: 500 W. d.
Owned-Oper. By...Binder-Carter-Durham, Inc.
Address.....3506 E. Kearsley St.
News Service .....UP
Representative ..... Rambeau
Pres., Gen. Mgr.....Richard S. Carter
Comm. Mgr.....Ronald L. Craig
Sales Prom. Mgr.....Charles Speights
Prog. Director.....N. R. Gravelin
Pub. Director.....Albert Binder
Chief Engineer.....Charles Wallace

WBBC—Flint—1947—MBS

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Oper. By..Booth Radio & TV Stations.
Bus.-Studio Address.....3076 E. Bristol Rd.
Representative .....Weed
News Service .....AP
President.....John Lord Booth
Sta., Gen., Mgr.....W. Gerald Schroeder

WFDF—Flint—1922—NBC

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....The Trebit Corp.
Address.....Garland at First Ave.
Transcription Service.....Standard, Thesaurus
Representative .....Katz
Membership .....NARTB, RAB
President.....Harry M. Bitner, Jr.
Gen., Sta. Mgr.....Lester W. Lindow
Comm., Sales Prom. Mgr.....Marvin Levey
Program Director.....Elmer A. Knopf
Chief Engineer.....Gerald Wolpert

WKMF—Flint—1952

Frequency: 1470 Kc.....Power: 1 Kw.
Owned .....Knorr Bcstg. Corp.
Address.....112 W. Water St.
Station Rep.....Mich. Spot Sls., Headley-Reed
Membership .....NARTB
Pres., Gen. Mgr.....Fred A. Knorr
Managing Director.....W. Eldon Garner

WMRP—Flint—1946

Frequency: 1570 Kc.....Power: 500 Watts d.
Owned-Oper. By..Methodist Radio Parish, Inc.
Address.....3217 Lapeer St.
Representative ..... Best
News Service .....UP
President .....Arthur Howard
Gen. Mgr.....William H. Morford
Chief Engineer.....Robert Swayze

WTAC—Flint—1946—ABC

Freq.: 600 Kc.....Power: 1 Kw. d., 500 W. n.
Owned....KPOA-WFBL-KTVR, Founders Corp.
Address .....420 Lexington Ave., N. Y. C.
Station Representative .....Hollingbery
News Service .....UP
President.....John M. Shaheen
Station Mgr.....David Mendelsohn
Program Director.....Michael Joseph
Nat. Sls. Mgr.....T. J. Warner
Comm. Mgr.....Walter L. Dennis
Chief Engineer.....Robert Wheaton

WBFC—Fremont—1954

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Capitol Radio Network
Address.....Mt. Pleasant, Mich.
News Service .....AP
Transcription .....Lang-Worth, SESAC
Representative .....Hil F. Best
Membership .....NARTB
President.....Paul A. Brandt
Gen., Sta., Comm. Mgr.....Earl Peterson
Sales Prom. Mgr., Prog. Dir.....Neal Johnson
Publicity Dir.....Lou Walters
Chief Engineers.Charles Holbrook, Dick Carter

WATC—Gaylord—1950 MBS

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Midwestern Bcstg. Co.
Address....Paul Bunyan Bldg., Traverse City
Representative.....Holman, Mich. Spot Sales
Gen. Mgr.....Les Biederman

WGHN—Grand Haven—1956

Frequency: 1370 Kc.....Power: 500 Watts
Owned.....Grand Haven Broadcasting Co.
Address .....128 Washington St.
News Service .....UP
Transcription Service .....Thesaurus
President, Prog. Dir.....Bob Runyon
Gen., Sta., Comm., Sls. Prom. Mgr...Bob Kirby
Pub. Dir.....Delrose Heinzleman
Chief Engineer.....Bob Schmitt

WFUR—Grand Rapids—1947

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Furniture City Bcstg. Corp.
Address.....399 Garfield Ave., S.W.
News Service .....UP
Transcription Service .....Associated
Pres., Gen., Sta. Mgr.....William Kuiper, Sr.
Commercial Manager....Peter Vanden Bosch
Sls. Prom., Pub. Dir.....William Kuiper, Jr.
Chief Engineer.....Gilbert Waite

WGRD—Grand Rapids—1947

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By.....Music Bcstg. Co.
Business-Studio Add...35 Lafayette Ave., N.E.
News Service .....AP
Transcription Service .....Standard
Representative .....Gill Perna
Membership .....NARTB
Pres., Gen. Mgr.....Paul F. Eichhorn
Sta., Comm. Mgr., Prog. Dir.....Glenn Le Pard
Publicity Dir.....Rudy Pessel
Chief Engineer.....Richard Groenevelt

WJEF—Grand Rapids—1945 CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. ..Amalgamated Properties, Inc.

Address .....187 Monroe N. W.
Transcription .....Thesaurus
Representative .....Avery-Knodel, Inc.
President..... ..John E. Fetzer
General Mgr.....Carl E. Lee
Station Manager.....Martin Giaimo
Chief Eng.....Bruce M. Glycadgis

WLAV—Grand Rapids—1940 ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Versluis Radio & Television, Inc.
Address.....6 Fountain St., N.E.
News Service .....AP
Transcription Service .....Standard
Representative ..... Burke-Stuart
President.....Leonard A. Versluis
Gen., Sta., Comm. Mgr.....Lee G. Stevens
Prog. Dir.....Don Mullen
Chief Engineer.....Carroll Hutchings

WMAX—Grand Rapids—1954

Frequency: 1480 Kc.....Power: 1000 Watts d.
Owner .....WMAX, Inc.
Address .....Keith Theater Bldg.
News Service.....UP
General Manager.....Chas. A. Sprague
Commercial Mgr.....Joe Hooker
Promotion Mgr.....Ed Fitzgerald
Prog. Dir.....Bob Trap

WOOD—Grand Rapids—1924 NBC

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By....Consolidated Radio & TV Broadcasters, Inc.
Address.....120 College Ave., S.E.
News Service .....AP
Representative .....Katz Agency
President .....H. M. Bitner, Jr.
General Mgr.....Willard Schroeder
Radio Sales Mgr.....Michael Lareau
Prom. Mgr.....Clark Grant
Prog. Dir.....Franklin Sisson
Publicity Director.....Sharon Schneider
Chief Engineer.....Charles Robison

WBSE—Hillsdale—1955

Frequency: 1340 Kc.....Power: 100 W.
Owned-Operated By..Baw Beese Bcstrs., Inc.
Address .....92½ Broad St.
Representative .....Best
News Service .....AP
Transcription .....Thesaurus
Membership .....NARTB, RAB
President .....Stanley White
Gen., Sta. Mgr., Chief Eng.....E. H. Munn, Jr.
Comm. Mgr.....Lincoln A. Mayo

WHTC—Holland—1948

Frequency: 1450 Kc.....Power: 250 Watts

WTAC
RADIO
DOMINATES!
FLINT, MICHIGAN
1st in the Market
All day average 38.3—Nearest competitor 15.8 (Hooper)
In every quarter-hour, 6 A.M.—6 P.M. (Pulse)
In twenty of twenty-two half-hours, 7 A.M.—6 P.M. (Hooper)
National representative — George P. Hollingbery Co.
FOUNDERS CORP.
One of the Founders' group of stations, including
KPOA, Honolulu, and the Inter-Island Network;
WFBL, Syracuse, New York: and KTVR,
Channel 2, Denver, Colorado.

Owned-Operated By.....Holland Bcstg. Co.
Address .....5 E. 8th St.
News Service .....AP
Representative .....Best
President .....W. A. Butler
Gen. Mgr.....Sandy Meek
Program Director.....Harold Franken
News, Pub. Dir.....Brig Young
Chief Engineer.....Juke Van Oss

WHDF—Houghton—1929 NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Upper Michigan Bcstg. Co.
Address .....Houghton
News Service .....AP
Transcription Service.....Thesaurus
Representative .....Walker
Membership .....NARTB
Chief Owner.....G. L. Burgan
General Manager.....Albert W. Payne
Program Director.....Earl Norden
Publicity Director.....F. Grant Richards
Chief Engineer.....George L. Burgan

WHGR—Houghton Lake 1954

Frequency: 1290 Kc.....Power: 5 Kw.
Owned.....Sparks Bcstg. Co.
Address.....3431 Houghton Lake Dr.
News Service.....AP
Representative.....Hil F. Best
President.....Jacob B. Sparks
General Mgr.....Gordan A. Sparks
Sta. Mgr., Prog. Dir.....Robert D. Ditmer
Chief Engr.....Garnet G. Sparks

WION—Ionia—1953

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Ionia Bcstg. Co.
Address .....Box 143
News Service .....AP
Representative .....Best
Transcription Service .....Thesaurus
Membership .....NARTB
President.....Monroe MacPherson, Sr.
Gen. Mgr., Prog. Dir...Monroe MacPherson, Jr.
Commercial Mgr.....Kenneth R. Chapin
Chief Engineer.....Erwin Fuller

WMIQ—Iron Mountain—1947 ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned....Iron Mountain-Kingsford Bcstg. Co.
Address.....211 East Ludington Street
Newspaper Affil..... News
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB
President.....Frank J. Russell
Gen., Sta., Comm., Prom. Mgr..W. C. Johnson
Program, Pub. Dir.....Gil Heard
Chief Engineer.....Richard Gallup

WIKB—Iron River—1949 KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....WIKB, Inc.
Address.....221 Genesse St.
Representative.....Hil F. Best
News Service .....AP
Transcription .....Thesaurus
President.....H. H. Frailing
Gen., Sta., Comm. Mgr.....Bud Shields
Program, Pub. Dir.....Milo Jordan
Sales Prom. Mgr.....Bob Campbell
Chief Eng.....Les Patten

WJMS—Ironwood—1931

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Oper. By..Upper Mich.-Wis. Bcstg. Co.
Business-Studio Address..124 E. McLeod Ave.
Representative .....Hil F. Best
Membership .....NARTB, RAB
President, Gen. Mgr.....William L. Johnson

WJPD—Ishpeming—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Ishpeming Bcstg. Co.
Business-Studio Address.....Jenks Block
News Service .....AP
Transcription Service .....World
Membership .....NARTB
President .....J. P. Deegan
Sta. Manager.....Harold Smith
Comm. Mgr.....Eldon Wallace
Prog. Dir.....Baker Urdan
Chief Engineer.....L. Roncoglione

WIBM—Jackson—1925—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Booth Radio & TV Stations, Inc.
Address .....2511 Kibby Rd.
Station Representative .....Weed
Membership .....NARTB
Pres., Gen. Mgr.....John L. Booth
Managing Director.....George P. Lasley

WKHM—Jackson—1951 MBS

Frequency: 970 Kc.....Power: 1000 Watts
Owned.....Jackson Bcstg. & Tele. Corp.
Address .....441 Wildwood
Rep.....Headley-Reed, Mich. Spot Sales
Membership .....NARTB
Pres., Gen. Mgr.....Fred A. Knorr
Managing Director.....Merritt W. Greene

WKLZ—Kalamazoo—1956

Frequency: 1440 Kc.....Power: 500 Watts
Owned.....The Circle Corporation
Address .....2315 Schippers Lane
News Service .....UP
Pres., Gen., Comm. Mgr.....Joseph F. Butler
Sta. Mgr., Prog. Dir., Chief Eng..R. E. Patterson
Sales Prom. Mgr., Pub. Dir...Leon B. Van Dam

WKMI—Kalamazoo—1947

Freq.: 1360 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Steere Bcstg. Co.
Business-Studio Address...State Theatre Bldg.
News Service .....UP
Representative .....Broadcast Time Sales
Membership .....NARTB
President.....Howard D. Steere
Station Manager.....Emil J. Popke, Jr.
Commercial Mgr.....Barney Doyle
Prog. Dir.....Dan Daniels
Chief Engineer.....Kenneth Farrance

WKZO—Kalamazoo—1923 CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Fetzer Bcstg. Co.
Business Address.....124 W. Michigan Ave.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Avery-Knodel
Membership .....NARTB, RAB
President .....John E. Fetzer
V. P. & Mgr. Dir.....Carl E. Lee
Radio Admin. Asst.....Otis T. Gaston
Nat. Sales Director.....John W. O'Harrow
Program Director.....Charles T. Lynch
Chief Engineer.....Arthur E. Covell

WILS—Lansing—1947

Freq.: 1320 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Lansing Bcstg. Co.
Bus.-Studio Address.....407 N. Washington
News Service .....AP
Representative .....Venard
Pres., Gen. Comm. Mgr.....John C. Pomeroy
Sales Prom. Mgr., Pub. Dir.....Stanley Kirby

WJIM—Lansing—1934—ABC NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Gross Telecasting, Inc.
Address.....2820 East Saginaw
News Service .....UP
Rep.....Peters, Griffin, Woodward, Inc.
Membership .....RAB
President, Gen. Mgr.....Harold F. Gross
Station Mgr.....Howard K. Finch
Comm. Mgr.....Garvin Meadowcroft
Prog. Dir.....Bertrant Mitchell
Chief Eng.....Carl Musson

WKLA—Ludington—1944 ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Raymond A. Plank
Address .....East Ludington Ave.
News Service .....UP
Representative .....Best
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr., Ch. Eng..Ray. A. Plank

WMTE—Manistee—1951

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Manistee Radio Corp.
Address.....Box 322
News Service .....AP
Trans. Ser.....Thesaurus

WESTERN MICHIGAN'S MOST POWERFUL INDEPENDENT

KALAMAZOO AND BATTLE CREEK

MICHIGAN'S BEST REGIONAL BUY

INFLUENCES OVER TEN COUNTIES OF THE RICHEST FARMERS IN THE LAND (SEE MAP)

• NOW 5000 WATTS

• Covering 1,719,000 Population in primary markets

• 270,000 in Metropolitan Kalamazoo • Battle Creek

• 84,000 Prosperous commercial farms

WKMI • STEERE BROADCASTING CORPORATION • KALAMAZOO, MICHIGAN

Representative .....Best
Membership ..... NARTB
President.....James R. Sumbler
General Manager.....Stephen Cole
Comm. Mgr.....Edward H. Owens

WDOG—Marine City—1950

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio St. Clair, Inc.
Address.....Marine City Hway.
News Service .....UP
President .....Jerry Coughlin
Station Mgr.....John S. Bell
Program Dir.....J. A. Sullivan
Ch. Engs.....Robert Burr, Carlton Goodwin

WDMJ—Marquette—1931 MBS

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By..Lake Superior Bcstg. Co., Inc.
Bus.-Studio Address.....Mining Journal Bldg.
Newspaper Affil.....Mining Journal
Membership .....NARTB, RAB
Representative.....Superior Ad Agency
General Manager.....Frank J. Russell, Jr.
Gen., Sta., Comm. Mgr.....Robert Luke

WAGN—Menominee—1952

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Men-Mar Bcstg. Co.
Address .....Glickman Bldg.
News Service .....UP
Pres., Gen. Sta. Mgr.....Vernon Uecker
Commercial Mgr.....Ed Swartzby
Chief Eng.....Loren B. Koesling

WMDN—Midland—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Rich Publ. House, Inc.
Address.....124 McDonald Street
Newspaper Affil.....Daily News
News Service .....AP
Transcription Service.....Thesaurus
Station Rep.....Hil F. Best
Membership .....NARTB, RAB
President.....Phillip T. Rich
General Mgr. .....Peter A. Wolf

WCEN—Mt. Pleasant—1949

Freq.: 1150 Kc.....Power: 1 Kw. d., 500 W. n.
Owned.....Paul A. Brandt
Address.....Mt. Pleasant, Mich.
News Service .....AP
Trans. Ser....Thesaurus, SESAC, Lang-Worth
Membership .....NARTB
Representative.....Hill F. Best
President .....Paul A. Brandt
Manager .....Russell Holcomb

WKBZ—Muskegon—1926 ABC

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Oper. By.....Ashbacker Radio Corp.
Business-Studio Address.....432 Apple Ave.
News Service .....AP
Trans. Serv. .....Lang-Worth
Representative .....Meeker
Membership ..... NARTB
Pres., Gen. Sta., Comm. Mgr.....Arch Shawd
Program Director.....J. L. Roach
Pub. Dir., Sales Prom. Mgr.....B. L. Bennett
Chief Engineer.....George Krivitzky

WKNK—Muskegon—1949

Frequency: 1600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Nick and Gladys Kuris
Address .....Federal Square
News Service .....UP
Representative .....Gill-Perna
President .....Nick Kuris
Gen., Sta., Comm. Mgr.....W. B. Murphy
Sales Prom. Mgr.....Bill Musgrave
Program Director.....Grace Boes
Publicity Director.....Christmas Early
Chief Engineer.....James Swanson

WMUS—Muskegon—1947 KBS

Frequency: 1090 Kc.....Power: 1000 Watts d.
Owned-Oper. Greater Muskegon Bcstrs., Inc.
Business-Studio Address.....517 W. Giles Rd.
News Service .....AP
Station Rep. .....McGillvra
V.P., Gen. Mgr.....Dalton C. Hille

WOAP—Owosso—1948—KBS

Frequency: 1080 Kc.....Power: 250 Watts d.
Owned-Operated By.....Owosso Bcstg. Co.
Address .....Owosso
Representative.....Joseph Hershey McGillvra
President.....J. E. Campbell
General Manager.....M. H. Wirth
Sta., Comm. Prog. Mgr.....Merrill Walker
Chief Engineer.....Fran Bowles

WMBN—Petoskey—1946 MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Midwestern Bcstg. Co.
Bus.-Studio Address.....Traverse City
Station Rep.....Holman, Mich. Spot Sales
General Manager.....Les Biederman

WCAR—Pontiac—1939

Frequency: 1130 Kc.....Power, 10,000 Watts
Owned-Operated By.....WCAR, Inc.
Address.....Box 55
News Service.....AP, UP, INS
General Manager.....H. Y. Levinson
Commercial Manager....William G. Lenhard
Production Manager.....Lawrence W. Bova

WPON—Pontiac—1954

Frequency: 1460 Kc.....Power: 500 Watts
Owned.....Gerity Bcstg. Co.
Address .....Adrian, Mich.
News Service .....AP
Transcription Service .....Thesaurus

Station Representative..Michigan Spot Sales
Membership .....NARTB, RAB
President.....James Gerity, Jr.
Gen., Sta. Mgr.....Russell Gohring
Prog. Dir.....Don Zee
Commercial Mgr.....W. L. Belaney
Chief Engineer.....Karl Kuck

WHLS—Port Huron—1938

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Stevens-Wismer Bcstg. Co.
Address .....932 Military St.
News Service .....AP
T ans. Ser.....Standard, Lang-Worth
Rep.....Gill-Perna, Michigan Spot Sales
Membership .....NARTB
General Manager.....John F. Wismer
Station Mgr.....Thomas G. Sicklesteel
Comm. Mgr.....John Shepard
Chief Engineer.....Harold Oliver

WTTH—Port Huron—1947 ABC

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Times Herald Co.
Address.....606 Water St.
Newspaper Affil.....Times-Herald
News Service .....AP
Transcription Service .....Standard
Membership .....NARTB, RAB
Sta. Mgr.....Kenneth Blevins
General Manager.....R. S. Sommerville
Sales Prom. Mgr.....Ronald Mires
Chief Engineer.....Kenneth Kunze

WHAK—Rogers City—1948

Frequency: 960 Kc.....Power: 5000 Watts d.
Owned-Operated By...Rogers City Bcstg. Co.
Address .....Moltke Dr.
News Service .....UP
Transc iption Service .....Thesaurus
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Harvey A. Klann
Comm., Sales Prom., Pub. Mgr....Albert Klann

WEXL—Royal Oak—1923

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Sparks Bcstg. Co.
Business Address.....Box 190
News Service.....AP, INS
Transcription Service .....Thesaurus
Membership .....NARTB
Pres., Gen. Mgr.....Jacob B. Sparks
Manager .....Gordon A. Sparks
Sales Manager.....Ernest Holder
V.P., Chief Engineer.....Garnet G. Sparks

WSJM—Saint Joseph—1956

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Lake Broadcasters
Address.....220 State St.
News Service .....UP
Transcription .....Lang-Worth, SESAC
Representative .....McGillvra
Membership .....NARTB, TvB
President.....Maurice G. Humphrey
General Mgr.....Richard W. Lee
Comm. Mgr.....Ralph W. Newland
Program Dir.....Al Evans
V. P., Chief Eng.....Carl L. Benson

WKNX—Saginaw—1947

Frequency: 1210 Kc. ..Power: 1000 Watts d.
Owned-Oper. By ...Lake Huron Bdcstg. Corp.
Address .....221 So. Wash. Ave.
News Service .....UP
Representative .....Gill-Perna
Transcription Service.....World
Membership .....NARTB, RAB
Pres., Gen. Mgr.....William J. Edwards
Vice-President.....Hon. Alvin M. Bentley
Station Manager.....Howard H. Wolfe
Commercial Mgr.....R. M. Chandler
Business Manager.....L. L. Purvis
Program Director.....Charles Renwick
Chief Engineer .....Max W. Thomas

WSAM—Saginaw—1940 NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Knorr Bcstg. Corp.
Address.....15001 Michigan Ave., Dearborn
News Service .....AP
Rep.....Headley-Reed Co., Mich. Spot Sales
Membership .....NARTB
President.....Fred A. Knorr
Managing Dir.....Richard Schueler
Chief Eng.....O. A. Nordenskjold

WHLS
Where local "know-how" delivers the local touch.
PORT HURON, MICHIGAN
Represented Nationally by Gill-Perna
For Detroit — Michigan Spot Sales

NEWSY NEIGHBORHOOD

In Port Huron let WHLS the community-minded station — featuring 4 full time newsmen— deliver your message between news-breaks.

WSGW—Saginaw—1950 MBS

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Oper. By...Booth Radio & TV Stations
Address.....400 Mason Bldg.
Representative .....Pearson
News Service .....AP
Pres., Mgng. Dir.....John L. Booth
V.P., Gen., Sta., Comm. Mgr..Robert W. Phillips
Program Director.....Fred Krell
Chief Engineer.....Harold Volz, Jr.

WSOO—Sault Ste. Marie 1940

Freq.: 1230 Kc...Power: 250 W. d., 100 W. n.
Owned-Operated By..Hiawathaland Bcstg. Co.
Business-Studio Address.....208 Ashmun St.
Membership .....NARTB
News Service .....AP
Transcription Service.....Thesaurus, SESAC
President.....Stanley R. Pratt
General Mgr.....Richard Y. Burnett

WSTR—Sturgis—1951

Frequency: 1230 Kc.....Power: 250 Watts d.
Owned-Operated By.....WSTR, Inc.
Address.....P. O. Box 67
Representative.....Hil F. Best
News Service .....AP
General Manager.....E. Harold Munn Jr.
Station Manager.....Frank B. Cummins

WTCM—Traverse City—1941 MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....Midwestern Bdcstg. Co.
Address .....Paul Bunyan Bldg.
Rep.....Hal Holman Co., Mich. Spot Sales
Membership .....NARTB
General Manager.....Les Biederman

Minnesota

Pop. March 1 (Est.) 3,271,000—Families 955,000
Radio Homes 920,000—TV Homes 728,000—Stations in State 50

KASM—Albany—1950—KBS

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Stearns Co. Bcstg. Co.
Rep.....Continental, UMBS Sales
News Service .....UP
Translation .....Lang-Worth
Membership .....NARTB
President.....William Blattner
General Manager.....Urban J. Keppers
Promotion Mgr.....Dale Howard

KATE—Albert Lea—1937 ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owner....Albert Lea-Austin Bdcstg. Co., Inc.
Address .....332 South Broadway
News Service .....UP
Transcription Service .....Standard
Representative.....Meeker, Bulmer & Johnson
Membership .....RAB
President.....Bennett O. Knudson
Gen. Mgr.....E. A. Van Alstyne
Program Director.....Bill Rudd
Sales Prom. Mgr.....Tom Golden
Pub. Dir.....Elaine Carlsen
Chief Engineer .....Robert Holt

KXRA—Alexandria—1949 KBS-ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Alexandria Bcstg. Co.
Address .....1315 Broadway
News Service .....UP
Representative.....Upper Mid-West Bcstg.
Membership .....NARTB
Pres., Comm., Sales Prom. Mgr...E. Q. Walters
Station Manager.....Kenneth A. Tessmer
Program Director, Pub. Dir.....K. C. Bechtel
Chief Engineer.....Kenneth Olson

KAUS—Austin—1948 MBS-KBS

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Oper. By.....Minnesota-Iowa TV Co.
Business-Studio Address .....Austin
News Service.....AP
Representative .....Avery-Knodel
President .....Chet Weseman
Gen. Mgr., Prog. Dir.....Gene P. Loffler
Commercial Mgr.....Ken Soderberg

KBUN—Bemidji—1946 MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Paul Bunyan Broadcasting Co.
Address .....519 Beltrami Ave.
News Service .....UP
Transcription Service .....World
President.....Ben H. Potter Jr.
Gen., Sta., Comm., Sales Prom. Mgr., Prog., Pub. Dir.....James R. Hambacher
Chief Engineer.....Robert D. Zellmer

KLIZ—Brainerd—1946

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Operated By.....Brainerd Bcstg. Co.
Business Address.....2700 E. Oak
News Service .....UP
Transcription Service .....World, Associated
Representative .....Walker
Membership .....NARTB
Pres., Gen. Mgr.....E. Thomas O'Brien
Station Mgr.....Earl R. Johnsen

KBMW—Breckenridge—1948 KBS

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Oper. By.....Interstate Bdcstg. Corp.
Address....519 Dakota Ave., Wahpeton, N. D.
News Service .....UP
Station Representative.....Continental
Transcription Service.....Standard, World
Pres., Gen. Mgr.....Robert E. Ingstad
Sta., Comm. Mgr.....George Kaufmann

WKLK—Cloquet—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Cloquet Bcstg. Co.
Address .....Reliable Bldg.
News Service .....UP
General Manager.....Richard A. Rall

KROX—Crookston—1948 KBS

Freq.: 1260 Kc...Power: 1 Kw. d., 500 Watts n.
Owned-Operated By.....Crookston Bcstg. Co.
Business-Studio Address.....Eagles Bldg.
News Service .....UP
Transcription Service.....Thesaurus, World
Rep.....Donald Cook, Tracy Moore, Upper Midwest Bcstg.
President, Prog. Dir.....Jerome A. Dahlberg
General Manager.....William J. Kiewel
Sales Prom., Comm. Mgr.....E. R. Melbye
Chief Engineer.....Earl Handyside

KDLM—Detroit Lakes—1951 KBS

Frequency: 1340 Kc.....Power: 250 Watts d.
Owned-Operated By.Detroit Lakes Bcstg. Corp.
Address.....1340 Richwood Rd.
News Service.....UP
Transcription Service .....World
Membership ..... NARTB
Representative.....Continental Radio Sales
Pres., Gen., Sta., Mgr.....G. L. Fox
Program Director.....Robt. Ackerman
Commercial Mgr.....Norman Engstrom
Sales Prom. Mgr.....D. Knutson
Chief Engineer.....W. Wilson

KDAL—Duluth—1936—CBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By....Red River Bcstg. Co., Inc.
Business-Studio Address....216 Bradley Bldg.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membership .....NARTB, RAB
Pres., Gen. Mgr. .....Dalton Le Masurier
Sta., Comm. Manager.....Odin S. Ramsland

WEBC—Duluth—1924 NBC

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By..Head of the Lakes Bcstg. Co.
Business-Studio Address.....WEBC Bldg.
News Service .....UP
Representative .....Hollingbery
Membership ..... NARTB
President .....Morgan Murphy
Vice Pres.....W. C. Bridges
General Manager.....Robert J. Rich
Program Director.....Dennis Murphy
Chief Engineer.....Norman Gill

WELY—Ely—1954—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owner.....Charles B. Persons
Address .....WELY Bldg.
News Service.....UP
Transcription Service .....World
Membership .....NARTB
Station Mgr., Chief Eng.....Charles B. Persons

WEVE—Eveleth—1947 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Carl Bloomquist
Address .....WEVE Bldg.
Transcription Service .....Standard
Representative .....UMBS Sales
Membership .....NARTB
Owner .....Carl Bloomquist
General Manager.....Arthur F. Nelson

KSUM—Fairmont—1949 MBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By .....Fairmont Bdcstg. Co.
Address .....306 North Park St..
News Service .....AP
Representative.....Rombeau, UMBS Sales
Trans. Serv. .....Thesaurus
Membership ..... NARTB
General Manager.....Frank Endersbe

KDHL—Faribault—1948

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....KDHL Bdcstg. Co.
Business-Studio Address....213 Central Ave.
News Service.....UP
Transcription .....Capitol, World, Standard
Representative .....UMBS
Membership .....NARTB, RAB
General Mgr.....J. E. Hyde, Jr.
Commercial Mgr.....Palmer Dragsten
Program Director.....Irv Kuelland

KGDE—Fergus Falls—1926 MBS

Freq.: 1250 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Fergus Radio Corp.
Business-Studio Address.....Fergus Falls
News Service .....AP
Representative.....Bulmer & Johnson
Membership .....NARTB
Secy.-Treas., Gen. Mgr.....Harold L. Dell
Assistant Manager.....Frederick T. Dell

KOZY—Grand Rapids—1948 MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Itasca Bcstg. Co.

Address.....207 N. First Ave.
Membership .....RAB, NARTB
News Service .....UP
Pres., General Manager....Robert D. Kennedy

WMFG—Hibbing—1935
NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Head of the Lakes Bcstg. Co.
Address .....WMFG Bldg.
News Service .....UP
Representative ..... Hollingbery
Membership .....RAB
General Manager.....Harold Parise

KDUZ—Hutchinson—1953

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned.....North American Broadcasting Co.
Address .....Box 32
Representative .....Best
News Service .....UP
Transcription .....Standard
General Manager.....Albert Tedesco
Commercial Mgr.....Dean Nolt
Program Director.....Lorrain Lhotka
Station Manager.....Heinz Fruck
Sales Prom. Mgr.....C. R. Splittgerber
Chief Engineer.....Darrel Gander

Nearly unanimous

Hooper, Pulse, Nielsen and a host of Twin Cities advertisers agree—WDGY has the big audience for those big results. There's a new listen in Minneapolis-St. Paul. Hardly a factor less than a year ago—WDGY is now a major factor in any Twin Cities advertising campaign.

Storz Station programming quality plus 50,000 watt coverage are doing a big job for an increasing number of national and local accounts whose audience story is up to date. Is yours? See the Blair man, or General Manager Steve Labunski.

WDGY - Mpls. - St. Paul

50,000 watts and nearly perfect-circle daytime signal

"A STORZ STATION"

KLTF—Little Falls—1950

Frequency: 960 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Little Falls Bcstg. Co.
Address.....105½ Broadway E.
News Service .....UP
Transcription Service.....World, Capitol
Pres., Gen. Sta. Mgr.....John H. Lemme
Commercial Manager.....Charles McCartney

KTOE—Mankato—1950
ABC

Freq.: 1420 Kc.....Power: 5 Kw.
Owned-Oper. By..Minnesota Valley Bcstg. Co.
Address .....Box 550
News Service .....AP
Representative .....Pearson
President.....H. W. Linder
Gen., Comm. Mgr.....D. O. Linder
Program Dir.....Wayne Will
Chief Engineer.....Steve Wolf

KYSM—Mankato—1938
NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....F. B. Clements & Co.
Address.....101 N. Second St.
Representative ....Meeker
Membership ..... NARTB, RAB
Gen., Station, Comm. Mgr...Robert E. Dehaven

KMHL—Marshall—1946
ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Harry W. Linder
Business-Studio Address.....KMHL Bldg.
News Service .....AP
Representative.....John E. Pearson
Owner.....Harry W. Linder
General Manager.....Gilmore F. Frayseth

WDGY—Minneapolis—1923
MBS

Freq.: 1130 Kc....Power: 50 Kw. d., 25 Kw. n.
Owned-Oper. By.....Mid-Continent Bcstg. Co.
Address.....Builders Exchange Bldg.
News Service .....UP
Representative .....John Blair
Membership ..... NARTB
President .....Todd Storz
General Mgr.....Stephen B. Labunski
Comm. Mgr.....Cinton B. Clarke, Jr.
Program Director.....Donald A. Loughname
Sales Prom. Mgr.....A. W. Carlson
Pub. Dir.....Ralph Martin
Chief Engineer.....Kenneth Olson

KEVE—Minneapolis—1948

Frequency: 1440 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Western Bcstg.
Address.....805 N. Lilac Lane
News Service .....AP
Representative .....Gill-Perna
Transcription .....Standard
Membership .....RAB
President .....R. M. Purcell

V.P., Gen. Mgr.....R. M. Lester, Jr.
Program Dir.....Bob Kaye
Chief Engineer.....Denvy Doty

WCCO—Minneapolis—1924
CBS Radio

Frequency: 830 Kc.....Power: 50,000 Watts
Owned By.....Midwest Radio-Television, Inc.
Business-Studio Address....625 Second Ave. S.
News Service.....AP, UP, INS
Transcription Service.....Standard
Representative.....CBS Radio Spot Sales
Membership .....NARTB
Exec. V. P.....F. Van Konynenburg
Gen., Sta. Mgr.....Larry Haeg
Sales Manager.....Phil Lewis
Director Research.....C. H. Smith
Program Director.....Bob McKinsey
Prom., Pub. Dir.....C. Kaufman
Chief Engineer.....Kermit Sueker

WLOL—Minneapolis—1940

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By.....BFR Bcstg. Co.
Address.....554 Northwestern Bank Bldg.
News Service.....UP, AP
Representative .....AM Radio Sales
Membership ..... NARTB
President.....Larry Bentson
Gen., Comm. Mgr.....Wayne Williams
Prog. Dir.....Ray Christensen
Pub. Director.....Dan Anderson
Chief Engineer.....Bryce Ekberg

WPBC—Minneapolis—1949

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....People's Bdcstg. Co.
Address.....1133 Stinson Blvd.
Representative .....Sears and Ayer
News Service .....UP
Pres., Gen., Sta., Comm. Mgr.,..M. V. Stewart
Sales Prom. Mgr.....Jack I. Moore
Prog., Pub. Dir.....Mrs. B. A. Stewart
Chief Engineer.....Gene Chenetti

WTCN—Minneapolis-St. Paul
1931—ABC

Freq.: 1280 Kc.....Power: 5 Kw. d.; 1 Kw. n.
Owned....Minnesota TV Public Service Corp.
Address.....Calhoun Beach Hotel
Rep.....Katz Agency, Andy McDermott
Membership .....RAB
President.....Harry M. Bitner, Jr.
Gen., Sta. Mgr.....Miller C. Robertson
Sales Manager.....Bill Daley
Sales Promotion Mgr....M. J. "Clipper" Smith
Program Director .....Sev Widman
Chief Engineer.....Joseph Kahnke

KDMA—Montevideo—1951
ABC

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Oper. By.....Midwest Bcstg. Corp.
News Service .....AP
Representative .....Pearson
Pres.....H. W. Linder
Gen. Mgr.....Willard Linder
Sta. Mgr.....Byron Zurn
Comm. Mgr.....Fred Ehlen
Chief Engineer.....James Wood

KVOX—Moorhead—1937
MBS

Freq.: 1280 Kc...Power: 1 Kw. d.; 500 Watts n.
Owned-Operated By.....KVOX Bcstg. Co.
Address.....Box 437
News Service .....UP
Representative ..... McGillvra
President.....E. J. McKellar
Gen., Station Mgr.....M. M. Marget
Commercial Mgr.....R. L. Owens
Sales Prom. Mgr.....T. P. Hannaher
Prog. Dir.....Art Steffes
Chief Engineer..... Ed Klink

KNUJ—New Ulm—1949
KBS

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KNUJ, Inc.
Address .....304½ N. Minn. St.
News Service .....AP
Transcription Service.....Lang-Worth, World
Membership .....NARTB, RAB
General Manager.....George E. Korenchen

KRFO—Owatonna—1950

Frequency: 1390 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Owatonna Bcstg. Co.
Address.....301 N. Cedar St.
News Service .....UP
Transcription Service .....Standard
Pres., Gen. Mgr.....Robert W. Behling
Sta. Mgr., Chief Eng.....Gerald J. Boos
Comm. Mgr., Publicity Dir.....Charlie Vais
Sales Prom. Mgr.....Dick Arnold
Prog. Director.....Duane Allen

KLOH—Pipestone—1955

Frequency: 1050 Kc.....Power: 1000 Watts
Owned-Operated By...Pipestone Bcstg. Corp.
Address.....118 W. Main St.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Continental
President.....C. B. Thomas
General Manager.....J. F. Kauper

KCUE—Red Wing—1948

Frequency: 1250 Kc.....Power: 1000 Watts
Owned.....Hiawatha Valley Bcstg. Co., Inc.
Address .....Route 4
News Service .....AP
Representative .....William G. Rambeau
Gen. Mgr., V.P.....Gene Elston
Comm. Mgr.....Charles Bremer
Program Dir.....Harley Flathers
Chief Engineer.....Alan M. Kennedy, Jr.

KLGR—Redwood Falls—1954

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Oper. By.....KLGR Bcstg. Co.
Address.....209 S. Washington St.
News Service .....AP
Representative .....Pearson
Owner .....H. W. Linder
General Manager.....Willard Linder
Comm. Mgr.....Ward Shaw

KROC—Rochester—1935 NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Southern Minnesota Bcstg. Co.
Address.....100 1st Avenue Bldg.
Representative.....Meeker, Harry S. Hyett
Membership .....RAB
President.....Mrs. Gregory P. Gentling
Gen., Comm. Mgr.....G. David Gentling
Sta. Mgr.....Cal Smith

KFAM—St. Cloud—1938 NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Times Publ. Co.
Address .....Weber Bldg.
Newspaper Affil.....Daily Times
News Service .....AP
Representative .....Pearson
Membership .....NARTB, RAB
President.....Frederick C. Schilplin
Gen., Sta. Mgr.....D. F. Rainsberger
Sales Prom., Comm. Mgr.....Jack W. Lund
Program Director.....C. J. Willms
Publicity Director.....Mrs. L. Hemberger
Chief Engineer .....Robert Witschen

WJON—St. Cloud—1950—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Granite City Bcstg. Co.
Address.....St. Cloud
Newspaper Affil.....Portage Daily Reg.
Representative....Rambeau, Bulmer & Johnson
Membership .....NARTB
Pres., Gen., Sta. Mgr.....John Haerle

KSTP—St. Paul-Minneapolis 1928—NBC

Frequency: 1500 Kc.....Power: 50,000 Watts
Owned By.....KSTP, Inc.
Bus.-Studio Address.....3415 University Ave.
News Service .....AP, UP
Transcription Service.....Thesaurus, SESAC
Representative .....Edward Petry
President, Gen. Mgr.....Stanley E. Hubbard
Asst. Nat. Sales Mgr.....Byron Anderson
Exec. V.P., Treas.....K. M. Hance
Production Supervisor....D. Brooks Henderson
Promotion-Publicity Director.....Wm. Davey
Chief Engineer.....William S. Sadler

WMIN—St. Paul—1936

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Franklin Bcstg. Co.
Address.....611 Frontenac Place
News Service .....AP
Representative.....Headley Reed Co.
V.P., Gen. Mgr.....Wm. F. Johns, Jr.
Sales Mgr.....Jack Hazlett
Program Director.....Ralph R. Smith

WCOW—South St. Paul—1951

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Sparta-Tomah Bcstg. Co.
Address .....Sparta, Wis.
News Service .....UP
Representative.....Wm. G. Rambeau Co., Bulmer & Johnson
Pres., Gen. Mgr.....John D. Rice
Vice-Pres. .....Victor Tedesco
Sales Mgr.....Hugh Dickie

WAVN—Stillwater—1949 KBS

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By.....St. Croix Bcstg. Co.
Address.....126½ S. Main St.
News Service .....UP
Pres., Gen., Sta. Mgr.....Richard K. Power
Comm. Mgr.....James H. McLaughlin
Sales Prom. Mgr.....Dewey S. Campbell
Prog. Dir.....J. Roger Erickson
Publicity Dir.....Henry Sampson
Chief Engineer.....Elmer L. Christenson

KTRF—Thief River Falls 1947

Frequency: 1239 Kc.....Power: 250 Watts
Owned-Operated By.....KTRF Radio Corp.
Address .....Box 69
News Service.....UP
Transcription Service .....World
Representative .....Bulmer & Johnson, Inc.
Membership .....RAB
Pres., Gen. Mgr.....Don Olsen
Chief Eng.....Fred Franklin

WHLB—Virginia—1936—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Head of the Lakes Bcstg.
Address .....WEBC Bldg.
News Service .....UP
Newspaper Affil.....Misabi Daily News
Membership ..... NARTB
Transcription Service .....World
Representative .....Hollingbery
Pres., Gen. Mgr.....Walter C. Bridges
Sta., Comm., Prom. Mgr...Baldino W. Rodorigo
Prog. Dir.....Richard Shumavc
Chief Engineer.....Norman Gill

KWAD—Wadena—1948 MBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By....KWAD Broadcasting Co.
Bus.-Studio Address.....First Natl. Bank Bldg.
News Service .....UP
Representatives.....Bulmer & Johnson
President.....Robert E. Ingstad

V.P., Gen. Mgr.....Marlin T. Obie
Commercial Mgr.....Harold O. Bakke
Chief Eng.....Dave Sather

KWLM—Willmar—1940—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Lakeland Bcstg. Co.
Business-Studio Address.....1340 N. 7th St.
News Service .....AP
Transcription Service .....Cole
Representative.....John E. Pearson
Membership .....NARTB
President .....H. W. Linder
Sta. Mgr.....Willard Linder
Commercial Manager.....Jack Lynch
Chief Engineer.....Francois Peterson

KWNO—Winona—1938—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Winona Radio Service
Business-Studio Addres.....216 Center St.
News Service .....AP
Newspaper Affiliation.....Daily News
Transcription Service.....Standard, World
Membership .....NARTB, RAB
Representative.....John E. Pearson
President.....M. H. White
Gen., Sta. Mgr.....E. M. Allen
Prog. Dir.....C. E. Williams
Commercial Manager.....H. Rod Hurd
Chief Engineer.....Gene Gappa

KWOA—Worthington—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Worthington Bcstg. Co., Inc.
Address .....Hotel Thompson
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Bulmer & Johnson
Membership .....NARTB
President.....R. W. Olson
General Manager.....R. E. Shepard
Comm. Mgr.....Arne Karhu
Prog. Dir.....Walt Jensen
Chief Engineer.....Clint Knapp

Mississippi

Pop. March 1 (Est.) 2,137,000—Families 552,000
Radio Homes 532,000—TV Homes 234,000—Stations in State 64

WMPA—Aberdeen—1951

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Prairie Bdcstg. Co.
Address.....Darracott Rd.
News Service .....UP
Sta., Comm., Sales Prom. Mgr., Chief Eng.
Don Moore
Prog. Dir.....Mat Moore

WAMY—Amory—1955

Frequency: 1580 Kc.....Power: 250 Watts
Owner.....Charles C. Boren, Jr.

WBLE—Batesville—1953
KBS

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Panola Bcstg. Co.
Address.....Drawer No. 73
News Service.....AP
Transcription .....Thesaurus
Representative.....Hil F. Best
Membership ..... NARTB
President.....Harold B. McCarley
Chief Engineer.....Norman R. Phillips

WLOX—Biloxi—Gulfport
1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WLOX Bcstg. Co.
Address.....Buena Vista Hotal
Trans. Service.....Standard, Lang-Worth
News Service .....UP
Representative.....Holman, Dora-Clayton
Membership .....NARTB
General Manager.....Ray Butterfield
Commercial Manager.....Thomas B. Majure
Program Director.....Mary Migues

WVMI—Biloxi—1950

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Associates
Address.....P. O. Box 152
Rep.....John Hershey McGillvra
Transcription Service.....Thesaurus
News Service .....UP
Pres., Gen., Sta. Mgr.....Odes E. Robinson
Prog., Pub. Dir.....Richard Crans
Chief Engineer.....Odes E. Robinson, Jr.

WBIP—Booneville—1950
KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Booneville Bcstg. Co
Address.....Highway No. 45-S
News Service .....UP
Transcription .....World
Representative .....Hil F. Best
Gen. Mgr.....E. O. Roden
Comm. Mgr.....Don Moore
Program Director.....Jean Cochran

WCHJ—Brookhaven—1955

Frequency: 1470 Kc....Power: 1000 Watts d.
Owned-Operated By...Rural Broadcasting Co.
Address.....P. O. Box 644
News Service .....AP
Representative.....Hil F. Best
Membership .....NARTB
Patrners.....W. M. Jones, Laura Jane Huff
Gen., Comm., Prom. Mgr.....W. M. Jones
Station Mgr.....Doug Mathis

WJMB—Brookhaven—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Brookhaven Bcstg. Co.
Address.....W. Chickasaw St.

Representative ..... Continental
News Service .....AP
Transcription Service .....World
Pres., Gen. Mgr.....Tullius Brady

WDOB—Canton—1953—KBS

Frequency: 1370 Kc.....Power: 1 Kw. d.
Owned-Oper. By...Madison County Bcstg. Co.
Address .....Box 182
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Indie
Manager .....Billy Harris
Program Dir.....Martha Wren

WGLC—Centreville—1951

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Southern Bdcstg. Co.
Address .....Centreville
News Service .....UP
Transcription Service .....Capitol
Representative.....Continental Radio Sales
President .....Alvin Sansing
Gen., Sta., Comm., Prom. Mgr...C. W. Wright
Prog., Pub. Dir.....Thelma McCraine
Chief Engineer.....E. Case

WKDL—Clarksdale—1955

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Coahama Bcstg. Co.
Address.....1 State St.
News Service .....UP
Pres., Gen. Mgr.....W. L. Kent
Sta., Comm. Mgr.....Kersh Walters
Sales Prom. Mgr., Prog. Dir.....Al B. Cassady
Chief Engineer.....R. N. Meador

WROX—Clarksdale—1944
MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Mrs. Birney Imes, Sr.
Address.....College St., Columbus, Miss.
News Service .....AP
Representative .....McGillvra, Dixieland
Membership .....NARTB
President.....Mrs. Birney Imes, Sr.
General Manager.....Bob McRaney, Sr.
Sta., Sales Prom. Mgr.....P. B. Hinman
Commercial Manager.....Helen Sugg
Chief Engineer.....C. D. Graves

WCLD—Cleveland—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Voice of the Delta, Inc.
Address.....H'way 61 So.
News Service .....AP
Station Representative.....Best
President.....Joseph W. Carson
V.P., Gen. Mgr.....George C. Shurden

WCJU—Columbia—1946
MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Lester Williams, WCJU, Inc.
Address.....P. O. Box 472
Newspaper Affiliation.....The Progress
Pres., Gen. Manager.....Lester Williams
Sta. Mgr., Chief Eng.....Ray Tolar

WACR—Columbus—1950

Frequency: 1050 Kc.....Power: 1 Kw. d.
Owned.....J. W. Furr
Address.....WACR Bldg.
Address.....Main & 4th St. S.
News Service .....UP
Representative .....Best
Gen. Mgr.....J. W. Furr
Sta. Mgr.....Albert E. Cappe
Program Dir.....C. Landis Rogers
Comm. Mgr.....Sydney Thweatt
Chief Eng.....Jay Aldridge

WCBI—Columbus—1940
MBS-KBS

Frequency: 550 Kc..Power: 1 Kw. d., 500 W. n.
Owned.....Columbus Bcstg. Co., Inc.
Newspaper Affil.....Commercial Dispatch
News Service .....AP
Station Representative .....McGillvra
Membership .....NARTB
President.....B. Imes, Jr.
Gen., Pub. Mgr.....Bob McRaney
Sta. Mgr.....J. W. Eatherton
Prog. Dir.....Jack Cochrane
Chief Engineer.....Tom McFerrin

WCMA—Corinth—1945
MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Corinth Bcstg. Co., Inc.
Business-Studio Address.....Ray Bldg.
News Service .....UP
Transcription Service .....World
Representative .....Headley-Reed
President .....Aaron B. Robinson
Gen. Sta., Sales Prom. Mgr.....John E. Bell
Prog., Pub. Dir.....Thomas T. Weaver, Jr.
Commercial Manager.....Joe P. Van Dyke
Chief Engineer.....James D. Anderson

WMAG—Forrest—1955
KBS

Frequency: 860 Kc.....Power: 500 Watts d.
Owner-Operated By..Scott County Bcstg. Co.
Address.....P. O. Box 188
News Service .....UP
General Mgr.....Hugh Hughes
Commercial Mgr.....Willie Weems

WDDT—Greenville—1956

Frequency: 900 Kc.....Power: 1000 Watts
Owned.....The Delta Democrat Times
Address .....207 Main Street
Newspaper Affil.....Delta Democrat Times
News Service .....AP
Transcription .....Thesaurus
Representative .....Hil F. Best
President .....Hodding Carter

Gen., Sta. Mgr., Pub. Dir.....Ross Charles
Comm., Sales Prom. Mgr.....William Deans
Program Director.....Richard Breitenfeld
Chief Engineer.....Algie Surat

WGVM—Greenville—1948

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Operated By...Mid America Bcstg. Co.
Bus.-Studio Address.....118 So. B'way
News Service .....UP
Membership .....NARTB
Rep.....Devney, Melville, Dixieland
Pres., General Manager.....David M. Segal
Comm., Sta. Mgr.....Jack Stull
Sales Prom. Mgr., Prog. Dir...Wallace D. Hoy
Pub. Dir.....James B. Ashley
Chief Engineer.....Joseph C. Gunter

WJPR—Greenville—1939 MBS

Freq.: 1330 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Radio Service Co.
Business-Studio Address.....120 So. Poplar St.
News Service .....AP
Representative.....Bogner & Martin
Transcription Service.....World
Membership ..... NARTB
Gen. Sta. Mgr.....Emmett H. McMurry
Commercial Manager.....Frank W. Baldwin
Program Director.....Mildred Flowers
Sls. Prom. Mgr.....Gene Underwood
Publicity Dir.....Bea Armistead
Chief Engineer.....Percy L. Kuhn

WABG—Greenwood—1950 ABC

Freq.: 960 Kw.....Power: 1 Kw. d., 500 w. n.
Owned-Oper. By.....Greenwood Bcstg. Co.
Address .....P. O. Box 414
News Service .....UP
Membership .....NARTB
President, Gen. Mgr.....Cy Bahakel
Sta. Mgr.....Don Neil
Comm. Mgr.....Tom Reardon
Prog. Dir.....Erlene Leach
Chief Engineer.....Robert Heath

WGRM—Greenwood—1937 NBC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Operated By.....Radio Station WGRM
Address .....Walnut St.
News Service .....UP
General Manager.....F. C. Ewing
Commercial Mgr.....Lew Sadler
Program Dir.....Charles Hester
Chief Eng.....Louis Pierce

WNAG—Grenada—1949 MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Birney Imes, Jr.
Representative .....McGillvra
Newspaper Affiliation .....Dispatch
President.....Birney Imes, Jr.
General Manager.....Bob McRaney
Sta., Comm. Mgr., Prog., Pub. Dir...M. Looney
Chief Engineer.....Jimmie Pinnix

WDEB—Gulfport—1955

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Denver T. Brannen
Address.....P. O. Box 382
News Service .....UP
T anscription .....Standard
Representative.....Thomas F. Clark
President.....Denver T. Brannen
Gen., Sta., Comm. Mgr.....L. H. Thesmar
Sales Prom. Mgr., Ch. Eng...Charles Pearson
Program Director.....Charles Stookey
Publicity Director.....Earl Blessey

WGCM—Gulfport—1928 ABC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....WGCM Bcstg. Co.
Address.....15th Ave and 22nd St.
News Service .....AP
Station Representative.....Bogner & Martin
Membership .....NARTB
Owner & Gen. Mgr.....Hugh O. Jones
Sta., Sales Prom. Mgr.....Holton Turnbough
Commercial Manager.....Mrs. O. L. Owens
Prog. Dir.....Tommie Meek
Chief Engineer.....Donovan Murphy

WBKH—Hattiesburg—1954

Frequency: 950 Kc.....Power: 5000 Watts
Owned.....Deep South Radio, Inc.
Address.....305 Bay Street
News Service .....UP
Transcription Service .....Thesaurus
Representative .....McGillvra
Membership .....NARTB
President .....B. L. Blackledge
Gen. Mgr.....F. M. Smith
Sales Prom. Mgr.....Walter L. Smith
Prog. Director.....Terry R. Speights
Chief Engineer.....C. C. Vogel

WFOR—Hattiesburg—1925 NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Forrest Bcstg. Co.
Address.....302 Hemphill St.
News Service .....UP
Representative .....Rambeau, Dixieland
President.....C. J. Wright, Sr.
Program Director.....Clifton Sessions
Station Mgr.....E. M. Jenkins

WHSY—Hattiesburg—1948 ABC-MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Hub City Bcstg. Co. Inc.
Address.....Box 1008

News Service ..... AP
Membership ..... RAB
President ..... Charles W. Holt
Gen. Mgr. ..... Robert N. Robinson
Chief Engineer ..... Charles Sharpin

WMDC—Hazlehurst—1953 KBS

Frequency: 1220 Kc. ..... Power: 250 Watts d.
Owned ..... Southwestern Bcstg. Co. of Miss.
Address ..... P. O. Box 571
News Service ..... UP
Representative ..... McGillvra
General Manager ..... Louis Alford
Sta. Mgr., Chief Engr. ..... Mack Smith
Program Director ..... Malcolm Jones
Comm. Mgr., Prog. Dir. ..... Malcolm Jones
Publicity Director ..... Bob Prather

WCPC—Houston—1955—KBS

Frequency: 1320 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... WCPC Bcstg. Co.
Address ..... Box 552
News Service ..... UP
Gen., Sta., Comm. Mgr. ..... Robin H. Mathis
Sales Mgr., Prog., Pub. Dir. ..... Ralph C. Mathis
Chief Engineer ..... John B. Skelton, Jr.

WNLA—Indianola—1953 KBS

Frequency: 1380 Kc. ..... Power: 500 watts d.
Owned ..... Central Delta Bcstg. Co.
Address ..... 134 Baker St.
News Service ..... UP
Membership ..... NARTB
Co-Owners ..... W. L. Kent; J. M. McLendon
Gen., Sta., Comm. Mgr. ..... Kit Carson
Program Director ..... Paul Artman
Publicity Director ..... John McLendon
Chief Engineer ..... Bob Meador

WJDX—Jackson—1929—NBC

Frequency: 620 Kc. ..... Power: 5 Kw. d., 1 Kw. n.
Owned ..... Lamar Life Insurance Company
Address ..... Jackson
News Service ..... UP
Transcription Service ..... Thesaurus
Representative ..... Hollingbery
Membership ..... NARTB
Gen., Sta. Mgr. ..... Fred L. Beard
Comm. Mgr. ..... Frank Gentry
Sales Prom. Mgr., Pub. Dir. ..... Chuck Allen
Prog. Dir. ..... Forrest Cox
Chief Engineer ..... Percy G. Root

WJQS—Jackson—1947 CBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Mississippi Bcstg. Co.
Business-Studio Address ..... Edwards Hotel
News Service ..... UP
Transcription Service ..... Standard
President, General Manager ..... Withers Gavin

WJXN—Jackson—1945

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned ..... Jackson Bcstg. Co., Inc.
Address ..... P. O. Box 786
News Service ..... UP
Representative ..... Webb, Clarke Brown
President ..... James T. Ownby
General Manager ..... Robert Statham

WOKJ—Jackson—1954

Frequency: 1590 Kc. ..... Power: 1 Kw. d.
Owned ..... Dixieland Bcstg. Co.
Address ..... P. O. Box 2667
News Service ..... UP
Station Rep. ..... McGillvra
General Manager ..... John M. McLendon
Sta., Sales Prom. Mgr. ..... Jay Gilbert
Comm. Mgr. ..... William Anderson
Prog. Dir. ..... Lee Nowell
Chief Engineer ..... Jay Gilbert

WRBC—Jackson—1947—MBS

Freq.: 1300 Kc. ..... Power: 5 Kw. d., 1 Kw., n.
Owned-Operated By ..... Rebel Bcstg. Co., Inc.
Business-Studio Address ..... 125½ So. Lamar
News Service ..... AP
Representative ..... Rambeau, Dixieland
General Manager ..... W. V. Dubard

WSLI—Jackson—1938—ABC

Frequency: 930 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Capitol Bdcting Co.
Address ..... P. O. Box 8187
Newspaper Affil. ..... Daily News, Clarion Ledger
News Service ..... AP
Transcription ..... World
Representative ..... Weed
Membership ..... NARTB
President ..... T. M. Hederman, Jr.
General Manager ..... L. M. Sepaugh
Sta., Comm. Mgr. ..... Richard Voorhis
Sales Prom. Mgr. ..... Dorothy Dawley
Prog., Pub. Dir. ..... B. K. Smith
Chief Engineer ..... C. A. Perkins

WKOZ—Kosciusko—1947

Frequency: 1350 Kc. ..... Power: 5 Kc. d.
Owned-Oper. By ..... Cy N. Bahakel
Address ..... 109 W. Jefferson
Membership ..... NARTB
News Service ..... UP
Transcription ..... World
General Manager ..... Cy N. Bahakel
Station Manager ..... Mims Boswell, Jr.

WAML—Laurel—1932 NBC-KBS

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... New Laurel Radio Station
Bus.-Studio Address ..... 442 6th Ave.
Transcription Service ..... World
Representative ..... George P. Hollingbery
Membership ..... NARTB, RAB
President ..... Harold Matison
Gen., Sta. Mgr. ..... Granville Walters

Commercial Manager.....M. M. Caver
Program Director.....Granville Walters
Chief Engineer.....Forrest Williams

WLAU—Laurel—1946
ABC-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Southland Bcstg. Co.
Address.....437 N. Magnolia St.
News Service .....UP
Representative .....McGillvra
Membership .....RAB, NARTB
President.....C. T. McCallum
Gen., Sta. Mgr.....Norma H. Leggett
Comm., Sales Prom. Mgr.....David Stensrud
Pgm., Pub. Dir.....Jim Gibbon
Chief Engineer.....W. B. Carter

WLSM—Louisville—1953

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Louisville Bcstg. Corp.
Address .....Box 111
News Service .....AP
Station Representative.....Hil Best
Station Manager.....William R. Parkes

WMBC—Macon—1947
KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....J. W. (Billy) Furr
Address .....WMBC Bldg.
News Service .....UP
Station Rep.....Hil Best
General Manager.....Bill Atkinson
Comm. Mgr.....E. C. Farr

WAPF—McComb—1948
KBS

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By..S. W. Bcstg. Co. of Miss.
Address.....Pike Hotel
Station Rep. .....McGillvra
Transcription Service.....World
Co-Owners.....Phillip Brady, Louis Alford, Mack Smith

WHNY—McComb—1939
ABC-MBS

Freq.: 1250 Kc.....Power: 5 Kw. d., 500 W. n.
Owned-Oper. By.....Bcstrs. Service, Inc.
Address.....P. O. Box 111
News Service .....AP
Transcription Service .....Capitol
Representative.....Thomas F. Clark Co.
President.....Charles W. Holt
General Manager.....W. R. Tyler

WCOC—Meridian—1926—CBS

Frequency: 910 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By....Mississippi Bcstg. Co., Inc.
Business-Studio Address..... Meridian
News Service .....UP
Transcription Service .....Standard
President, General Manager...Withers Gavin

WMOX—Meridian—1945

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Birney Imes, Jr.
Address.....P. O. Box 1511
News Service .....AP
Representative .....McGillvra
Transcription Service .....Thesaurus
General Manager.....Bob McRaney
Station Manager.....Joseph W. Carson
Comm. Mgr.....Eddie Holladay

WTOK—Meridian—1946
ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Southern TV Corp.
Address .....Southern Bldg.
News Service .....AP
Representative ..... Walker
President.....Robert F. Wright
Gen., Sta., Comm. Mgr., Pub. Dir..F. Holifield
Sales Prom. Mgr., Prog. Dir., Chief Eng.
Dan Hollingsworth

WMIS—Natchez—1941
NBC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Natchez Broadcasting Co.
Address .....City Bank Building
News Service .....UP
Transcription Service .....World
Pres., Gen., Sta. Mgr.....P. K. Ewing, Jr.
Comm. Sales Prom. Mgr.....Eddie Phelan
Program Dir.....Johnny Littlejohn
Pub. Director.....Bill Wall
Chief Engineer.....George Wilson

WNAT—Natchez—1949
MBS-ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Old South Bcstg. Co.
Address .....Eola Hotel
News Service .....UP
Membership .....NARTB
President.....Mrs. Laurie G. Ratcliffe
General Manager.....Paul Schilling

WNAU—New Albany—1955
KBS

Frequency: 1470 Kc.....Power: 500 Watts
Owned-Oper. By.....New Albany Bcstg. Co.
Address.....202 Bankhead St.
News Service .....AP
Transcription Service .....World
Gen., Sta. Mgr., Chief Eng....V. Keith Wroten
Comm., Sls. Prom. Mgr.....Daniel L. Skilton
Program Director .....Lee Elman

WSUH—Oxford—1955

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Oper. By.....Colonel Rebel Radio
Address.....University Ave., East; Box 266
News Service .....UP

Transcription Service.....World
Rep. .....Hil F. Best
Pres., Gen., Sta., Comm. Mgr.....C. H. Quick
Sales Prom. Mgr.....Quinon Ivy
Program Director.....Netta Quick
Pub. Dir.....Martha Lyles
Chief Engineer.....Mitchell Self

WPMP—Pascagoula—1951
KBS-ABC

Frequency: 1580 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Crest Bcstg. Co., Inc.
Address.....P. O. Box 391
News Service .....UP
Membership .....NARTB
Representative .....Hil F. Best
Pres., Gen. Mgr.....William R. Guest, Jr.
Sales Mgr.....Ollie Bales
Program Dir.....Fred Strother
Publicity Dir.....E. Rae Cole
Chief Eng.....W. H. Collins

WHOC—Philadelphia—1948
KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....William Howard Cole
Address .....Box 26
News Service .....UP
Transcription Service .....Capitol
Representative .....Hil F. Best
President, Manager....William Howard Cole
Program Director.....Mrs. D. A. Nichelson
Chief Eng.....Paul M. Miller

WRJW—Picayune—1949

Frequency: 1320 Kc.....Power: 5000 d.
Owned-Oper. By.....Tung Bcstg. Co.
Address .....Picayune
News Service .....AP
Representative .....McGillvra
General Mgr.....Herb Witthauer
Prog. Dir.....Archie Rushing, Jr.

WSSO—Starkville—1949
KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Starkville Bcstg. Co.
Business-Studio Address.....WSSO Bldg.
News Service .....AP
Transcription Service .....Capitol
Representative ..... Keystone
Pres., Gen., Comm. Mgr.....Joe Phillips
Prog., Pub. Dir.....Jayne McNeil
Chief Engineer.....Travis Palmer

WELO—Tupelo—1944
MBS-KBS

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Operated By.....Tupelo Bcstg. Co.
Bus.-Studio Address.....212 S. Spring St.
News Service .....AP
Transcription Service.....Thesaurus, Capitol
Representative .....McGillvra
Station Manager.....Bob Evans
Commercial Manager.....E. L. Bowen, Jr.
Prog. Dir.....Edward Cleary
Pub. Dir.....Jack Christil
Chief Engineer.....LeRoy Green Sr.

WTUP—Tupelo—1953

Frequency: 1380 Kc.....Power: 1000 Watts d.
OwnedOper. By.....Lee Bcstg. Co.
Address.....East Main St.
Station Representative.....Hil F. Best
Transcription .....World
General Mgr.....James E. Reese

WQBC—Vicksburg—1931
MBS-KBS

Freq.: 1420 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By...Delta Bcstg. Co., Inc.
Business-Studio Address.....Post-Herald Bldg.
Newspaper Affil.....Evening Post, Morning-Herald
Representative.....Bogner & Martin
President.....L. P. Cashman
General-Station Mgr.....Mary-Van Cashman
Commercial Manager.....L. L. Miller
Program Director.....C. Kahn
Chief Engineer.....Waverley Conway

WVIM—Vicksburg—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Miss., Inc.
Business-Studio Address.....708 Clay St.
Transcription .....World
Representative.Thomas F. Clark, Dora-Clayton
General Mgr.....John F. Shea
Station Mgr.....Roy Harris

WABO—Waynesboro—1954

Frequency: 990 Kc.....Power: 250 Watts
Owner.....New Laurel Radio Sta., Inc.
Representative .....Hil F. Best
President .....Harold Matison
General Manager.....Granville Walters
Station Manager .....Paul Carlisle
Sales Prom. Mgr.....Martha King
Prog. Dir.....Gene Perry
Pub. Dir.....N. Shoemaker

WROB—West Point—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Bob McRaney, Sr.
Address .....WROB Bldg.
Station Rep. .....McGillvra
Pres., Gen. Mgr.....Bob McRaney Sr.
Station Manager.....Jack King

WAZF—Yazoo City—1947
MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned .....WAZF, Inc.
Address .....Yazoo City
Representative.....Hil F. Best
Manager.....Bruce Gresham
Prog. Dir.....Dennis Hancock, Jr.
Chief Engineer.....Earl B. Neal, Jr.

KWRT—Boonville—1953

Frequency: 1370 Kc.....Power: 1000 Watts
Owner.....Wm. R. Tedrick
Address .....KWRT Bldg.
Representative .....Indie
News Service.....AP
Membership ..... NARTB
Transcription .....Standard
Owner, Gen. Mgr.....W. R. Tedrick
Sales Mgr.....James R. Gammon

KGHM—Brookfield—1955
KBS

Frequency: 1470 Kc.....Power: 500 Watts d.
Address.....308 N. Main
News Service .....AP
Membership .....NARTB
Representative.....Indie Sales, Inc.
President.....Ira J. Williams
Gen., Sta., Comm. Mgr.....Clair W. Peck
Prog., Pub. Dir.....Ron Lutz
Chief Engineer.....Robert Breeding

KFVS—Cape Girardeau—1925
MBS

Freq.: 960 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Hirsch Bcstg. Co.
Business-Studio Address.....324 Broadway
News Service .....AP, UP
Membership .....NARTB, RAB
Representative.....John E. Pearson
President, Gen. Mgr.....Oscar C. Hirsch
Sta. Mgr.....Ralph L. Hirsch

KGMO—Cape Girardeau—1952
KBS

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....KGMO Radio-TV Inc.
Address.....Hwys. 61 & 74

KDMO—Carthage—1947
KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Carthage Bcstg. Co.
Address.....1201 E. Chestnut
News Service .....AP
Station Rep. .....Continental
Membership .....NARTB
Owner, Gen. Mgr.....J. J. Daly

KCRV—Caruthersville—1950
KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Pemiscot Bcstg. Co.
Address.....106½ W. 3rd St.
Transcription Service.....Thesaurus
News Service .....UP
Membership .....NARTB
Co-Partners..Erie Taylor, Walter Y. Cleveland
Gen., Sta., Comm. Mgr.....Ed Dyer, Jr.
Prog., Pub. Director.....Harry A. Moreland
Chief Engineer.....Al Lawrence

KCHR—Charleston—1953
KBS

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....South Mo. Bcstg. Co.
Address.....South Main St.
Representative.....Continental Radio Sales
News Service .....AP
Transcription .....Thesaurus
Membership .....NARTB
Pres., Gen. Mgr., Chief Eng.....Kermit Barker
Program Director.....James L. Byrd III

KCHI—Chillicothe—1950

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Oper. By.Cecil W. & Jane Roberts, Inc.
News Service.....AP
Representative.....Hil F. Best
Gen., Sta., Comm. Mgr.....Howard G. Rion

KDKD—Clinton—1951—KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned.....Osage Broadcasting Corp.
Address ..... Clinton
News Service .....UP
Representative .....Indie Sales
Gen. Mgr.....William R. Tedrick
Sta. Mgr.....Robert F. Morey
Comm. Mgr.....Irving Nagie
Prog. Dir.....Robert J. Noland
Chief Engineer.....Stuart W. Underwood

KBIA—Columbia—1955

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated by...Midwest Bdcstg. System
Address.....Mexico Gravel Road
Representative .....Best
News Service .....AP
Gen. Mgr.....Earl L. Whitner
Sales Mgr.....Robert R. Stoner

KFRU—Columbia—1925
ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KFRU, Inc.
Business Address.....Box 89
Station Rep. .....Webb
Membership .....NARTB, RAB
President.....H. J. Walters, Jr.
Station Manager.....Mahlon R. Aldridge
Director of Sales.....Gregory Reeser

KDEX—Dexter—1955

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Stoddard County
News Service .....UP
Representative .....Sears and Ayer
Membership .....NARTB, RAB
General Manager.....Jerome B. Zimmer
Sta. Mgr., Chief Eng.....L. D. Speidel
Prog. Dir.....S. W. Stanton

KREI—Farmington—1947
KBS

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Midwest Bcstg. System
Address.....Ozark Federal Bldg.
News Service.....AP
Station Rep.....Hil F. Best
President.....Cecil W. Roberts
Gen., Sta. Mgr.....Robert D. Rapp
Comm. Mgr.....Ernest Jones
Prog. Dir.....Martha M. Rapp
Chief Engineer.....Ralph J. Henry

KJCF—Festus—1951

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned.....Jefferson County Radio & TV Co.
Address.....P. O. Box 192
News Service .....UP
General Manager.....Donald M. Donze
Chief Engineer.....Russell Seals, Jr.

KFMO—Flat River—1947
MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Lead Belt Bcstg. Corp.
Business-Studio Address.....Flat River
News Service .....UP
President.....Oscar C. Hirsch
Station-Comm. Mgr.....James F. Collins
Prom. Mgr.....James Strader
Program Director.....Lynn Bohs
Pub. Dir.....Virginia Collins
Chief Engineer.....Gilbert Collins

KFAL—Fulton—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mo. Central Bcstrs.
Address.....5th and Market
News Service .....UP
Representative .....Indie Sales
Transcription Service .....Standard
Membership .....NARTB, RAB
Gen. Mgr.....Robert W. Nickles
Station Dir.....Roger P. Fox
Comm. Manager.....L. Reed Holt

KHMO—Hannibal—1941
MBS

Freq.: 1070 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By....Mt. Rainer Radio TV Broadcasting Corp.
Business-Studio Address.....Box 711
News Service .....AP
Representative .....Grant Webb
Membership ..... RAB
President.....Lester M. Smith
Gen., Sta. Mgr.....F. J. LeGrand
Commercial Manager....William Stephenson
Program Dir.....Kenneth Albridge
Pub. Dir.....Robt. Dixson
Chief Engineer.....Ben Parrish

KIMO—Independence—1947

Frequency: 1510 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Craig Siegfried
Business-Studio Address.....310 N. Osage

MORE NEWS
MORE FEATURES
MORE REGIONAL COVERAGE
AP
... and MORE RADIO AND TELEVISION STATIONS
depend on
THE ASSOCIATED PRESS

NewspaperAffil..Daily News, Pictorial Shopper
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Hil F. Best
Membership ..... NARTB
President .....Craig Siegfried
Gen., Sta., Comm. Mgr., Prog. Dir...Bill Hardt
Pub. Dir.....Donna Tuttle
Chief Eng.....R. Atkeisson

KLIK—Jefferson City—1954

Frequency: 950 Kc.....Power: 5 Kw., d.
Owned.....Empire Bcstg. Co.
Address .....410 E. Capital
Membership .....NARTB
Transportation Service.....Standard, World
News Service .....UP
President.....J. A. Shepherd
V.P., Gen. Mgr.....A. E. Dahl
Comm. Mgr.....James F. Jae
Sales Prom. Mgr.....R. Phillips
Prog. Dir.....Don Steele
Pub. Dir.....Bill Cannady
Chief Engineer.....Ed Scarr

KWOS—Jefferson City—1937 KBS-MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Capital Bcstg. Co.
Business-Studio Address.....210 Monroe St.
Newspaper Affiliation.....News Tribune Co.
News Service .....AP
Station Rep.....Bogner & Martin
President.....Mrs. L. R. Goshorn
General Manager.....R. L. Rose
Station Manager.....E. A. Richter

KFSB—Joplin—1948

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Oper. By.....Four States Bcsters, Inc.
Address.....1027 Main St.
News Service .....UP
Transcription Service .....World
Representative .....Meeker
Membership .....NARTB
President .....Harry Easley
Sta., Gen. Mgr.....W. H. Clark
Comm. Mgr.....Robert A. Barry
Program Director.....Ed Johnson
Chief Engineer.....Lloyd Frazier

KODE—Joplin—1946—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WSTV, Inc.
Address.....1928 W. 13 St.
Representative.....William G. Rambeau
Membership .....NARTB
Pres., Gen. Mgr.....Austin A. Harrison

WMBH—Joplin—1926—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Joplin Bcstg. Co.
Business-Studio Address.....Frisco Bldg.
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Sears & Ayer

MORE NEWS

MORE FEATURES

MORE REGIONAL COVERAGE

AP

. . . and MORE

RADIO AND

TELEVISION STATIONS

depend on

The Associated Press

in Kansas City

KCMO

takes the prize*

for good viewing,

good listening

TV —Channel 5 telecasting from the world's tallest self-supporting TV tower.

AM —50,000 watts by day, 10,000 watts by night at 810 kilocycles, Kansas City's most powerful station.

FM —at 94.9 megacycles, Kansas City's only fine music station.

BASIC CBS

* wins more survey prizes, too, month after month.

Membership .....NARTB
Pres., Gen., Sta. Mgr.....D. J. Poynor

KCKN—Kansas City—1925

(See Kansas City, Kansas, listing)

KCMO—Kansas City—1936 CBS

Freq.: 810 Kc.....Power: 50 Kw. d., 10 Kw. n.
Owned-Operated By.....KCMO Bcstg. Co.
Address.....125 E. 31st St.
News Service .....AP
Representative .....Katz
Membership .....NARTB, RAB
President.....E. T. Meredith
Gen., Sta. Mgr.....E. K. Hartenbower
Commercial Manager .....R. W. Evans
Sales Prom., Pub. Dir.....W. W. Cunningham
Program Director.....George Stump
Chief Engineer.....Karl Troeglen

KFRM—Kansas City—1947

For KFRM Listing—See Concordia, Kansas

KMBC—Kansas City—1921 ABC-MBS

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....KMBC Bcstg. Co.
Address.....11th and Central Sts.
News Service .....AP, UP
Transcription Service .....World
Representative....Peters, Griffin, Woodward
Membership .....NARTB, RAB
Pres., Comm. Mgr., Pub. Dir...Donald D. Davis
Exec. V.P.....John T. Schilling
V. P., Sales Manager.....George J. Higgins
Station Manager, Prog. Dir.....Dick Smith
Chief Engineer.....Henry E. Goldenberg

KPRS—Kansas City—1949

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Twin City Adv. Agency
Address.....2814 E. 23rd St.
Station Rep. .....John E. Pearson
News Service .....AP
General Manager.....Edward H. Pate
Commercial Mgr.....Andrew Carter
Program Director.....Eugenia Pate

KUDL—Kansas City—1953

Frequency: 1380 Kc.....Power: 1 Kw. d.
Owned.....Heart of America Bcstrs., Inc.
Address.....1012 Baltimore Bldg.
News Service .....UP
Station Representative.....Weed
Membership .....NARTB
President.....H. Scott Killgore
Business Mgr.....Harold Backun
Commercial Mgr.....Irving Schwartz

WDAF—Kansas City—1922 NBC

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By....The Kansas City Star Co.
Business-Studio Address.....3030 Sommit St.
News Service .....AP
Newspaper Affil.....Kansas City Star
Transcription Service.....Standard, Thesaurus
Representative.....H. I. Christal
President.....Roy A. Roberts
Gen. Mgr.....H. Dean Fitzer
Station Manager.....V. S. Batton
Comm., Sls., Prom. Mgr.....E. Manne Russo
Pgm., Publ. Dir.....Julian Harris
Chief Engineer.....James Schmidt

WHB—Kansas City—1922

Freq.: 710 Kc.....Power: 10 Kw. d., 5 Kw. n.
Owned.....Mid-Continent Bcstg Co.
Address.....10th & McGee Sts.
News Service.....AP, UP, INS
Station Representative.....John Blair Co.
Membership .....NARTB
President .....Todd Storz
V.P. Gen. Mgr.....George W. Armstrong
Comm. Mgr.....Jack Sampson
Sales Prom. Mgr.....Ken Greenwood
Program Director.....John Pearson
Publicity Dir.....Robt. H. Harris
Transmitter Supv.....Lewis E. Baird
Studio Supv.....Roy Nonemaker

KBOA—Kennett—1947

Frequency: 830 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Kennett Bcstg. Corp.
Business-Studio .....Kennett

87% renewal

87% of WHB's largest billing local accounts in 1955 . . . renewed in 1956! WHB has a higher renewal percentage among both local and national advertisers than any other Kansas City Station.

Thus WHB is Kansas City's RESULTS station . . . **and** RATINGS station, because WHB is a dominant all-day first on every survey!

Latest Metro Pulse: WHB first 360 of 360 ¼'s!
Latest Area Pulse: WHB first 263 of 288 ¼'s!
Latest Area Nielsen: WHB first all day, every day!
Latest Hooper: WHB first all day, every day!

Talk ratings **and** results with Blair . . . or General Manager George W. Armstrong.

WHB-Kansas City

10,000 watts—710 kc.

"A STORZ STATION"

News Service ..... AP
Transcription Service ..... Lang-Worth
Pres., Gen. Mgr. ..... Paul C. Jones
Station Manager ..... C. H. Harrison
Comm. Mgr. ..... Joe Bankhead
Prog. Dir. ..... John Reeder
Chief Eng. ..... R. H. Conner

KIRX—Kirksville—1947 KBS-ABC

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By ..... North Mo. Bcstg. Co.
Bus.-Studio Address ..... P. O. Box 726
News Service ..... AP
Transcription Service ..... Thesaurus
Membership ..... NARTB
Representative ..... Bogner & Martin
Gen., Sta. Mgr. ..... Samuel A. Burk
Comm., Sales Prom. Mgr. ..... James J. Dougherty
Program Director ..... Robert Carlson
Chief Engineer ..... Charles P. Porter

KLWT—Lebanon—1947 MBS-KBS

Frequency 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Lebanon Bcstg. Co.
Bus.-Studio Address ..... 221 E. Commercial St.
News Service ..... UP
Transcription Service ..... Langworth, SESAC
General Manager ..... O. R. Wright
Program Director ..... Jack A. Sellers
Chief Eng. ..... Eugene Clay

KTCB—Malden—1954—KBS

Frequency: 1470 Kc. ..... Power: 1 Kw.
Owned ..... Tri-County Bcstg. Co.
Address ..... 100 W. Main St.
News Service ..... UP
Transcription Service ..... Thesaurus
General Manager ..... Dick Wiethan
Commercial Mgr. ..... Carleton Garner
Promotion Mgr. ..... Mack Howerton

KMMO—Marshall—1949

Frequency: 1300 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... KMMO, Inc.
Address ..... Box 513
Transcription Service ..... World
Rep. ..... Pearson
News Service ..... UP
Membership ..... NARTB, RAB
General Manager ..... Harold Douglas

KNIM—Maryville—1953 KBS

Frequency: 1580 Kc. ..... Power: 250 Watts
Owned ..... KNIM, Inc.
Address ..... Box 278
News Service ..... AP
Transcription Service ..... World
Membership ..... NARTB
President ..... Les Ware
Gen., Sta., Sales Prom. Mgr. ..... Gilbert L. Poese
Prog. Dir., Chief Eng. ..... Jim Shadduck

KXEO—Mexico—1947—MBS

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Audrain Bcstg. Corp.
Address ..... 1705 E. Liberty
News Service ..... AP
Transcription Service ..... Thesaurus
Membership ..... NARTB, RAB
Gen., Comm. Mgr. ..... W. Earl Dougherty
Chief Engineer ..... Hyle Lemen

KNCM—Moberly—1950

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Jerrell A. Shepherd
Membership ..... NARTB
News Service ..... AP
Gen. Mgr. ..... Jerrell A. Shepherd
Comm. Mgr. ..... James Lipsey
Chief Engineer ..... Jim Young

KRMO—Monett—1950

Frequency: 990 Kc. ..... Power: 250 Watts d.
Owned-Oper. By ..... Monett Bcstg. Co.
Address ..... P. O. Box 270
News Service ..... AP
Rep. ..... Hil F. Best, M. Richard Bradley
Membership ..... NARTB
General Manager ..... L. C. McKenney
Program Director ..... Floyd Stewart
Sales Mgr. ..... Marion Pilant

KLRS—Mountain Grove—1955 KBS

Frequency: 1360 Kc. ..... Power: 1000 Watts d.
Owner ..... Kickapoo Prairie Bcstg. Co.
Address ..... Box 308
News Service ..... UP
Transcription ..... Lang-Worth
Representative ..... Hil F. Best
President ..... Floyd W. Jones
Gen. Mgr., Prog. Dir. ..... John W. Billingsley
Comm. Mgr. ..... Chester Sieloff
Chief Engineer ..... Emory T. Caudill

KBTN—Neosho—1954—KBS

Frequency: 1420 Kc. ..... Power: 500 Watts d.
Owned ..... Neosho Broadcasting Co.
Address ..... 212½ E. Main St.
News Service ..... AP
Transcription ..... Thesaurus
Representative ..... Hil F. Best
Gen. Mgr. ..... L. C. McKenney
Station Mgr. ..... Frank Edwards
Program Director ..... Bill Bennett
Chief Engineer ..... Bill Allen

KNEM—Nevada—1949—KBS

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Radio KNEM, Inc.
Address ..... P. O. Box 15
News Service ..... UP
Station Rep. ..... Hil Best
Gen. Mgr. ..... Kenneth E. White

KRMS—Osage Beach—1952

Frequency: 1150 Kc.....Power: 1 Kw. d.
Owned.....Lawrence Bcstg. Co., Inc.
Address .....Highway 54
News Service .....AP
General Manager.....Arden Booth
Station Manager.....George Strickland
News Director.....Gordon Johnson

KWOC—Poplar Bluff—1938

Frequency: 930 Kc..Power: 1 Kw. d., 500 W. n.
Owned-Oper. By....Poplar Bluff Bcstg. Corp.
Address.....428 Vine St.
Transcription Servie.....SESAC, Thesaurus
News Service .....UP
Representative .....John E. Pearson
General Manager.....A. L. McCarthy
Sales Manager.....L. G. Stovall

KTTR—Rolla—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper By....."Show-Me" Bcstg. Co.
Address.....P. O. Box 567
News Service .....AP
Pres., Gen., Sta. Mgr.....Luther W. Martin
Comm. Mgr.....Ward C. Rinehart
Prog. Dir.....Norma Fleming
Promotion Mgr.....Murl Nash
Chief Engineer.....Martin M. Mitchum

KSGM—Ste. Genevieve—1947

Frequency: 980 Kc.....Power: 500 Watts
Owned-Oper. By.....Donze Enterprises, nc.
Bus.-Studio Address.....410 Merchant St.
Newspaper Affil. .....Monitor
News Service .....UP
President, General Manager....Elmer L. Donze
Chief Engineer.....Murel L. Rose

KFEQ—St. Joseph—1923 MBS

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Oper. By....Midland Boradcasting Co.
Business-Studio .....40th and Farron
News Service .....AP
Representative ..... Simmons
President .....Kenyon Brown
V.P., Gen. Mgr.....G. Griswold
Commercial Mgr.....J. Ted Branson
Program Director.....Robert A. Whyte
Chief Engineer.....J. Wesley Koch

KRES—St. Joseph—1946

Frequency: 1550 Kc.....Power: 5000 Watts
Owned-Oper. By.....KRES Radio Corp.
Address.....404 So. 8th
News Service .....AP
Representative .....Clark
Pres., Gen. Mgr.....Tee Casper
Comm., Prom. Mgr.....Robert Mosiman
Sta. Mgr., Prog. Dir.....Richard Irving
Pub. Dir.....Nita Lau
Chief Engineer.....Don O'Brian

KUSN—St. Joseph—1955

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Broadcast Group, Inc.
Address .....Robidoux Hotel
News Service.....UP
Transcription ..... World
Membership ..... NARTB
Representative.....Hil F. Best Co.
President .....J. D. Spears
Gen. Mgr.....Peter T. Scott
Comm. Mgr.....Hal Hamilton
Prog. Director.....Vic Keans
Chief Engineer.....Ralph Doggett

KATZ—St. Louis—1955

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By.....St. Louis Bcstg. Co.
Address.....812 Olive St.
News Service.....AP
Representative.....Forjoe & Co., Inc.
Membership .....NARTB
Pres., Gen. Mgr., Prog. Dir...William F. Garrett
Commercial Manager.....R. M. Hetherington
Sales Prom. Mgr.....Ken Markel
Pub. Dir.....Mike Rohan
Chief Engineer.....Charles O. Rick

KMOX—St. Louis—1925—CBS

Frequency: 1120 Kc.....Power: 50,000 Watts
Owned By.....Columbia Bcstg. System, Inc.
Business-Studio Address.....401 So. 12th St.
News Service.....AP, UP
Representative.....CBS Radio Spot Sales
Membership .....RAB, NARTB
General Manager.....Robert Hyland, Jr.
Station Mgr.....Charles Burge
Sales Prom. Mgr.....Foster Brown
Publicity Dir.....Paul Douglass
Program Director.....George Clarke
Chief Engineer.....Harry Harvey

KSTL—St. Louis—1948

Frequency: 690 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio St. Louis, Inc.
Address.....Box 1440
News Service.....UP
Representative.....Everett McKinney
Pres., Gen., Sta. Mgr.....Dick J. Kasten
Comm. Mgr.....Arthur Goldford
Program Director.....Tony Glenn
Sales Prom. Mgr.....Wm. L. Vietmeier
Publicity Director.....Doris Jennemann
Chief Engineer.....Ira E. Pollock

KWK—St. Louis—1927

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By.....KWK, Inc.
Address.....1215 Cole St.
Newspaper Affiliation.....St. Louis Globe-Democrat
Representative .....Katz
Membership .....RAB
President, General Mgr.....Robert T. Convey
V. P., Comm. Dir.....V. E. Carmichael
Sales Mgr.....Gil Johnston

Dominance in St. Louis . . .

KSD and KSD-TV—pioneers in their respective media—this year observe the completion of 35 eventful years in radio and 10 exciting years in television.

Such pioneering naturally means foresighted leadership! And that leadership now means more than ever for achieving success in any campaign in St. Louis—America's ninth market!

THE ST. LOUIS POST-DISPATCH STATIONS

KSD-TV
MAXIMUM POWER
5
channel

KSD

NBC SPOT SALES
National Representative

Basic Affiliate

KSD—St. Louis—1922—NBC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By..The Pulitzer Publishing Co.
Business-Studio Address.....1111 Olive St.
News Service .....AP
Newspaper Affil.....St. Louis Post Dispatch
Transcription Service.....World, Thesaurus
Representative.....NBC Spot Sales
Membership .....NARTB
President.....Joseph Pulitzer, Jr.
General Manager.....George M. Burbach
Comm. Manager.....Arthur J. Casey
Program Director.....Harold Grams
Promotion Mgr.....Fred J. Mueller
Pub. Dir.....Robt. Hannon
Chief Engineer .....J. E. Risk

KXLW—St. Louis—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By...St. Louis County Bcstg. Co.
Address.....2735 Bonaparte Ave., Brentwood
News Service .....UP
Representative .....Pearson
Membership .....NARTB, RAB
President.....John W. Kluge
Gen. Sta. Manager.....William W. Jefferay
Commercial Manager.....W. D. Herman
Prog. Director.....Marshall Zwick
Chief Engineer.....James F. Mitchell

KXOK—St. Louis—1938—ABC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By.....KXOK, Inc.
Address.....Radio Park
News Service .....UP
Representative .....John Blair
Membership .....NARTB
President.....E. M. Roberts
General Manager.....C. L. Thomas
Comm. Mgr.....W. C. O'Donnell
Sales Prom. Mgr., Pub. Dir....John J. Corrigan
Program Director.....Elmer Muschany
Chief Engineer.....Arthur F. Rekart

WEW—St. Louis—1921

Frequency: 770 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Barrington Co.
Address.....St. Louis 1, Mo.
News Service.....UP
Representative.....Bowling Co.
Pres., Gen. Mgr.....Bruce Barrington
Prog., Pub. Dir.....Don Phillips
Chief Engineer.....Charles C. Casey

WIL—St. Louis—1922

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Missouri Bcstg. Corp.
Bus.-Studio Address.....Coronado Hotel
Representative ..... Headley-Reed
News Service .....AP
Pres., Gen. Mgr. .....L. A. Benson
V. P., Asst. Gen. Mgr.....Nick Pagliara
Comm. Mgr.....C. W. Beintker
Sales Prom. Mgr.....Roland Rives
Prog. Dir.....Roy A. May

KSMO—Salem—1953—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Zola Bcstg. Co.
Address .....P. O. Box 71
News Service .....AP
Gen., Comm., Sales Prom. Mgr., Chief Eng.
William B. Smith
Program Director.....Irene Smith

KDRO—Sedalia—1939—MBS KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....KDRO-TV & Radio, Inc.
Bus.-Studio Address.....2100 W. Broadway
News Service .....AP
Membership ..... NARTB
Representative .....Pearson
President.....Milton J. Hinlein
General Manager.....Herbert W. Brandes
Sales Manager.....Jimmy Glenn
Program Director.....Jimmy Murray
Chief Eng.....Bob Klein

KSIS—Sedalia—1953

Frequency: 1050.....Power: 1000 Watts
Owner.....Yates Bcstg. Co.
Address .....KSIS Building
News Service .....AP
Transcription .....Lang-Worth, Thesaurus
Pres., Gen., Comm. Mgr.....Carl W. Yates, Jr.
Sta. Mgr., Prog. Dir.....Bettie S. Yates
Chief Engineer.....Marion Pratt

KSIM—Sikeston—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owner-Oper....Sikeston Community Bcstg. Co.
Bus.-Studio-Transmitter Address..Hway. 60 W.
News Service .....AP
President.....Lyman R. Bowman, Jr.
Gen., Sta., Sls. Prom.
Manager .....Richard L. Watkins, Jr.
Prog., Pub. Dir.....Raymond B. Norton
Comm. Mgr.....Nelson Wheeler
Chief Engineer.....R. L. Hirsch

KGBX—Springfield—1926 NBC

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....Springfield Bcstg. Co.
Bus.-Studio Address.....605 Boonville Ave.
News Service .....AP
Newspaper Affil..Springfield Newspapers, Inc.
Transcription Service .....Thesaurus
Rep.....Venard, Rintoul & McConnell
Membership .....NARTB
Pres., Gen. Mgr.....K. G. Wells
Comm. Mgr., Prog. Dir.....Don C. Dailey
Sls. Prom. Mgr.....Dudley Morris
Publicity Dir.....Wm. DeLange
Chief Engineer.....Richard Bowman

KICK—Springfield—1949

Frequency 1340 Kc.....Power 250 Watts
Owned-Oper. By...Kickapoo Prairie Bcstg. Co.
Address.....610 College St.
News Service .....UP
Representative .....Hil F. Best
Transcription .....Standard
Membership .....NARTB, RAB
President.....Floyd W. Jones
General Manager.....L. C. McKenney
Station Mgr.....Robert Vinyard, Jr.

KTTS—Springfield—1941 CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Independent Bcstg. Co.
Address.....P. O. Box 1716 S. S. S.
Representative.....Sears & Ayer
Membership .....NARTB
Transcription Service .....World
News Service .....AP
President.....J H. G. Cooper
General Manager.....G. Pearson Ward
Commercial Manager.....Bob Burke
Program Director.....Wendel Smith
Chief Engineer.....William F. Curry

KWTO—Springfield—1933 ABC

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....Ozarks Bcstg. Co.
Bus.-Studio Address....1121 South Glenstone
News Service .....UP
Representative.....John E. Pearson
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Ralph D. Foster
V.P. & Asst. Gen. Mgr.....Leslie L. Kennon
Commercial Manager....Raymond M. Keltner
Program Director.....Joe Slattery
Prom., Pub. Dir.....Bill Bailey
Chief Engineer.....Wallis Fender

KALM—Thayer—1953

Frequency: 1290 Kc.....Power: 1 Kw. d.
Owned .....KALM
Address ..... Box 327
News Service .....AP
Representative.....Best, Bradley
Pres., Gen. Sta. Comm. Mgr.....R. F. Neathery

KTTN—Trenton—1955—KBS

Frequency: 1600 Kc.....Power: 500 Watts
Owned-Oper. By.....Trenton Bcstg. Co.
Address.....112 E. Ninth St.
News Service.....AP
Transcription .....World
Representaive .....Bogner and Martin
Membership ..... NARTB
General Manager.....Sam A. Burk
Station Manager.....Ed Hundley
Commercial Manager.....Bob Dennis
Prog. Dir.....Rick McHargue
Chief Engineer.....Lynn Bradley

KLPW—Union—1954

Frequency: 1220 Kc.....Power: 250 Watts
Owned.....Franklin County Bcstg. Co.
Address.....P. O. Box 72
News Service .....AP
Representative .....Indie
President .....Leslie P. Ware
Gen., Sta., Comm. Sls. Prog.,
Pub. Manager.....Norb Moore
Chief Engineer.....Frank Lohmeyer

KOKO—Warrensburg—1953 KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Warrensburg Bcstg. Co.
Address .....Box 395
News Service .....AP
President .....Lee E. Baker
Gen. Mgr.....C. L. Parks
Program Dir.....Bruce Lee
Publicity Director.....Gene Tipton
Chief Eng.....Charles Cunningham

KWRE—Warrenton—1949 KBS

Frequency: 730 Kc.....Power: 500 Watts
Owned.....W. T. Zimmerman
Address .....Warrenton
News Service .....UP
Transcription Service .....SESAC
Representative .....Continental
Membership ..... NARTB
Gen., Sta. Mgr.....W. T. Zimmerman
Comm. Mgr.....Russell Benton
Chief Eng.....Dick Cole

KWPM—West Plains—1947 KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Robert F. Neathery
News Service .....AP
Transcription Service .....Standard
Membership .....NARTB
Pres., Gen. Mgr., Eng.....Robert F. Neathery
Sta., Comm. Mgr.....Fritze A. Dixon
Program Director.....A. Woodside
Pub. Dir.....Carl O. Johnson
Chief Eng.....L. Thompson

Montana

Pop. March 1 (Est.) 638,000—Families 198,000
Radio Homes 187,000—TV Homes 72,000—Stations in State 30

KANA—Anaconda—1946

Frequency: 1230 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Anaconda Bcstg. Co.
Address.....P. O. Box 727
News Service .....UP
Station Rep. .....Gill-Perna
President.....A. J. Mosby
Station Mgr.....A. H. Smith
Program Director.....King Harmon
Comm. Mgr.....C. Moore

KBMY—Billings—1946
MBS-KBS-IMN

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Billings Bcstg. Co.
Address .....Box 2544
News Service .....AP
Transcription Service.....Lang-Worth
Station Representative....Avery-Knodel, Inc.
Membership .....NARTB, RAB
President .....Rockwood Brown
Gen., Sta., Comm. Mgr.....Ken Nybo
Prog., Pub. Dir.....Charles G. du Bois
Chief Engineer.....T. A. Hildebrand

KGHL—Billings—1928—NBC

Frequency: 790 Kc.....Power: 5 Kw.
Owned.....Midland Empire Bcstg. Co.
Address.....5th Ave. & North B'way
News Service .....UP
Station Representative .....Katz
Membership.....RAB, NARTB
President.....P. N. Fortin
General Manager.....Jeff Kiichli

KOOK—Billings—1950—CBS

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Montana Network
Address.....P. O. Box 2557
News Service .....UP
Transcription Service .....World
Representative .....Headley-Reed
Membership .....NARTB, RAB
President.....Joseph S. Sample
Station Manager.....V. V. "Bud" Clark
Commercial Manager..William P. McCracken
Publicity Dir.....Conna G. May

KOYN—Billings—1955

Frequency: 910 Kc.....Power: 1000 Watts
Owned.....D. Gene Williams, Del Cody
Address.....Riverside Drive, Box 956
News Service.....UP
Representative .....Hugh Feltis
Partners.....D. Gene Williams, Del Cody
General, Sta. Mgr.....Bob Eubanks
Sales Prom. Mgr.....Lew Theusen
Program Director.....Jerry Fay
Chief Engineer.....Bill Banks

KBMN—Bozeman—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Penn Engineering Co.
Address.....N. Seventh St.
News Service .....UP
Transcription Service .....World
Representative .....Gill-Perna
Manager.....Dale G. Moore
Sales Mgr.....Bill Merrick

KXLQ—Bozeman—1939
NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....KRBM Bcstrs. Inc.
Address .....Bozeman, Mont.
News Service .....UP
Representative .....Walker
Pres., Gen., Sta. Mgr.....Ernest A. Neath
Prog. Dir.....Dick Smiley
Publicity Dir.....Marcellus Rapkoch
Chief Engineer.....Pen Edwards

KBOW—Butte—1947—CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Copper City Radio Co.
Address.....720 Yale Ave.
Representative .....Cooke, Feltis
News Service .....UP
President .....Frank Reardon
Exec. V.P.....Bill Carroll

KOPR—Butte—1948
ABC-MBS-IMN

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By.....Copper Bcstg. Co.
Business-Studio Address.....Hotel Finlen
News Service .....UP
Membership .....NARTB, RAB
Representative .....Avery-Knodell
President.....George C. Hatch
General Mgr.....Ed Cooney
Comm. Mgr.....Dan Markham
Program Director.....Jim Harrold
Chief Engineer.....William Emerson

KXLF—Butte—1929—NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....KGIR, Inc.
Representative...Walker, Pacific N.W. Bcstrs.
Manager .....Arne Anzion
Eastern Sales Mgr.....Wythe Walker
Western Sales Mgr.....Tracy Moore

KLTZ—Glasgow—1954

Frequency: 1240 Kc.....Power: 250 Watts
Owner.....Glasgow Bcstg. Co.
Address.....Box 909
News Service.....AP
Owners.....C. L. Scofield, W. L. Holter, J. Carston
Station Manager.....William L. Beach

KXGN—Glendive—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Glendive Bcstg. Co.
Address .....Box 200

News Service ..... AP, UP
Transcription Service ..... Standard, World
Representative ..... Grant Webb
President ..... Lewis W. Moore
General Manager ..... Daniel C. Palen
Chief Eng. ..... Donald J. Powers

KBGF—Great Falls—1955
KBS

Frequency: 1405 Kc. ..... Power: 250 W.
Owned-Operated By .. Community Broadcasters
Address ..... Box 1405
News Service ..... UP
Representative ..... Webb, Feltis
Membership ..... NARTB
Pres., Gen. Mgr. ..... Dan Snyder
Comm., Sales Prom. Mgr. .... Richard V. Coon
Prog. Dir. ..... W. A. Zimlich
Chief. Eng. ..... Eugene B. Bunker

KFBB—Great Falls—1921
CBS

Frequency: 1310 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Wilkins Bcstg., Inc.
Business-Studio Address ..... Box 1139
News Service ..... UP
Transcription Service ..... Thesaurus
Station Rep. ..... Bolling
Membership ..... NARTB, RAB
General Manager ..... J. P. Wilkins
Prog. Dir. ..... Richard Osborn
Sta., Comm. Mgr. ..... W. C. Blanchette
Pub. Dir. ..... William E. Spahr
Chief Eng. ..... Anthony Lopuch

KMON—Great Falls—1947
MBS-ABC-IMN

Frequency: 560 Kc. ..... Power: 5000 Watts
Owned-Oper. By .. Montana Farmer Bcstg. Co.
Business Address ..... 121 Fourth St. N.
News Service ..... AP
Transcription Service ..... Lang-Worth
Representative ..... Avery-Knodel
Gen., Sales Mgr. ..... Robert H. Warner

KXLK—Great Falls—1947
NBC

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Operated By .... Great Falls Bcstg. Co.
Representative .... Walker, Pacific Northwest
Manager ..... T. L. Frayling
Eastern Sales Mgr. ..... Wythe Walker
Western Sales Mgr. ..... Tracy Moore

KOJM—Havre—1946
MBS-KBS-IMN

Frequency: 610 Kc. ..... Power: 1000 Watts
Owned-Operated By .. No. Montana Bcstg. Co.
Address ..... Box 70
News Service ..... UP
Transcription Service ..... Associated
Representative ..... Cooke, Inc., Avery-Knodel
Membership ..... NARTB
General Manager ..... Charlotte H. Brader
Comm. Mgr. ..... Carlyle D. Leeds
Sales Prom. Mgr. ..... S. G. Stephens
Prog. Dir. ..... J. R. Saenger
Chief Eng. ..... Harold Bustard

KCAP—Helena—1949
MBS-KBS

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By .. Lewis & Clark Bcstg. Corp.
Address ..... 1705 Jerome St.
Representative ..... Webb, Feltis, Cox
Membership ..... RAB
President ..... James M. Flinn
Gen., Sta. Mgr. ..... K. O. MacPherson

KXLJ—Helena—1937—NBC

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Peoples Forum of the Air
Address ..... 1306 Eleventh Ave.
Representative ..... Walker, Pac. N.W. Bcstrs.
Manager ..... Barclay Craighead

KGEZ—Kalispell—1927
MBS-KBS-IMN

Frequency: 600 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... KGEZ, Inc.
Business-Studio Address ..... Kalispell
News Service ..... UP
Transcription Service ..... SESAC
Station Rep. ..... Donald Cooke Inc.
Membership ..... RAB
President ..... Frank Reardon
Gen. Manager ..... Richard V. Vick
Prog. Director ..... Robert Rigler
Chief Engineer ..... Duane J. Morgan

KOFI—Kalispell—1955

Frequency: 980 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Flathead Valley Bcstrs.
Address ..... Box 75
Representative ..... Art Moore
News Service .. .. UP
General Manager ..... William H. Patterson
Commercial Mgr. ..... Grover D. Allen
Prog. Dir., Ch. Eng. ..... L. L. Sterling

KXLO—Lewistown—1947
MBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Montana Bcstg. Co.
Address ..... E. Main St.
News Service ..... UP
Representative ..... Grant Webb
President ..... William G. Kelly
General Manager ..... Donald C. Williams

KLCB—Libby—1950—KBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By ... Lincoln County Bcstrs. Inc.
Address ..... Box 636
News Service ..... UP
Trans. ..... Lang-Worth, MacGregor, Keystone
Manager ..... Oliver G. Coburn
Program Dir. ..... Lavina Kenyon

KPRK—Livingston—1947 MBS-IMN

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Yellowstone Amusement Co.
Address .....Box 691
News Service .....UP
Representative .....Avery-Knodel
Pres., Gen., Sta. Mgr.....Paul B. McAdam
Commercial Manager.....Jack Hinman
Sales Prom. Mgr.....Carl Argabrite
Program Director.....Frank Lewis
Publicity Dir.....Nikki Kolence
Chief Engineers..Harry Rolance, Larry Hecox

KATL—Miles City—1941 KBS-MBS-IMN.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Star Printing Co.
Address.....Box 720
Newspaper Affiliation.....Daily Star
News Service .....UP
Transcription Service.....Thesaurus
Representative .....Avery-Knodel
Membership ..... NARTB
Gen., Sta. Mgr.....Ian A. Elliot
Commercial Manager.....Fred B. Hunnes
Sales Prom. Mgr.....Norval B. Davis
Prog. Dir.....Thomas Biedrzycki
Pub. Dir.....Robert McKendrick
Chief Engineer.....William Able

KBTK—Missoula—1955 MBS-KBS-IMN

Frequency: 1340 Kc.....Power:: 250 Watts
Owned-Oper. By.....Montana Bcstg. Co.
Address .....Box 1202
Rep. .....Avery-Knodel, Intermountain
Membership ..... NARTB
President.....Marion E. Dixon
General Manager.....William J. Strothman
Comm. Mgr.....Lou Torok
Prog. Dir.....Del Strothman
Chief Eng.....B. Hamilton

KGVO—Missoula—1931—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....Mosby's, Inc.
Bus.-Studio Address.....Radio Central Bldg.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Gill-Perna
Membership .....NARTB, RAB
Pres., Gen. Mgr.....A. J. Mosby
Sta., Comm. Mgr.....Guy B. Farnsworth
Sales Mgr., Prog. Dir.....Don Bradley

KXLL—Missoula—1948—NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Western Montana Assoc.
News Service .....UP
Representative ..... Walker
Pres., Gen., Sta. Mgr.....Pat M. Goodover
Comm., Prom. Mgr.....Bob Gillis
Program Director.....Chas. Cromwell
Publicity Director.....John Campbell
Chief Engineer.....Pat Goodover

KIYI—Shelby—1947 KBS-MBS-IMN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Tri County Radio Corp.
Address .....N. Marias Ave.
Representative .....Avery-Knodel
President .....John Lyon
Sec.-Treas. .....Frank Krshka

KGCX—Sidney—1926—MBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....KGCX, Inc.
Address.....109 S. Central
News Service .....UP
Representative .....Gill Perna
General Manager.....E. E. Krebsbach
Station Mgr.....E. Clair Krebsbach
Comm. Mgr.....Keith Krebsbach
Sales Prom. Mgr.....Don Cole
Prog. Dir.....Ben Innes
Publicity Director.....Veryl Moser
Chief Engineer.....Dale Wilson

Nebraska

Pop. March 1 (Est.) 1,428,000—Families 432,000
Radio Homes 424,000—TV Homes 317,000—Stations in State 28

KCOW—Alliance—1949—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Sandhills Bcstg. Corp.
Trans. Address.....1100 West 10th St.
News Service .....UP
Transcription Service .....World
Representative .....McGillvra
Membership .....NARTB
President.....J. W. Cover
General Manager.....Gene Ackerley
Program Director.....Ted Ford
Chief Engineer.....Dick A. Pace

KWBE—Beatrice—1949 KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Blue Valley Bcstg. Co.
Address .....Box 1450
News Service .....AP
Transcription Service.....Thesaurus
Membership .....NARTB
General Manager.....Bud Pentz

KCNI—Broken Bow—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Custer County Bstg. Co.
Address .....Box 561

News Service ..... UP
Transcription Service ..... Capitol
Manager ..... Georgia A. Crawford
Commercial Mgr. ..... Joe Grieser

KCSR—Chadron—1954

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned ..... Community Ser. Radio Corp.
Address ..... 212 Bordeaux St., Box 949
News Service ..... AP
Transcription Service ..... Thesaurus
Membership ..... NARTB, RAB
Co-Owners ..... Bill Finch, Bob Fouse

KJSK—Columbus—1948
KBS

Frequency: 900 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... George Basil Anderson
Business Address ..... Box 460
News Service ..... AP
Representative ..... Biddick, Continental
Transcription Service ..... Thesaurus
Membership ..... NARTB
President, Gen. Mgr. ... George Basil Anderson
Sta., Comm. Mgr., Prog. Dir. ..... Milo Kincaid
Sales Prom. Mgr. ..... Mel Krehbiel
Chief Engineer ..... Bob Miller

KFGT—Fremont—1939

Frequency: 1340 Kc. ..... Power: 100 Watts
Owned-Oper. By ..... Snyder Enterprises
Business-Studio Address ..... 118 E. 5 St.
Membership ..... NARTB
News Service ..... AP
Transcription Service ..... Capitol
President ..... L. L. Snyder
Gen., Sta. Mgr. ..... H. C. Snyder
Comm. Mgr. ..... Donald Mundy
Program Director ..... Harry Gehrett
Publicity Director ..... E. Smizer
Chief Engineer ..... Harry Snyder

KMMJ—Grand Island—1925
ABC

Frequency: 750 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Town & Farm Co., Inc.
Business-Studio Address .... Division at Cedar
News Service ..... UP
Representative ..... H-R
Membership ..... RAB, NARTB
President ..... Don Searle
Gen., Sta., Comm. Mgr. ..... Ken Titus
Prog. Dir. ..... Bill Delzell
Chief Engineer ..... U. L. Lynch

KRGI—Grand Island—1953

Frequency: 1430 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... Grand Island Bcstg. Co.
Address ..... 315 South Locust
News Service ..... AP
Trans. Service ..... Capitol, World
Representative ..... Bogner & Martin
Manager ..... Wick Heath
Sales Manager ..... Ray Kozak

KHAS—Hastings—1940
KBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Nebraska Bcstg. Co.
Transmitter Address ..... 906½ W. Second St.
News Service ..... INS
Representative ..... Gill-Perna
Membership ..... NARTB, RAB
General Mgr. ..... Roy Pearce
Prog. Dir. ..... Ed Knight
Chief Engineer ..... Vance Filken

KGFW—Kearney—1927
MBS-KBS

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By .... Central Neb. Bcstg. Corp.
Business-Studio Address ... Platte Valley Bldg.
News Service ..... UP
Representative ..... Hal Holman
Membership ..... NARTB, RAB
General Mgr. ..... J. C. Mitchell
Sta. Mgr. ..... Bob Jenkins
Comm. Mgr. ..... Reiney Ehly
Sls. Prom. Mgr. ..... Mary Mitchell
Program Director ..... Don Sherrill
Publicity Director ..... Gene Larsen
Chief Engineer ..... Wallace V. Rockefeller

KRVN—Lexington—1951

Frequency: 1010 Kc. ... Power: 25,000 Watts d.
Owned-Oper. By ..... Nebraska Rural Radio
Address ..... 104 W. 8th St.
Transcription Service ..... Standard
News Service ..... AP
Representative ..... Raymer
Membership ..... NARTB
President ..... Jay A. Person
General Manager ..... Max Brown
Asst. Sta. Mgr. ..... Gary Schroeder
Chief Engineer ..... Robert Bitner

KFOR—Lincoln—1924—ABC

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Cornbelt Bcstg. Corp.
Bus.-Studio Address ..... 814 Stuart Bldg.
News Service ..... AP
Transcription Service ..... Thesaurus, Standard
Representative ..... Paul Raymer
Membership ..... NARTB, RAB
President ..... James Stuart
Gen., Sta. Mgr. ..... Richard Chapin
Sales Manager ..... Roger Larson
Program Director ..... Robert Askey
Chief Engineer ..... Al Pugsley

KLIN—Lincoln—1955—MBS

Frequency: 1400 Kc. ..... Power: 250 W.
Owned-Oper. By ..... Frudeger Bcstg. Co.
Address ..... 410 Sharpe Building
Representative ..... Devney
News Service ..... AP
Membership ..... NARTB
Pres., Gen. Mgr. ..... Robert W. Frudeger
Comm. Mgr. ..... R. L. Hoffman

Prog. Dir. ..... L. Getchell
Chief Eng. ..... Howard H. Frederick

KLMS—Lincoln—1949

Freq.: 1480 Kc. ..... Power: 1 Kw. d., 1 Kw. n.
Owned ..... Lincoln Bcstg. Corp.
Address ..... 130 N. 16th St.
News Service ..... UP
Transcription Service ..... Standard, World
President ..... Howard A. Shuman
Gen., Sta., Comm. Mgr. ..... Frank Stubbs
Chief Engineer ..... Charles Winkler

KBRL—McCook—1947
MBS

Frequency: 1300 Kc. ..... Power: 1 Kw. d.
Owned ..... McCook Bcstg. Co.
Address ..... West J St., Hiway 83
News Service ..... AP
Transcription ..... Standard
Representative ..... McGillvra, Inc.
Membership ..... NARTB
Pres., Gen. Sta. Mgr., Chief. Eng. .. L. W. Lenwell
Prog. Dir. ..... Leon Little
Comm., Sales Prom. Mgr. ..... Don Hays
Pub. Director ..... Robt. Morris

WJAG—Norfolk—1922

Frequency: 780 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... WJAC, Inc.
Address ..... 309 Braasch Ave.
Phone: 20 ..... Air Time: Daytime
Representative ..... Walker
Newspaper Affil. ..... Huse Pub.
Transcription Service ..... World, Standard
News Service ..... AP
Membership ..... NARTB
President ..... Gene Huse
Station Manager ..... Bob Thomas
Oper., Pub. Dir. ..... Don Broadstone
Comm. Manager ..... Evans Meier
Chief Engineer ..... W. Gettman

KNBR—North Platte—1952

Frequency: 970 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... John Townsend
Address ..... P. O. Box 778
Representative ..... Indie Sales
News Service ..... UP
Transcription ..... Thesaurus, SESAC
Manager ..... Bill Lemke

KODY—North Platte—1930
NBC-KBS

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Radio Station KODY
Bus.-Studio Trans. Add. ..... 1521 W. 12th
News Service ..... AP
Transcription Service ..... World, Thesaurus
Membership ..... NARTB
Representative ..... Meeker
Gen., Sta. Mgr. ..... John Alexander
Sales Prom. Mgr. ..... Joe Gallagher
Program Director ..... Bill Wood
Commercial Manager ..... Joe di Natale
Publicity Director ..... Jerry Wing
Chief Engineer ..... Joe Stavas

KOGA—Ogallala—1954
KBS

Frequency: 930 Kc. ..... Power: 500 Watts
Owner ..... Ogallala Bcstg. Corp.
Address ..... 216 N. Spruce
News Service ..... UP
Transcription ..... Thesaurus
Representative ..... Indie Sales
Membership ..... NARTB
Pres., General Manager ..... Newell Eastman

KBON—Omaha—1942
MBS-ABC

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Inland Bcstg. Co.
Business-Studio Address .. 676 World Ins. Bldg.
News Service ..... AP
Transcription ..... Thesaurus
Membership ..... NARTB
Representative ..... Pearson
Pres., Gen. Mgr. ..... Paul R. Fry
Comm. Manager ..... Ernest S. Priesman
Sales Manager ..... Ernest S. Priesman
Program Dir. ..... Dean H. Murray
Chief Engineer ..... Ed Shulman

KFAB—Omaha—1924—NBC

Frequency: 1110 Kc. ..... Power: 50,000 Watts
Owned-Operated By ..... KFAB Bcstg. Co.
Bus.-Studio Address ..... 5010 Underwood
Rep. ..... Peter, Griffin, Woodward, Inc.

MORE NEWS
MORE FEATURES
MORE REGIONAL COVERAGE

AP

. . . and MORE
RADIO AND
TELEVISION STATIONS
depend on
The Associated Press

Newspaper Affil.....Journal, Star
News Service .....AP, INS
Membership .....NARTB, RAB
President .....Victor Toft
General Mgr.....Lyle Bremser
Comm. Mgr.....E. R. Morrison
Sales Prom. Mgr., Pub. Dir.....Don Shoemaker
Program Director.....Ken Headrick
Engineers.....Art Stewart, Al Bates

KOIL—Omaha—1925 ABC

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By....Central States Bcstg. Co.
Business-Studio Address.....511 So. 17th St.
Transcription Service.Capitol, Standard, World
News Service .....INS, AP
Representative .....Avery-Knodel
Membership .....NARTB, RAB
Co-Manager, Programs.....Chic Crabtree
Co-Manager, Sales.....Don W. Borden

KOWH—Omaha—1922

Frequency: 660 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Mid-Continent Bcstg. Co.
Address .....Kilpatrick Bldg.
News Service.....AP, INS, UP
Representative .....Adam Young
Membership .....NARTB, RAB
Transcription.....World, Assoc., Standard

5th year of dominance!

For a long time now, KOWH has enjoyed almost as much of the Omaha daytime audience as all the other stations put together. (Hooper). Just about every daytime ¼ hour belongs to KOWH. And no matter who asks the question, the answer is KOWH. Latest Pulse: KOWH first 228 of 240 ¼'s. Latest Trendex: KOWH first every time period!

What's done it? Storz Station programming and broad (660 kc.) coverage—which have been bringing results to a host of local and national advertisers. You can be one, too. Ask the Adam Young man, or General Manager Virgil Sharpe.

KOWH-Omaha

"A STORZ STATION"

President .....Todd Storz
V.P., Gen. Mgr.....Virgil Sharpe
Local Sales Mgr.....Ed Morgan
Production Mgr.....Grahame Richard
Program Dir.....Bill Stewart

WOW—Omaha—1923—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Meredith WOW, Inc.
Bus.-Studio Address.....Insurance Bldg.
Representative .....John Blair
Transcription Service .....Standard, Capitol
Chairman of Board.....Fred Bohen
President.....E. T. Meredith
Vice Pres., Gen. Mgr.....Frank P. Fogarty
Sales Prom. Mgr.....George Mirras
Sales Manager.....Bill Wiseman
Program Director.....Ray Olson
Chief Engineer.....Glenn Flynn

KNEB—Scottsbluff—1948 MBS

Freq.: 960 Kc.....Power: 1 Kw. d., 500 Wts. n.
Owned-Oper. By....Platte Valley Bcstg. Corp.
Business-Studio Address....Golden Rule Bldg.
Transcription Service .....Thesaurus, World
Membership ..... NARTB
Representative .....Hal Holman
President.....John R. Jirdon
General-Station Mgr.....Russ M. Stewart
Commercial Mgr.....Byron Joachim
Program Director.....Wayne McIntosh
Chief Engineer .....Leslie A. Proctor

KOLT—Scottsbluff—1930 CBS

Freq.: 1320 Kc...Power: 5000 W. d. 1000 W. n.
Owned-Operated By.....The Hilliard Co.
Address.....W. 20th St.
Representative .....Gill-Perna
News Service .....UP
Membership .....NARTB
Manager.....L. L. Hilliard

KSID—Sidney—1952 ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Wm. C. Grove, Inc.
Address .....Legion Park
Representative .....McGillvra
News Service .....UP
Gen., Comm. Mgr.....David W. Young

KAWL—York—1954—KBS

Frequency: 1370 Kc.....Power: 500 W. d.
Owned-Operated By.....Prairie States Bcstg.
Address .....York
News Service .....AP
Membership .....NARTB, RAB
President.....M. L. Gleason
Sta. Mgr.....T. L. Gleason
Comm., Sales Mgr.....H. Hansen
Prog., Pub. Dir.....G. C. Bryan
Chief Eng.....E. Siemoneit

KPTL—Carson City—1955
KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owner-Operated By.....E. L. & A. Bullis
Address .....Box 523
News Service .....UP
Transcription Service .....SESAC
Representative .....O'Connell
General Manager.....Edwin L. Bullis
Comm., Sales Mgr., Prog., Pub. Dir..R. Nelson
Chief Engineer.....Dave Williams

KELK—Elko—1948
MBS-IMN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Elko Bcstg. Co.
Address.....P. O. Box 790
News Service .....UP
President .....Chris Sheerin
General Manager.....John J. Gammick

KELY—Ely—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....White Pine Bcstg. Co.
Address.....1140 Ave. "F" East
News Service .....AP
Co-Managers....D. I. Hansen, D. V. Bradley
Sales Mgr.....David I. Hansen
Program Dir.....Dale V. Bradley

KBMI—Henderson—1954

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated.....Moritz Zenoff
Address.....New Frontier Hotel
Newspaper Affil.....Henderson Home News
News Service.....AP
Representative .....Forjoe
Pres., Gen. Manager.....Moritz Zenoff

K-TOO—Henderson—1956

Frequency: 1280 Kc.....Power. 5000 Watts
Owned ..... K-TOO
Address.....P. O. Box 1848, Las Vegas
News Service .....AP
Representative .....McGavren-Quinn
General Mgr.....Tom Magowan

KENO—Las Vegas—1940
ABC

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Operated By.....Nevada Bcstg. Co.
Address.....810 Keno Lane
Representative.....W. S. Grant
General Manager.....Merl Sage

KLAS—Las Vegas—1948
CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Las Vegas Bctrs., Inc.
Address .....Desert Inn, P. O. Box 1510
Transcription Service .....Standard
News Service .....UP
Transcription Service.....World, Standard
Representative.....Weed & Co.
Membership .....RAB
President.....R. G. Jolley
General Manager.....Tom Ivory
Commercial Manager.....Bill Pursel
Program Director.....John C. Edington
Publicity Director.....Bette Swain
Chief Engineer.....John E. Witt

KORK—Las Vegas—1951
NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwestern Bcstg. Co.
Address .....Hotel Thunderbird
Representative .....Pearson
President.....Donald W. Reynolds
General Manager.....King Harmon
Commercial Mgr.....Stuart Oakes

KRAM—Las Vegas—1947

Freq., 920 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Drake Motel Corp.
Address .....Hotel Riviera
Representative ..... BTS
President.....David M. Margolis
V.P., Gen. Mgr.....Larry Buskett
Sales Mgr.....Don D. Stewart

KATO—Reno—1946
MBS-DON LEE-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Robert L. Stoddard
Bus.-Studio Address.....Box 1170
Representative .....Walker, Broadcast Time
Pres., Gen. Mgr.....R. L. Stoddard
Comm. Mgr.....Walter States
Prog. Dir.....Betty Stoddard
Chief Engineer.....Irvin Carlsen

KOH—Reno—1928—NBC

Freq.: 630 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owner.....McClatchy Bcstg. Co. of Nevada
Address.....P. O. Box 2271
News Service .....UP
Transcription Service .....Capitol
Representative.....Paul H. Raymer
Membership .....NARTB, RAB
Manager .....Hewitt Kees

KOLO—Reno—1946—CBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....Western Bcstg. Co.
Business-Studio Address.....El Cortez Hotel
News Service .....UP
Representative .....Pearson
Membership .....RAB
President.....Donald W. Reynolds
Gen., Sta., Comm., Sls. Prom. Mgr..R. W. Colon
Pub. Dir.....Colleen Lubeke
Chief Engineer.....Jere Laird

KONE—Reno—1955

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Magowan & Jones
Address .....700 Forest St.
Transcription Service.....Spot-Lite Spots
Representative ..... McGavren-Quinn
Membership .....NARTB, RAB
News Service .....AP
General Manager.....George A. Carr
Sta. Mgr.....Ken O'Connell
Chief Engineer.....W. Binford

KWRN—Reno—1947—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Radioreno, Inc.
Address .....Riverside Hotel
News Service .....UP
Station Rep.....W. S. Grant
General Manager.....Naum Healy

KWNA—Winnemucca—1955
KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owner.....N. W. Radio & TV Corp.
Address .....Sonoma Inn Bldg.
News Service .....AP
Transcription .....SESAC
General Mgr.....Ernest Damon
Sta., Comm. Prom. Mgr.....Donald H. Erskine
Program Dir.....Lavon Briggs
Chief Eng.....Whitelaw R. Ross

New Hampshire

Pop. March 1 (Est.) 563,000—Families 170,000
Radio Homes 168,000—TV Homes 174,000—Stations in State 13

WTSV—Claremont—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Grandview Inc.
Trans. Address.....221 Washington St.
News Service .....UP
Representative.....A. Young, Wheeler
Membership .....NARTB
General Manager.....Ralph Gottlieb
Station Mgr.....F. Richard Hill
Nat. Sales Mgr.....Jack King

WKXL—Concord—1946
CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Capitol Bcstng. Co.
Business-Studio Address.....110 N. Main St.
News Service .....UP
Representative .....Grant Webb
President.....H. Scott Kilgore
Gen., Sta., Comm., Sales Mgr.....W. Sweeney
Prog., Pub. Dir.....S. Larrabee
Chief Engineer.....Robert Wright

WJWG—Conway—1955

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned .....WJWG, Inc.
Address .....Radio Building
News Service .....UP
Transcription ..... World
Representative .....Stars National, Wheeler
President .....John W. Guider
Gen. Mgr.....James P. Hinchey
Station Manager.....Bill Potter
Sales Prom. Mgr.....Ed Conaty
Chief Engineer.....Armand St. Louis

WTSN—Dover—1956

Frequency: 1270 Kc.....Power: 5000 Watts
Owned .....WTSN, Inc.
Address .....Back Road
News Service .....UP
Representative.....Wheeler, Adam Young
General Mgr.....Ralph Gottlieb
Station Mgr.....Edward X. Callahan
Comm. Mgr.....Jock MacKenzie
Prog. Director.....Peter Johnson
Chief Engineer.....Albert J. Davis

WKNE—Keene—1926
CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By.....WKNE Corp.
Address.....17 Dunbar St.
News Service .....AP
Representative .....Meeker, Borgatti
Membership .....NARTB, RAB
President.....Joseph K. Close
Gen., Sta., Comm. Mgr.....Frank B. Estes
Sls. Prom., Prog., Pub. Dir.....Ted B. Sawyer
Chief Engineer.....Ernest Robarge

WLNH—Laconia—1922

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Oper. By.....Northern Bcstg. Corp.
Bus.-Studio Address....Masonic Temple Bldg.
News Service .....UP
Representative.....Kettell-Carter, McGavren
Gen., Sta. Mgr.....Arthur Rothafel
Commercial Manager.....Sydney Clarke
Program Director.....Irving W. Kaizer

WTSL—Lebanon—1950
ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....WTSL Inc.
Address.....P. O. Box 1031, Hanover
News Service .....UP
Transcription Service .....RCA Victor
Station Rep.....Adam Young
President.....William J. Barkley
General Manager.....Ralph Gottlieb
Station Mgr.....Howard L. Chase
Program Director.....Joe Shaw
Chief Engineer.....Al Davis

WMOU—Littleton—1946
KBS

Frequency: 1230 Kc.....Power: 250 Watts

Owned-Oper. White Mtns., Bcstng. Co.
Address Green Square
News Service UP
Representative Wheeler, Stars Natl.
Membership NARTB
President John W. Guider
General Mgr. James P. Hinchey
Program Dir. Charles Ross
Sales Prom. Mgr. Sam Hickey
Chief Eng. Herschel Howe

WFEA—Manchester—1932

Frequency: 1370 Kc. Power 5 Kw.
Owned Public Information, Inc.
Address P. O. Box 149
News Service AP
Station Rep. Weed
President Farris E. Rahall
General Mgr. O. R. Davis
Station Mgr. Norton I. Virgien, Jr.
Commercial Mgr. Albert L. Auclair
Program Dir. Alan Rock
Chief Engineer Jay Kosik

WKBR—Manchester—1946

Frequency: 1240 Kc. Power: 250 Watts
Owned Granite State Bcstg. Co.
Address 155 Front St.
News Service UP
Station Rep. Wheeler, Young
Membership NARTB
General Manager Ralph Gottlieb
Sta., Sales Mgr. Jack King

WGIR—Manchester—1941 CBS

Frequency: 610 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned Northwest Broadcasting Corp.
Address P. O. Box 487
News Service UP
Transcription World
Representative O'Connell, Borgatti
Membership NARTB
President Madeline M. Girolimon
General Manager Warren H. Journay
Asst. Gen. Mgr. Bernie Mack
Program Director Donn Tibbetts
Chief Engineer Harry Handfield

WOTW—Nashua—1947

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By Nashua Bcstg. Corp.
Bus.-Studio-Transmitter Location Lund Rd.
News Service UP
Representative Walker
Membership RAB, NARTB
Pres., Gen. Mgr. Arthur A. Newcomb
Sta. Manager R. E. Berry
Comm. Manager Armand Bedard
Program Director Merrill G. Smith
Publicity Director Howard McKinney
Chief Engineer R. C. Bingham

WHEB—Portsmouth—1932

Frequency: 750 Kc. Power: 1000 Watts d.
Owned-Operated By WHEB, Inc.
Address N. H. National Bank Bldg.
News Service AP
Transcription Service World
Representative Foster, Walker
Pres., Comm. Mgr. Charles M. Dale
Station Manager Thomas M. Dale
Program Dir. George Pinkerton
Senior Engineer Anthony Vaccaro

WWNH—Rochester—1948

Frequency: 930 Kc. Power: 5000 Watts
Owned-Operated By Strafford Bcstg. Corp.
Address Rochester Hill Rd.
News Service UP
Representative Borgatti, O'Connell
Membership RAB, NARTB
Pres., Gen. Mgr. A. J. K. Malin
Commercial Mgr. M. C. Ball
Station Mgr. H. Martin
Prog. Dir. J. Alan Jasper
Pub. Director Mike Erlich
Chief Engineer Roger Butterfield

New Jersey

Pop. March 1 (Est.) 5,566,000—Families 1,664,000
Radio Homes 1,658,000—TV Homes 1,470,000—Stations in State 23

WJLK—Asbury Park—1926

Frequency: 1310 Kc. Power: 250 Watts
Owned-Operated By Asbury Park Press, Inc.
Address Press Plaza
News Service AP
Newspaper Affiliate Press
Membership NARTB
Station Manager Everett Rudloff
Commercial Manager Margaret Curtis
Prog. Mgr. Charles F. Hill

WLDB—Atlantic City—1955 MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Atlantic City Bcstg. Co.
Address Senator Hotel
News Service UP
Representative Broadcast Time Sales
Transcription Lang-Worth, SESAC
Membership NARTB
Pres., Gen. Mgr., Ch. Eng. Leroy Bremmer
Station Manager John F. Moore
Business, Comm. Mgr. Dorothy Bremmer

WMID—Atlantic City—1947 ABC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Mid-Atlantic Bcstg. Co., Inc.
Address Brighton Hotel
News Service AP
Transcription Service Associated

Representative .....Stars Natl.
President.....Richard Endicott
General Manager.....David H. Freedman
Program Director.....Alan Owen
Chief Engineer.....Edward Ross

WFPG—Atlantic City—1940 CBS

Frequency: 1450 Kc.....Power: 250 Watts
Dwned-Operated by.....WFPG, Inc.
Business Address.....Steel Pier
News Service .....UP
Membership ..... NARTB
Representative ..... Walker
Pres., Gen., Sta. Mgr.....Jerome Sill
Program Dir.....Ed Davis
Chief Engineer.....Blair K. Thron.

WSNJ—Bridgeton—1937

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Eastern States Bcstg. Corp.
News Service .....UP
Transcription Service .....Thesaurus
Station Representative .....Clark
Membership .....NARTB
President.....Russell S. Henderson
V.P., Gen. Mgr., Sta., Comm. Mgr...Paul Alger
Prog. Director.....Joseph McCulley
Publicity Director.....Howard Auger
Chief Engineer.....Ed Bold

WCAM—Camden—1922

Frequency: 1310 Kc.....Power: 250 Watts
Owned-Oper. By.....City of Camden
Business Address.....6th & Market Sts.
Transcription Service .....Standard
News Service .....UP
Rep.....Press Associates (Trenton, N. J.)
Membership .....NARTB
Gen., Comm. Manager.....John Cleary
Program Director.....Jack La Mar
Sales Prom. Mgr.....Jack Silin
Publicity Dir.....Joseph E. Hale
Chief Engineer.....John Zander

WKDN—Camden—1948

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....South Jersey Bcstg. Co.
Business-Studio Address.2881 Mt. Ephraim Ave.
Representative .....Rambeau
Membership .....NARTB
News Service .....AP
President.....Ranulf Compton
General Manager.....Gordon Giffen

WMLV—Millville—1953

Frequency: 1440 Kc.....Power: 1000 Watts
Owner.....Union Lake Bcstrs., Inc.
Address .....Lincoln Road
News Service .....UP
Transcription .....Lang-Worth
Representative .....Broadcast Time Sales
President.....John H. Norris
Station Mgr.....Karl F. Scheying
Prog. Dir.....Valerie C. Scheying
Publicity Director.....Jack Lawyer
Chief Engineer.....Joseph Karcher

WMTR—Morristown—1948

Frequency: 1250 Kc....Power: 1000 Watts d.
Owned-Operated By....Morristown Bcstg. Co.
Address.....10 Park Place
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NARTB
President.....George S. Croy
General Manager.....Kenneth A. Croy
Commercial Mgr.....Henry Behre
Program Director.....Bob Vesel
News Dir.....Robert Stoepker
Chief Engineer .....Dick Lundy

WAAT—Newark—1930

Frequency: 970 Kc.....Power: 5000 d., 1000 n.
Owned-Operated By.....Bremer Bcstg. Corp.
Business-Studio Address.....1020 Broad St.
News Service .....AP
Transcription Service .....SESAC
Representative .....Forjoe
President, Gen. Mgr.....Irving R. Rosenhaus
Vice-Presidents....E. S. Lennon, F. V. Bremer
Director of Sales.....E. L. Cossman
Radio Sales Manager.....Harold Edison

WHBI—Newark—1922

Freq.: 1280 Kc...Power: 2½ Kw. d., 1 Kw. n.
Owned-Operated By....May Radio Bcst. Corp.
Business-Studio Address.....35 Warren St.
Pres., Gen. Mgr.....James L. Shearer
Sta. Mgr., Prog. Dir.....William Masi
Chief Engineer.....Harold Michaels

WNJR—Newark—1947

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Oper. By.....Rollins Bcstg. Co.
Bus. Add.....414 French St., Wilmington, Del.
Representative .....Rollins Bcstg. Co.
News Service .....UP
President.....O. Wayne Rollins
Sta. Mgr.....A. R. Lamphear
Chief Engineer.....G. R. Chambers

WVNJ—Newark—1947

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....Newark Bcstg. Corp.
Address....W. Mt. Pleasant Ave., Livingston
News Service .....UP
General Manager.....Ivon B. Newman

WCTC—New Brunswick—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Chanticleer Bcstg. Co.
Business-Studio Address.....385 George St.
News Service .....AP
Transcription Service .....Lang-Worth, Muzak
Membership .....NARTB
President, Sta. Mgr.....James L. Howe
Sta., Comm. Mgr.....J. M. Vogdes
Prog. Dir.....John Allen Potts
Sls. Prom., Pub. Dir.....Stella Volpi
Chief Engineer.....Victor Takach

WNNJ—Newton—1953—KBS

Frequency: 1360 Kc.....Power: 500 Watts

Owned.....S. C. Wolfe, Jr.
W. Fairclough, R. A. Mensel
News Service .....AP
Sta., Comm. Mgr., Ch. Eng...Robert C. Gessner
Program Director.....John Bennett
Sales Prom. Mgr.....Ronnie Hickman

WPAT—Paterson—1941

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....WPAT, Inc.
Business-Studio Address.....66 Hamilton St.
News Service .....UP
President, General Manager.....D. J. Wright
V.P.'s..Charlse W. Parker, William J. Calvert
V.P., Sales Dir.....John F. Sloan
Music Dir.....David Gordon
Publicity Dir.....John Burt
Tech. Supervisor.....P. Di Savino

WOND—Pleasantville—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....S. Jersey Radio, Inc.
Address .....Old Turnpike
Transcription Service....Standard, Thesaurus
News Service .....AP
Representative ..... Forjoe
Membership .....NARTB, RAB
President.....Harlan G. Morrelle
General Manager.....T. K. Cassel
Prog. Dir.....Bob Richter
Comm. Mgr.....Jack Southard
Chief Engineer.....Milton Thurlow, Jr.

WBUD—Trenton—1947

Frequency: 1260 Kc....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....WBUD, Inc.
Address .....P. O. Box 158
News Service .....AP
Transcription..World, Lang-Worth, Thesaurus
Membership ..... RAB
Station Rep.....United Bcstg.
Pres., Gen. Mgr.....Richard M. Hardin
Station Manager.....Teresa Rose
Comm. Manager.....William Garry
Sales Prom. Mgr.....John Fretz
Program Director.....Frank Brooks
Chief Engineer.....Terrance O'Rourke

WTNJ—Trenton—1923

Frequency: 1300 Kc.....Power: 250 Watts
Owned.....WOAX, Inc.
Address.....416 Bellevue Ave.
News Service .....UP
Membership ..... RAB
Representative .....Grant Webb
President .....William DeFreitas
Gen., Sta., Comm. Sales Mgr.....R. McFadden
Program Director.....Albert Leibert
Publicity Dir.....Louis N. Wagner
Chief Engineer.....Nicholas Dalessandro

WTTM—Trenton—1942—NBC

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....Peoples Bcst. Corp.
Bus.-Stu. Add.....Brunswick Ave., Lake Drive

Distinctive Music... *For New York and New Jersey*

THE GASLIGHT STATION

WPAT AM-FM
"The Center of the Dial, 93"
930 KC — 93.1 MC

Representative .....Forjoe
News Service .....AP
Membership .....NARTB, RAB
President.....M. D. Lincoln
General Manager.....Herbert E. Evans
Station Manager.....Fred E. Walker
Publicity Dir.....K. M. Weber
Gen. Sales Mgr.....Harry W. Barnham
Prog. Dir.....Tom Durand
Chief Engineer.....Chester Sunderland

WWBZ—Vineland—1946

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By...Community Bcstg. Serv.
Address.....S. Delsea Drive
Representative .....Gill-Perna
Transcription .....World
Membership .....NARTB
General Mgr.....John G. Struckell

WCRV—Washington—1955

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned .....Simon Geller
Address .....3 Belvidere Avenue
News Service .....AP
Transcription Service .....SESAC
Representative .....Hil F. Best
Gen., Comm. Mgr., Prog. Dir. Chief Eng. Simon Geller

WCMC—Wildwood—1951 KBS

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Operated By.....Francis J. Matrangola
Address.....3010 N. J. Ave.
News Service .....AP
Membership .....NARTB
Owner, Gen. Mgr.....Francis J. Matrangola
Comm. Mgr.....Margaret Murphy
Prog. Dir.....George Hart
Chief. Engineer.....Carlton Owen

New Mexico

Pop. March 1 (Est.) 855,000—Families 232,000
Radio Homes 224,000—TV Homes 98,000—Stations in State 32

KALG—Alamogordo—1950 MBS-KBS-IMN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....William Wayne Phelps
Address .....Box 268
News Service .....AP
Transcription .....Thesaurus
Membership .....NARTB, RAB
President.....William Phelps
General Manager.....Bob Hoffman
Comm. Mgr., Prog. Dir.....Terry Clark
Publ. Dir.....Jim Armstrong
Chief Engineer.....Bill Shimer

KABQ—Albuquerque—1947 KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Duke City Bcstg. Corp.
Address .....317 Broadway, N.E.
News Service .....UP
Reps.....Harlan G. Oakes; Nat'l Time Sales
Pres., Gen. Mgr.....Edward M. Sleighel
Sales Prom. Mgr.....Victor Siman
Program Dir.....Jose Gallegos
Publicity Dir.....Fred Chavez
Chief Engineer.....Charles Kohlousen

KDEF—Albuquerque—1953

Frequency: 1150 Kc.....Power: 1 Kw. d.
Owned.....KDEF Bcstg. Co.
Address.....506 2nd St. N.W.
Station Representative .....McGillvra
President, Gen. Mgr.....Frank Quinn
Sta. Mgr.....Wayne Griffin

KGGM—Albuquerque—1927 CBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By.....New Mexico Bcstg. Co.
Business Address.....1414 Coal St., S.W.
News Service.....AP
Representative.....Weed & Co.
Transcription Service .....World
Membership .....NARTB
Representative .....Weed
Pres., Gen. Mgr.....A. R. Hebenstreit
Comm., Sls. Prom. Mgr.....R. C. Rhoads
Program Director.....Robert Van Driel
Pub. Dir.....Jim Laramoor
Chief Engineer.....Leonard F. Dodds

KQUE—Albuquerque—1946

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....KQUE Corp.
Address .....301 Sixth, S.W.
News Service .....AP
Representative .....Everett-McKinney
Membership .....RAB
President .....H. W. Cassill
Sta. Mgr.....Robert D. Williams
Chief Engineer.....Louis Gemoets

KOB—Albuquerque—1921 NBC

Freq.: 770 Kc.....Power: 50 Kw. d., 25 Kw. n.
Owned-Oper. By.....Albuquerque Bcstg. Co.
Address.....1430 Coal Ave. S.W.
Newspaper Affil.....Time, Inc.
News Service .....UP, INS
Transcription Service .....Lang-Worth
Representative .....Branham

Membership .....RAB, NARTB
Pres., Gen. Mgr.....Wayne Coy
Comm. Mgr.....A. E. Mickel
Sales Prom. Mgr.....Robert Pettingill
Program Director.....Michael Dillon
Chief Engineer.....George S. Johnson

KSVP—Artesia—1946
KBS-MBS

Freq.: 990 Kc.....Power: 1 Kw. d., 250 Wts. n.
Owned-Operated By.....Artesia Bcstg. Corp.
Business-Studio Address.....Box 38
News Service .....AP
Transcription Service.....Standard, Capitol
Representative .....Keystone
Membership .....RAB
President.....Martin Yates III
Gen., Sta., Comm., Sls. Mgr., Prog., Pub. Dir.
David M. Button
Chief Engineer.....L. O. Wilcox

KAVE—Carlsbad—1936
CBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Voice of the Caverns, Inc.
Address .....2907 W. Church St.
News Service .....AP
Representative .....Branham
Membership .....NARTB
President.....N. H. Battison
General Manager.....John H. Battison
Sta., Comm. Mgr.....Don Husted
Publ., Prog. Dir.....Bob Fuller
Chief Engineer.....Bill Carnahan

KPBM—Carlsbad—1950

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Coronado Bcstg. Co.
Address.....313 W. Mermod
News Service.....AP
Transcription Service .....Thesaurus
Representative .....McGillvra
Membership .....RAB, NARTB
Pres., Gen., Sta. Mgr.....D. A. Swayze
Sales Prom. Mgr.....J. M. Dustin
Prog. Director.....Ed Lyons
Chief Engineer.....Vic Daley

KLMX—Clayton—1950—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Ari-Ne-Mix Bcstg. Corp.
Address.....Box 7, Fair Grounds
Transcription Service .....Thesaurus
News Service .....UP
Representative .....Ken Palmer
President .....Arthur Jernigan
Gen., Comm., Prom. Mgr., Pub. Dir..Frank Vale
Program Dir.....Henry Pruet
Chief Engineer.....Robert D. Waters

KCLV—Clovis—1952

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....New-Tex Bdcstg.
Address ..... Box 688
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NARTB
Representative .....Pearson
President.....Odis Echols, Sr.
Gen., Sta. Mgr., Prog. Dir.....Odis Echols, Jr.
Comm., Sales Prom. Mgr.....Albert Houpe
Chief Engineer.....Clayton Fuchs

KICA—Clovis—1932

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By.....KICA, Inc.
Address .....P. O. Box 111
News Service.....AP
Station Representative.....John E. Pearson
Pres., Gen. Mgr.....G. C. Packard
Comm. Manager.....James Richardson
Program Director.....Lou Pyka
Chief Engineer.....M. S. O'Dell

KOTS—Deming—1954

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Luna County Bcstg. Co.
Address.....P. O. Box 470
News Service .....UP
Transcription Service .....World
General Manager.....Robert W. Tobey

KVBC—Farmington—1951
MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station KVBC
Address.....413½ West Main St.
News Service .....UP
Membership .....RAB
Transcription Service .....World
Pres., Gen., Sta. Mgr.....C. O. Kendrick
Commercial Mgr.....Bob Williams
Prog. Dir.....Fred Finlay
Chief Eng.....Harold Furstenberg

KGAK—Gallup—1946—ABC

Frequency: 1330 Kc....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Thunderbird Bcstg. Co.
Address.....P. O. Box 1231
News Service.....AP
Transcription Service.....World
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Merle H. Tucker
Comm. Mgr.....C. W. Horne
Chief Engineer.....Paul R. Bateman

KHOB—Hobbs—1954

Frequency: 1280 Kc.....Power: 1000 Watts
Owned.....Permian Basin Radio Corp.
Address .....Box 247
News Service .....AP
Transcription .....Lang-Worth, World
Representative .....Clyde Melville
Membership ..... NARTB
President.....Charles R. Scott
Co-Managers.....Charles R. Scott,
Quenton K. Crandall
Sales Prom. Mgr.....Zeb Williams
Program Director.....Ray Corbin
Chief Engineer.....Pat H. Walton

KWEW—Hobbs—1938
MBS-KBS

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....KWEW, Inc.
Address .....Box 787
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Branham
President.....Theresa P. Whitmore
Gen., Sta. Mgr.....Harry McAdams
Comm., Sales Prom. Mgr.....Phil McGee
Program Director.....Dortha Montgomery
Chief Engineer.....Roy T. Evans

KOBE—Las Cruces—1947
MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Mesilla Valley Bcstg. Co.
Bus.-Studio Address.....940 N. Main St.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Hil F. Best
President.....Robert W. Tobey
General Mgr.....Jim Gober
Comm. Mgr.....Ben Norgress
Sales Prom. Mgr.....Betty LeNoir
Prog. Dir.....Charles Dennis
Chief Engineer.....Ralph Day, Jr.

KGRT—Las Cruces—1955

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Taylor Enterprises, Inc.
Address.....P. O. Box 525, Roswell
President.....W. G. Taylor

KFUN—Las Vegas—1941
ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Southwest Bcsters, Inc.
Business Address.....Box 710
News Service .....AP
Membership ..... NARTB
President, Gen. Mgr.....Ernest N. Thwaites
Program Director.....Dorothy G. Thwaites
Chief Engineer.....Julian H. Lendy

KRSN—Los Alamos—1949
MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Community Broadcasting Co.
Address .....P. O. Box 749
News Service .....AP
Transcription .....APS
Representative .....John E. Pearson
Membership ..... NARTB
Partner, Sta. Mgr.....Virgil A. Parker, III
Partner, Comm. Mgr.....Darrel K. Burns
Program Director.....Lynn Miller
Chief Engineer.....Jack Hardwick

KLEA—Lovington—1952

Frequency: 630 Kc.....Power: 500 Watts d.
Owned.....Lea County Broadcasting Co.
Address .....P. O. Drawer 865
Newspaper Affil.....Press (weekly)
News Service .....UP
Transcription Service .....Standard
Membership .....NARTB, RAB
President .....David R. Worley
General, Comm. Mgr.....Hoyt Caldwell
Asst. Mgr.....Gil Haugen
Prog. Dir.....Robert Burt
Publicity Director.....Roy Faubion
Chief Engineer.....Robert Purrington

KENM—Portales—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Plains Bcstg. Co.
Address .....Port Ales, N. Mex.
News Service .....UP
Trans. Serv. .....Lang-Worth, McGregor
Membership ..... NARTB
Pres., Co-Owner.....John Burroughs
Gen. Mgr., Co-Owner.....Leola Randolph
Chief Engineer.....Joe Randolph

KRTN—Raton—1948
ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Colfax County Broadcasting Co.
Address.....P. O. Box 767
News Service .....UP
Transcription ..... World
Membership ..... NARTB
Owner .....Lloyd Hawkins
Commercial Mgr.....C. Gail Boles
Prog. Dir., Chief Engineer.....C. A. Williams

KBIM—Roswell—1953

Frequency: 910 Kc.....Power: 5000 Watts
Owned.....Taylor Bcstg. Co.
Address.....P. O. Box 525
News Service .....AP
Membership ..... NARTB
Station Rep. .....Clark
President.....William C. Taylor
General Manager.....G. F. "Jud" Roberts
Sales Manager.....W. R. Lask
Comm. Mgr.....Tommye Oldfield
Prog. Dir.....John E. Davis
Pub. Dir.....Don D. Delgado
Chief Engineer.....Eugene Rader

KGFL—Roswell—1927
MBS-IMN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KGFL, Inc.
Bus.-Studio Address.....Box 1019
News Service .....UP
Trans. .....World, Lang-Worth
Representative .....Branham
President.....Theresa P. Whitmore
Gen., Sta. Manager.....W. E. Whitmore, Jr.
Comm. Manager.....Harry J. Porter
Program Director.....Beverly Brigham
Sales Prom. Mgr.....Stan Gallup
Chief Engineer.....Bob Henske

KSWS—Roswell—1947—NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....John A. Barnett
Business-Studio Address.....Box 670
Representative .....Meeker, Melville
Membership ..... NARTB
Owner & Gen. Mgr.....John A. Barnett
Station Mgr.....Ray Whitworth
Asst. Gen. Mgr.....W. L. Shackelford

KTRC—Santa Fe—1946—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..J. Gibbs & Bayne A. Spring
Address.....210 E. Marcy St.
Representative .....McGillvra
News Service .....UP
Membership ..... NARTB
Pres., Gen., Sta., Comm. Mgr...J. Gibbs Spring

KVSF—Santa Fe—1936—CBS

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By.....New Mexico Bcstg. Co.
Business-Studio Address ....759 Cerrillos Rd.
Representative .....Weed
News Service .....AP
Manager.....Ivan R. Head

KSIL—Silver City—1946 CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....James H. Duncan
Bus.-Studio-Transmitter Address..17th & Cactus
Representative .....Branham
News Service .....AP
Owner, Manager.....J. H. Duncan

KCHS—Truth or Consequences 1946—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Southwestern Bcstg. Co.
Address.....P. O. Box 351
Representative.....Continental Radio Sales
Transcription .....Thesaurus
News Service .....AP
President, Gen. Mgr.....Rex Tynes
Sta., Comm., Prom. Mgr., Publ. Dir...R. S. Fox
Program Dir.....Nan L. Fox

KTNM—Tucumcari—1941 MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Quay County Broadcasting Co.
Address.....P. O. Box 668
News Service .....AP
Transcription ..... World
Representative .....Clyde Melville
Membership ..... NARTB
Pres., Gen. Mgr.....Lloyd Hawkins
Sta. Mgr., Chief Engineer....Howard Maudlin
Comm. Mgr., Pub. Dir.....Bill Walls
Program Director.....Mrs. Neil Mitchell

New York

Pop. March 1 (Est.) 16,195,000—Families 5,055,000
Radio Homes 4,998,000—TV Homes 4,748,000—Stations in State 107

WABY—Albany—1933

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Eastern N. Y. Bcstg.
Business-Studio.....80 Braintree St.
Representtaive ..... Forjoe
News Service .....UP, AP
Asst. Sales Dir.....Edward L. Trudeau

WOKO—Albany—1924 ABC-MBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By....Gov. Dongan Bcstg. Corp.
Business-Studio Address.....P. O. Box 1520
Representative .....Breen & Ward
Membership .....NARTB, RAB
News Service .....AP
President.....Carl L. Lindberg
Gen., Sta. Mgr.....Howard B. Hayes
Comm. Mgr.....C. Russell Ehresman
Sales Prom. Mgr.....Joseph Farrar
Program Dir.....Leo McDevitt
Publicity Dir.....Geoff Edwards
Chief Engineer.....Lloyd Snowdeal

WPTR—Albany—1948

Frequency: 1540 Kc.....Power: 50,000 Watts
Owned-Oper. By....Patroon Brdcstg. Co., Inc.
Address .....P. O. Box 1540
News Service .....AP
Transcription Service .....World
Station Representative.....Weed and Co.
Membership ..... RAB
President .....J. Myer Schine
Gen. Mgr.....Duncan Mounsey
Asst. Gen. Mgr.....Kay Feily
Sales Mgr.....James F. Baker
Prom. Dir.....Herb Teison
Program Dir.....Richard Karnow
Chief Engineer.....W. Russell David, Sr.

WROW—Albany—1947 CBS

Freq.: 590 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By..Hudson Valley Br. Co., Inc.
Address.....P. O. Box 4100
News Service .....UP
Station Representative .....Avery-Knodel
Membership .....NARTB, RAB
General Manager.....T. S. Murphy
Station Manager.....George M. Perkins
Sales Manager.....Harry V. Barker

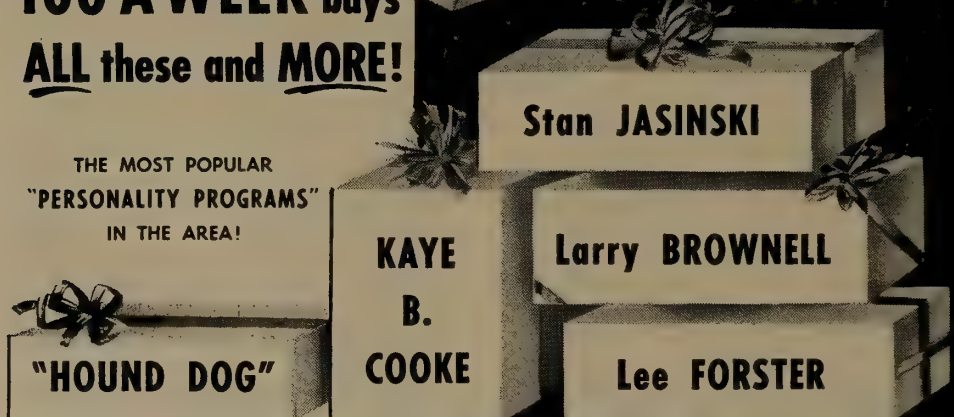
WCSS—Amsterdam—1948

Frequency: 1490 Kc.....Power: 250 Watts

The most attractive "Package DEALS" in Western New York

$100 A WEEK buys ALL these and MORE!

THE MOST POPULAR "PERSONALITY PROGRAMS" IN THE AREA!



For details call any office of AVERY-KNODEL or WKBW direct.

WKBW

RADIO CENTER

BUFFALO'S MOST POWERFUL STATION

BUFFALO NEW YORK

50,000 WATTS

AVERY-KNODEL, INC.
National Representatives

NBC NETWORK

CLINTON H. CHURCHILL
Founder, President
and General Manager

Owned.....Community Service Bcstg. Co.
Address.....Upper Locust Ave.
News Service .....UP
Representative ..... McGillvra
Membership ..... RAB
President.....Alphonse Di Mezza
General Mgr.....Philip Spencer
Commercial Mgr.....Grace Adams
Program Director.....Sam Zurlo
Chief Engineer.....Barry Frank

WMBO—Auburn—1926 MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WMBO, Inc.
Business-Studio Address.....141 Genesee St.
Newspaper Affiliation .....Advertiser
News Service .....AP
Representative.....Thomas F. Clark
Membership .....NARTB, RAB
Transcription ..... World
General Manager.....Frederick L. Keesee
Prog., Pub. Dir.....Robert B. Morgan

WBTA—Batavia—1941—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Batavia Bcstg. Corp.
Business-Studio Address....218 East Main St.
News Service .....AP
Pres., Gen. Mgr.....Edmund R. Gamble
Sales Prom. Mgr., Prog. Dir.....John Collins
Commercial Mgr.....Charles Snow
Publicity Dir.....Jack Derbyshire
Chief Engineer..... .....Fred Callendar

WENE—Binghamton Endicott—1947—ABC

Frequency: 1430 Kc.....Power: 5 Kw.
Owned-Oper. By.....Ottaway Stations, Inc.
Business-Studio Address.....909 E. Main
News Service .....UP
News. Affil...Ottaway Newspapers-Radio, Inc.
Representative.....Radio Reps. Inc.
Membership .....NARTB, RAB
President.....James H. Ottaway
Managing Director.....F. H. Brinkley
Station Manager.....S. W. Ryder
Asst. to Mgr.....H. Johansen, N. F. Flynn
Program Director.....Len Hathaway
Chief Engineer.....John Fischler

WINR—Binghamton—1946 NBC

Freq.: 680 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By..Southern Tier Radio Service
Business-Studio Address.....Robinson Bldg.
Representative.....George P. Hollingbery
Membership .....NARTB, RAB
News Service .....UP
President .....Donald Kramer
General Mgr.....Kenneth Leslie
Sales Mgr.....Gordon Joy
Asst. Mgr.....Joseph Ludka

WKOP—Binghamton—1947 MBS

Freq.: 1360 Kc.....Power: 5 Kw. d., 500 W. n.
Owned-Oper. By..The Binghamton Bcstrs., Inc.
Business-Studio Address.....34 Chenango St.
News Service .....AP
Transcription Service .....World
Representative .....Bolling
Membership .....NARTB, RAB
Pres., Gen.-Sta. Mgr.....Andrew Jarema
Comm., Prom. Mgr., Prog. Dir...Wally Bauman
Publicity Dir.....Bob Richards
Chief Engineer.....Charles Hallinan

WNBF—Binghamton—1927 CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....Triangle Pubs. Inc.
Business Address.....1 Henry St.
News Service .....AP
Newspaper Affiliate.....Phila. Inquirer
Representative .....Blair & Co.
Membership .....NARTB
Gen. Mgr.....George R. Dunham
Sales Manager.....A. G. Hubbell
Program Director.....Clark Pollock
Promotion Mgr.....D. Winther
Business Mgr.....E. William Farneti
Chief Engineer.....Sherman Egan

WBRV—Boonville—1955 KBS

Frequency: 900 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Black River Radio, Inc.
Address .....Boonville
News Service .....AP
Membership .....NARTB, RAB
Pres., Gen. Manager.....Livingston Lansing
Station Manager.....Ed Slusarczyk
News Director.....Richard Lucas
Chief Engineer.....Gerald Prouty

WKBW—Buffalo—1925—NBC

Frequency: 1520 Kc.....Power: 50,000 Watts
Owned-Operated By.....WKBW, Inc.
Business Address.Radio Center, 1430 Main St.
News Service .....UP
Representative .....Avery-Knodel
Membership .....NARTB
Pres., Gen., Prom. Mgr....Clinton H. Churchill
Public Service Dir.....Dorothy L. Ireland
V. P., Sta., Comm. Mgr....Alfred E. Anscombe
Program Dir.....William Meek
Chief Engineer.....Leroy Fiedler

WBEN—Buffalo—1930—CBS

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....WBEN, Inc.
Newspaper Affiliation..Buffalo Evening News
News Service.....AP, INS, UP
Transcription Service .....Lang-Worth
Representative.....Henry I. Christal
Membership .....NARTB, BAB
Vice-President.....A. H. Kirchhofer
General Manager.....C. Robert Thompson

Station Manager.....Frank W. Kelly
Sales Manager.....C. E. Daly
Publicity Director.....Joseph A. Haefiner
Chief Engineer.....Ralph J. Kingsley

WBNY—Buffalo—1935

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Roy L. Albertson, Inc.
Address.....485 Main St.
News Service.....AP, UP
Rep.....Burke-Stuart, L. F. O'Connell
Membership.....NARTB
General Mgr.....Michael L. Merla
Director.....R. L. Albertson, Jr.

WEBR—Buffalo—1924—MBS

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WEBR, Inc.
Business-Studio Address.....23 North St.
Newspaper Affiliation.....Courier-Express
News Service.....AP, INS, UP
Trans. Service...Thesaurus, Standard, SESAC
Representative.....Katz
Membership.....NARTB, RAB
President.....William J. Conners, III
General Manager.....William Doerr
Comm. Mgr.....George T. Stagg
Pgm., Prom. Mgr.....Wm. Schweitzer
Chief Engineer.....Frank B. Ridgeway

WGR—Buffalo—1922—ABC

Frequency: 550 Kc.....Power: 5 Kw.
Owned.....WGR Corp.
Address.....Hotel Lafayette
News Service.....UP
Rep.....Peters, Griffin, Woodward, Inc.
Radio-TV Sales
Membership.....NARTB, RAB
President.....George F. Goodyear
General Mgr.....J. J. Bernard
Sta., Comm. Mgr.....Nat L. Cohen
Sales Prom. Mgr.....Ollie Howard
Program Dir.....Robert J. Strigl
Chief Engineer.....Karl B. Hoffman

WWOL—Buffalo—1947

Frequency: 1120 Kc.....Power: 1000 Watts d.
Owned-Operated By..Greater Erie Broad. Co.
Address.....315 Main St.
Representative.....Forjoe
Owner.....Leon Wyszatycki
Gen., Sta. Manager.....Ted Wyszatycki
Commercial Manager.....Jack Greenfield

WXRA—Buffalo—Kenmore 1948

Frequency: 1080 Kc.....Power: 1000 Watts .d
Owned-Operated By..W. New York Broad. Co.
Address.....Box 85
News Service.....UP
Transcription Service.....World
Representative.....Hil F. Best
Gen. Manager.....Thaddeus Podbielnick
Comm. Manager.....B. W. Flanders
Prog. Dir.....Bradley D. Steiger
Pub. Dir.....Philip J. Todaro

WCBA—Corning—1949

Frequency: 1350 Kc.....Power: 1000Watts d.
Owned...Wellsboro Corning Bcstg. Adv. Inc.
Address.....Box 133
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....McGillvra, Inc.
Membership.....RAB
Pres., Gen. Mgr.....Paul L. Carpenter
Station Manager.....Paul E. Carpenter
Sta., Comm. Mgr.....Paul E. Carpenter
Program Director.....Richard Buzzard

WCLI—Corning—1947—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Radio Corning, Inc.
Address.....99 W. First St.
Station Representative....Donald Cooke, Inc.
News Service.....AP
Membership.....NARTB
Pres., Gen. Mgr., Pub. Dir...Gordon M. Jenkins
Sta. Mgr., Prog. Dir.....George P. Droelle, Jr.
Chief Engineer.....Maurice Sherman

WKRT—Cortland—1947

Freq.: 920 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Radio Cortland, Inc.
Business-Studio Address.....27 N. Main St.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Gill-Perna
Membership.....RAB, NARTB
President.....Leighton A. Hope
Gen., Sta., Comm., Sales Mgr., Prog. Dir.
W. L. Thompson
Chief Engineer.....Walter Chociay

WFCB—Dunkirk—1949

Frequency: 1410 Kc.....Power: 500 Watts
Owned-Operated By.....Dunkirk Broad. Corp.
Address.....316 Main St.
News Service.....AP
Transcription Service.....Thesaurus
Station Representative.....Walker
Membership.....NARTB, RAB
Pres., Gen. Mgr., Sta. Mgr....Alois A. Schmidt
Commercial Manager.....B. F. Goodrich

WELM—Elmira—1947 CBS-ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owner.....Radio Elmira, Inc.
Business-Studio Address.....222 E. Market St.
News Service.....AP
Station Representative.....Burn-Smith
Membership.....NARTB, RAB
President.....John S. Riggs
Vice Pres., Gen. Mgr.....Keith W. Horton
Comm. Manager.....Frederick H. Elliott
Program Director.....Ruth E. Dibble
Chief Engineer.....Arthur French

WENY—Elmira—1939 NBC-MBS

Frequency: 1230 Kc.....Power: 250 Watts

Owned-Operated By..Elmira Star-Gazette, Inc.
Bus.-Studio Address.....Mark Twain Hotel
News Service .....AP
Newspaper Affiliation....Gazette, Advertiser
Transcription Service .....World
Representative .....Everett-McKinney
Membership .....NARTB, RAB
General Manager.....Dale L. Taylor
Commercial Mgr.....Bill Pope
Prom. Mgr.....Bill Givens
Program Director.....Ted Hodge
Chief Engineer.....Thurlow A. Greene

WGBB—Freeport—1924

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Long Island's First Station, Inc.
Business-Studio Address....44 So. Grove St.
Trans. Serv.....Thesaurus, World
News Service .....AP
Membership .....NARTB
V.P., Gen. Mgr.....Edward J. Fitzgerald
Commercial Manager.....Murray C. Evans
Gen. Sales Mgr.....John Ackerman

WOSC—Fulton—1949

Frequency. 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Cassill Radio Corp.
Address.....W. Bridge & Water, Oswego
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Hil F. Best
President.....Richard C. Mitchell
General Manager.....Jack Burgess

WGVA—Geneva—1947—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Star Bcstg. Co., Inc.
News Service .....AP
Representative .....Cooke
President.....M. R. Forman
V.P., Gen. Manager.....Thomas L. Brown
Sta., Comm. Mgr.....Ernest F. Oliver

WWSC—Glens Falls—1946 ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Gt. Northern Radio Co.
Address.....13 Warren St.
News Service .....AP
Newspaper Affil. .....Post
Transcription Service.....SESAC, World
Representative .....R. O'Connell
Membership .....RAB
Pres., Gen Mgr.....Martin Karig
Sta. Mgr., Chief Eng.....Thomas Humphrey
Comm., Prom. Mgr.....Frank Costello
Publicity Director.....V. E. Wiley
Prog. Director.....Thomas Costello

WENT—Gloversville—1944 CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....WENT Bcstg. Corp.
Business-Studio Address.....8 W. Fulton St.
News Service .....UP

MORE NEWS

MORE FEATURES

MORE REGIONAL COVERAGE

AP

. . . and MORE
RADIO AND
TELEVISION STATIONS
depend on
The Associated Press

WHLI "THE VOICE OF LONG ISLAND"

WHLI . . . DELIVERS A LARGER DAYTIME AUDIENCE, IN THE MAJOR LONG ISLAND MARKET . . . THAN ANY NETWORK OR INDEPENDENT STATION! (Pulse Report)

NASSAU COUNTY

POPULATION . . .	1,065,100	155% increase since '40
NET INCOME:		
TOTAL	$2,582,323,000	Greater than 13 states
PER FAMILY . .	8,187	Ranks 4th among U. S. Counties
RETAIL SALES . . .	$1,479,111,000	Greater than 12 states

AUTO REGISTRATIONS—460,729 (1.45 cars per family) (MAY 1956)

WHLI

BIG BONUS COVERAGE

. . . Nassau, Parts of Queens, Suffolk & Brooklyn

POPULATION	2,903,765
NET INCOME.	$6,132,633,150
RETAIL SALES . .	3,268,444,450

WHLI AM 1100 FM 98.3

HEMPSTEAD
LONG ISLAND, N. Y.
PAUL GODOFSKY, *Pres.*

the voice of long island

Joseph A. Lenn, *Exec. V.P. Sales*

Represented by Gill-Perna

Transcription Service ....World
Membership .... NARTB
Representative ....Gill-Perna
Pres., Gen., Sta. Mgr.....Joseph H. Tobin
Program Director.....Richard Stewart
Sales Prom. Mgr., Pub. Dir.....John Corbett
Chief Engineer.....Richard Stewart

WHLI—Hempstead—1947

Frequency: 1100 Kc.....Power: 250 Watts d.
Owned-Oper. By.....FM Bcstg. Corp.
Business-Studio Address.....384 Clinton St.
News Service ....UP
Transcription ....World, Thesaurus
Representative ....Gill-Perna
Membership ....RAB
Pres., Gen. Mgr.....Paul Godofsky
Comm. Manager.....Joseph A. Lenn
Prog. Dir.....Jerry Carr
Publicity Director.....John T. Clayton
Chief Engineer.....Frank E. Knaack

WLEA—Hornell—1951 MBS

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Hornell Bcstng. Corp.
Business-Studio Address.....97 Main St.
News Service ....UP
Representative ....Gill-Perna
Transcription ....World
Membership ....RAB
Pres., Gen. Mgr.....Charles D. Henderson
Sta. Mgr. ....G. W. Studstone
Sls. Prom. Mgr.....E. Barnes
Prog. Dir.....Don Jones
Comm. Mgr.....Kathleen Babcock
Pub. Dir.....Byron Emerson
Chief Engineer.....Frederick Witter

WWHG—Hornell—1946

Frequency: 1320 Kc.....Power: 1000 Watts, d.
Owned-Oper. By.....Ra-Tel Broadcasters, Inc.
Address ....85 Canisteo St.
News Service ....UP
Representative ....McGillvra
Membership .... NARTB
President.....Frederick D. Schottland
Gen. Mgr.....Sy Dresner
Comm. Mgr.....Sheff Davis
Sales Mgr.....Marian E. Gale
Prog. Dir.....Edward H. Spoo
Pub. Dir.....Cleora M. Carroll
Chief Engineer.....Howard Huff

WHUC—Hudson—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Colgren Bcstg. Co.
Address ....Union Turnpike
News Service ....UP
Representative ....McGillvra
Membership ....NARTB, RAB
General Manager.....John Kearney
Commercial Manager.....Robert Strakos
Sales Prom. Mgr., Pub. Dir..Jennie W. Weaver
Prog. Dir.....J. P. Cranna
Chief Engineer.....Wlliam Pappas

WGSM—Huntington—1951

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned....Huntington-Montauk Bcstg. Co., Inc.
Address.....379 New York Ave.
News Service ....UP
Representative .... Rambeau
Transcription Service ....World
Membership ....NARTB, RAB
Gen., Sta. Mgr.....Edward J. Fitzgerald
Sales Mgr.....John Ackerman

WHCU—Ithaca—1921—CBS

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cornell University
Business-Studio Address ....Ithaca
News Service ....UP
Membership ....NARTB, RAB
Gen. Mgr.....Michael R. Hanna
Commercial Mgr.....H. E. M. Brockway
Program Director.....Joseph A. Short
Publicity Director.....Sam Woodside
Chief Engineer.....Herbert P. Michels

WJTN—Jamestown—1924 ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....James Bcstg. Co., Inc.
Bus.-Studio Address.....Hotel Jamestown
News Service ....UP
Transcription Service...Associated, McGregor

Representative..Venard, Rintoul & McConnell
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....Simon Goldman
Comm. Mgr., Sales Prom. Mgr...J. Carl Willems
Program Director.....George Pileeger
Pub. Dir.....Almon Hazzard
Chief Engineer.....Herbert Niklaus

WJOC—Jamestown—1948 MBS

Frequency: 1340 Kc.....Power: 250 Watts d.
Owned-Operated By.....Air Waves, Inc.
Trans.-Bus.-Studio Address...415 W. Fourth St.
News Service .....AP
Representative.....Thomas F. Clark
Membership ..... NARTB
President, Gen. Manager.....Harold P. Kane
Comm. Mgr.....Richard F. Rose
Prog. Dir.....Ned McGrath
Chief Eng.....B. W. Waterman

WKNY—Kingston—1939 MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Kingston Bcstg. Corp.
Business-Studio Address.....601 Broadway
News Service .....AP
Representative ..... Meeker
Membership .....RAB, NARTB
President.....Joseph K. Close
Gen., Sta., Comm., Sales Prom. Mgr.
Robert M. Peebles
Prog. Dir.....Robt. C. Norman
Chief Engineer.....Allan J. Smith

WVOS—Liberty—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Sullivan County Bcstg. Co.
Address .....Liberty
News Service .....UP
General Manager.....S. D. Lubin
Sec'y-Treas. .....H. G. Borwick

WLFH—Little Falls—1952

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Walter Gaines
Address .....Second Street
News Service .....AP
Representative .....McGillvra
Owner .....Walter Gaines

WUSJ—Lockport—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Union-Sun & Journal, Inc.
Trans.-Address .....320 Michigan St.
News Service .....AP
Transcription Service .....World
Newspaper Affil.....Union Sun & Journal
Representative .....Gill-Perna
Membership .....NARTB
President .....Egbert D. Corson
General Manager.....William B. Kemble
Sta., Comm. Mgr.....Joseph A. Pinna
Sales Prom. Manager.....J. E. Patterson
Prog. Director.....Tony Allen
Pub. Dir.....Tom Jolls
Chief Engineer.....Thomas Ceravalo

WICY—Malone—1946 MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper By.....North Country Bcstg. Co.
Address .....90-92 E. Main St.
News Service .....UP
Membership ..... NARTB
Pres., Gen., Sta., Sales Mgr., Pub. Dir.
Mitchell C. Tackley
Comm. Mgr.....Alice M. Tackley
Prog. Dir.....Donald J. Paye
Chief Engineer.....Adolph Stromer

WMSA—Massena—1945 ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....The Brockway Co.
Business Address.....Central Building
News Service .....UP
Transcription Service.....Thesaurus
Newspaper Affil.....Watertown Times
Representative .....Weed
Membership .....NARTB, RAB
President.....John B. Johnson
General Manager.....Louis Saiff, Jr.
Station Manager.....Thomas R. McHugh
Program Director.....James H. Nash
Publicity Director.....R. E. Anderson
Chief Engineer.....A. Samuel Frazier

WALL—Middletown—1942 KBS

Fequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..The Community Bcstg. Corp.
Business-Studio Address.....62 North St.
News Service .....AP
Membership .....NARTB, RAB
Pres., Gen., Comm. Mgr.....James M. Patt
Program Director.....Jerry Wax
Chief Engineer.....Fred Schoelkopf

WKIT—Mineola—1956

Frequency: 1520 Kc.....Power: 250 Watts
Owned.....KWIT, Inc.
Address....Roosevelt Field Shopping Center, Garden City
News Service .....UP
President .....Sy Weintraub
V.P., Gen. Mgr.....Armand Grant
Program Dir.....Frank Costa
Publicity Director.....Bob Jenkins
Chief Engineer.....Stan LoPresto

WGNY—Newburgh—1933

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned.....Orange County Bcstg. Co., Inc.
Business-Studio Address.....161 Broadway
News Service .....AP
Membership .....RAB
Representative .....Kettell-Carter
Pres., Gen. Mgr.....George W. Bingham
V.P., Sales Manager.....Joseph Rake
Program Dir.....Richard H. Raskin

WNRC—New Rochelle—1950

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned-Oper. By....Radio New Rochelle, Inc.
Address.....200 North Ave.
News Service .....AP
Membership ..... NARTB
President .....Donald Daniels
General Mgr.....Nick Andrews
Comm. Mgr.....Jules M. Labert
Program Dir.....Robert Roberts
Chief Engineer.....Edward Cahill

WABC—New York—1921
ABC

Frequency: 770 Kc.....Power: 50,000 Watts
Owned-Oper. By.....American Bcstg. Co., Inc.
Business Address.....7 West 66th St.
News Service.....AP, INS
Representative .....John Blair
Membership .....NARTB, RAB
President.....Leonard H. Goldenson
Gen., Sta. Mgr.....Stewart Barthelmess
Program Manager.....Myrtle Tower
Adv., Prom. Mgr.....M. Wattenberg
Merchand. Mgr.....John F. Dunn
Sales Mgr.....R. E. Noble, Jr.
Publicity Director.....S. Strasburg
Chief Engineer.....Frank Marx

WEVD—New York—1927

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Debs Memorial Radio Fund
Business-Studio Address.....117 W. 46th St.
Managing Dir.....Henry Greenfield

WBNX—New York—1927

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By....WBNX Bcstg. Co., Inc.
Bus.-Studio Address..260 E. 161st St., N. Y. 51
News Service .....AP
Transcription Service .....SESAC
Representative .....A. Lewis King
President.....A. L. Haskell
V.P., Sta.-Gen. Manager.....William I. Moore
Asst. Comm. Mgr.....Edward Betchley
Prog. Directors.....Frank Johnson, E. Ervin

WCBS—New York—1924
CBS

Frequency: 880 Kc.....Power: 50,000 Watts
Owned By.....Columbia Bcstg. System, Inc.
General Studio Address.....485 Madison Ave.
News Service.....AP, INS, UP
Transcription Service .....Capitol
Representative.....CBS Radio Spot Sales
Membership .....NARTB, RAB
President of CBS.....Frank Stanton
General Manager.....Carl Ward
Sales Mgr.....Buck Hurst
Sales Prom. Mgr.....Murray Gross
Program Director.....Sam Slate
Publicity Director.....Milton Rich
Chief Engineer.....Davidson Vorhes

WMCA—New York—1925

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WMCA, Inc.
Business-Studio Address....415 Madison Ave.
News Service .....AP
Representative.....AM Radio Sales
Membership .....RAB
President .....Nathan Straus
General Manager.....M. M. Fleischl
Program Director.....Leon Goldstein
Sales Prom. Mgr.....Patricia Bolton
Sales Mgr.....John J. McSweeney
Chief Engineer.....James McCafferty

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The Associated Press

3rd

most popular of 21 metropolitan radio stations in the world's greatest market

(7-day weekly averages, 6 A.M. to midnight in latest Neilsen figures—Nov. 1956)

WMGM

1050 on your radio dial New York

50,000 WATTS

reaching 53 counties in 6 states: 5,420,915 homes

THE METRO-GOLDWYN-MAYER RADIO STATION

711 FIFTH AVE. • NEW YORK 22, N. Y.

WMGM—New York—1922

Frequency: 1050 Kc.....Power: 50,000 Watts
Owned-Oper. By..Marcus Loew Booking Agcy.
Business-Studio Address.....711 Fifth Ave.
News Service.....UP, AP
Representative .....Hollingbery
Director.....Arthur M. Tolchin
Sales Manager.....Samuel Faust
Program Director.....Raymond Katz
Public Service, Pub. Director.....Jo Ranson

WNEW—New York—1934

Frequency: 1130 Kc.....Power: 50 Kw.
Owned-Operated By.....WNEW Bcstg., Inc.
Business-Studio Address.....565 Fifth Ave.
Representative.....Dave Simmons, Inc.
Membership ..... RAB
Pres. & Gen. Mgr.....R. D. Buckley

WOR—New York—1922—MBS

Frequency: 710 Kc.....Power: 50,000 Watts
Owned-Oper. By.....RKO Teleradio Pictures
Business-Studio Address.....1440 Broadway
News Service .....INS, UP
Representative .....H-R Reps.
Membership .....NARTB, RAB
President.....Thomas F. O'Neil
Gen. Manager.....Robert Leder
Comm. Mgr.....W. McCormick
Adv., Prom. Dir.....Robert Sullivan
Program Director.....Robert S. Smith
Sales Director.....Robert Hoffman
Publicity Manager.....Richard Jackson
Chief Engineer.....Harry Tilley

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Your Unstinting Assistance

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AND THE SPANISH SPEAKING MARKET

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New York 19, N. Y.
Telephone: Circle 6-3900

WHOM—New York—1930

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Oper. By.....Progress Bcstg. Corp.
Business Address.....136 W. 52nd St.
News. Affil.....Il Progresso Italo-Americano
News Service .....UP
President, Gen. Manager.....Fortune Pope
V.P., Sales Mgr.....Charles Baltin
Sales Prom. Mgr.....R. A. Fornier
Program Director.....Ralph Contantino
Chief Engineer.....George Steiger

WINS—New York—1924

Frequency: 1010 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Gotham Bcstg. Corp.
Address.....28 W. 44th St.
Membership ..... RAB
Representative .....Young, Burke-Stuart
President.....J. Elroy McCaw
Vice-Pres. .....John Keating
General Mgr.....H. G. Fearnhead

(See Page 532)

SEE PAGES 100-107 FOR

LISTING OF NEW YORK PHONE NUMBERS

NETWORKS
☆
PUBLICATIONS
☆
ORGANIZATIONS
☆
TALENT AGENCIES
☆
FM RADIO STATIONS
☆
AM RADIO STATIONS
☆
NEWS ASSOCIATIONS
☆
TELEVISION STATIONS
☆
PROGRAM PRODUCERS
☆
RECORDING COMPANIES
☆
ADVERTISING AGENCIES
☆
TRANSCRIPTION COMPANIES
☆
STATION REPRESENTATIVES

WINS JET BON AMI WINS DOTTIE DUSTER
BATTER-UP WINS PEPSODENT WINS KENT
WINS REMINGTON RAND WINS COCA COLA
MGM PICTURES WINS CHASE MANHATTAN
WINS BALLANTINE WINS OLD SPICE WIN
MACY'S WINS LUFTHANSA WINS SEVEN U
WINS TEXACO WINS BANK FOR SAVINGS
NUCOA WINS APPLBERRY WINS BIRDS EY
WINS N. Y. TIMES WINS BRITISH OVERSE
BORDENS INSTANT COFFEE WINS DUBONNE
WINS ARTHUR MURRAY STUDIOS WINS VI
LISTERINE WINS FORD WINS PHOTOPLAY
WINS WINSTON CIGARETTES WINS BEECH
BREAKSTONE DAIRIES WINS GERBER PRODU
WINS PONDS COLD CREAM WINS CADILLAC
AMERICAN AIRLINES WINS HERBERT TARE
WINS CHOCK FULL O' NUTS WINS POMATE
RISE SHAVING CREAM WINS LITE DIET WI
WINS PEPSI COLA WINS TRANS WORLD AI
HIT PARADE WINS WHEATENA WINS MINI
WINS FRENCHETTE WINS BAYUK CIGARS
DESOTO WINS PEPPERIDGE FARM BREAD W
WINS INSTANT SANKA WINS

WRCA—New York—1926
NBC

Frequency: 660 Kc.....Power: 50 Kw.
Owned.....National Bcstg. Co.
Address.....30 Rockefeller Plaza
News Service.....AP, INS, UP
Transcription Service .....Thesaurus
Station Rep.....NBC Spot Sales

Membership .....NARTB, RAB
President .....Robert Sarnoff
Gen. Manager.....William N. Davidson
Station Mgr.....Arthur Hamilton
Comm. Mgr.....George Stevens
Sales Prom. Mgr.....Tony Kraemer
Program Dir.....Steve White
Publicity Mgr.....John O'Keefe
Chief Engineer.....John H. Riedel

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1190 ON YOUR DIAL

- **WLIB has more Negro listeners than any other New York station — network or independent (Pulse).**
- **WLIB is first in 29 out of 30 quarter hours every morning.**
- **WLIB is the only New York station broadcasting Negro community news and special events on a regularly scheduled basis — every hour on the half hour.**

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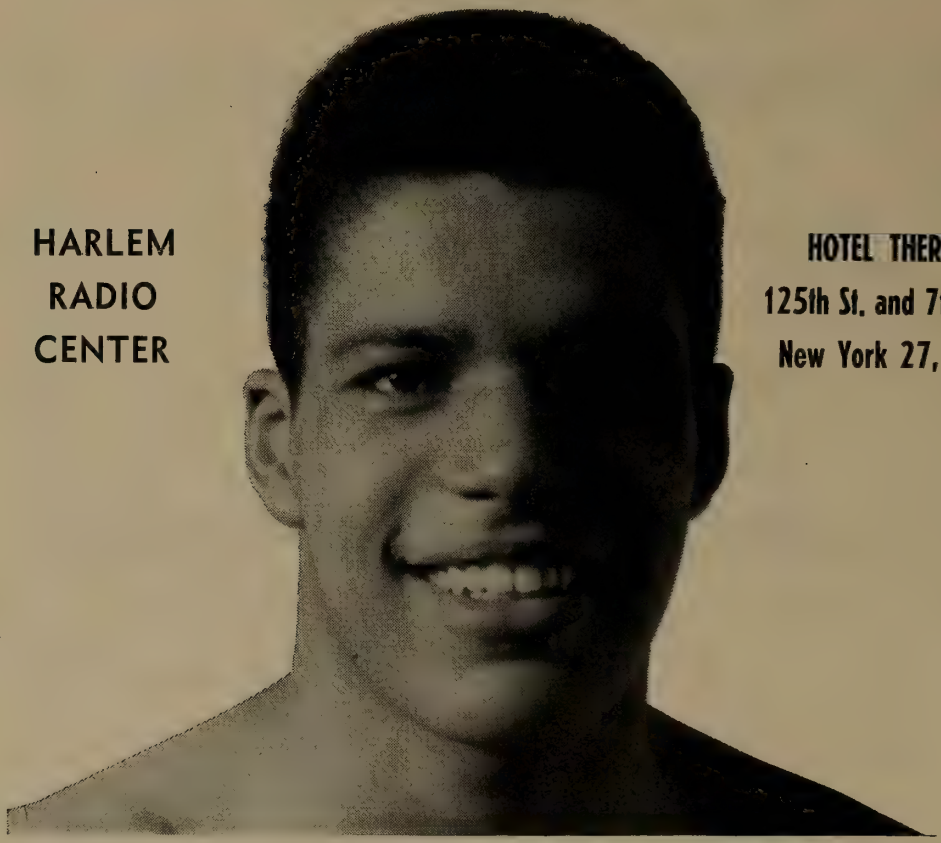
CENTER



HOTEL THERESA
125th St. and 7th Ave.
New York 27, N. Y.

WLIB—New York—1944

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By.....New Bcstg. Co., Inc.
Business-Studio Address.....2090 7th Ave.
News Service .....AP

Representative .....Forjoe
Pres., Gen. Manager.....Harry Novik
Program Director.....Nat Rudich
Comm. Mgr.....Arthur Harrison
Pub. Dir., Sales Prom. Dir.....Mike Jablons
Chief Engineer.....Gordon A. Greenfield

SEE WHLI LISTING ON PAGE 525

WHLI "THE VOICE OF LONG ISLAND"

- *Newest and most modern radio equipment*
- *Best equipped radio broadcast studios and facilities*
- *Largest and most complete record library*
- *A large, trained, experienced staff of 42*

NOW . . . better than ever . . . able to serve the needs of Long Island with programs that have dominated Long Island listening for nearly ten years.

WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of long island

PAUL GODOFSKY, PRES. AND GEN. MGR.
JOSEPH A. LENN, EXEC. V. P. SALES
Represented by GILL-PERNA

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In every phase of American life, Italian creativeness plays a leading role in satisfying our demands for better living. From music to motor cars, from fashions and furniture to films and food, we eagerly accept the good things the Italian Influence brings us. Here in New York, with more than two million Americans of Italian origin, the Italian Influence makes its most penetrating impact. Let WOV show you how to direct this influence to the profit of the product you advertise.
One of America's Important Stations
WOV
NEW YORK
5000 WATTS
Representatives:
John E. Pearson Co.
730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4

WOV—New York—1926

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By.....WOV Bcstg. Corp.
Business-Studio Address.....730 Fifth Ave.
News Service .....AP, ANSA

Transcription Service.....MacGregor
Representative ..... Pearson
President.....M. S. Novik
Exec. V. P., Gen. Manager.....Ralph N. Weil
V. P., Prog. Director.....Arnold Hartley
Publicity Director.....R. E. Thompson
Chief Engineer.....Emile Hill

SEE PAGE 329
FOR COMPLETE
RADIO STATION
INDEX

SEE PAGE 7
FOR EDITORIAL INDEX

SEE PAGE 27
FOR ADVERTISING INDEX

For 885,000 families in New York

nothing takes the place of good music

Nothing takes the place of

WQXR 50,000 WATTS

Radio Station of The New York Times

WQXR's weekly audience—885,000 radio homes **WQXR's daily audience—559,000 radio homes***

** Pulse CPA, Dec. 1955, 17 county area only*

WQXR—New York—1936

Frequency: 1560 Kc.....Power: 50,000 Watts
Owned-Operated By.....Interstate Bcstg. Co.
Business-Studio Address.....229 W. 43rd St.
News Service.....N. Y. Times (Owner)
Transcription Service .....SESAC
Representative.....Paul H. Raymer
Membership ..... RAB
President.....Arthur Hays Sulzberger
Exec. V.P., Gen. Mgr.....Elliott M. Sanger
V.P. Sales Mgr.....Norman S. McGee
Sales Prom. Dir.....Mary Rice Anderson
Program Director.....Eleanor N. Sanger
Pub. Dir.....E. "Pat" Hurley
Chief Engineer.....L. J. Kleinklaus

WWRL—New York—1926

(SEE WOODSIDE, N. Y.)

WHLD—Niagara Falls—1940

Frequency: 1270 Kc....Power: 5000 Watts d.
Owned-Oper. By.....Earl C. Hull
Business-Studio Address.....United Building
News Service .....UP
Transcription Service ...Thesaurus, Standard
Representative .....Headley-Reed
Membership .....NARTB
Owner, Gen. Manager.....Earl C. Hull
Business Manager.....R. J. Manning
Comm., Sales Prom. Mgr.....Edward F. Joseph
Program Director.....Earle Hamrick

WJJL—Niagara Falls—1947

Frequency: 1440 Kc.....Power: 1000 Watts d.
Owned-Oper....Niagara Frontier Bcstg. Corp.
Address.....129 Main St.
News Service .....UP
Transcription Service .....World
Representative .....Pearson
Membership ..... NARTB
President.....J. T. Sandonato
Exec. V. P., Gen. Mgr.....Tom W. Talbot
Program Director.....Joel Chesney
Comm. Manager.....W. M. Allen
Chief Engineer.....Gustav Czaplak

WCHN—Norwich—1953

Frequency: 970 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Radio Norwich, Inc.
Address.....14 S. Broad St.
News Service .....UP
Transcription Service.....Thesaurus, World
Station Rep. .....McGillvra
Membership .....NARTB, RAB
Pres., Gen. Mgr.....William J. Hall
Asst. Mgr., Prog. Dir.....Ray Whitlock
Chief Engineer.....Wiley R. Bates
Comm. Manager.....P. G. Penfold

WSLB—Ogdensburg—1940 MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....St. Lawrence Bcstg. Corp.
Address.....2315 Knox St.
News Service .....UP
Pres., Comm. Mgr.....Joseph R. Brandy
General Manager.....Harold J. Frank
Program Director.....Dan Bethell
Chief Engineer.....Ellsworth Hall

WHDL—Olean—1929—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WHDL, Inc.
Address.....3219 W. State Rd.
Newspaper Affiliation.....Times Herald
News Service .....AP
Transcription Service .....Associated
Representative .....Everett-McKinney
Membership .....NARTB, RAB
Pres., Gen. Mgr.....John R. Henzel
Sta. Comm., Mgr.....John F. Hastings
Prog. Dir.....Donald McLean
Publicity Director.....Helen Strong
Chief Engineer.....Wallace D. Taylor

WDOS—Oneonta—1947

Frequency: 730 Kc.....Power: 500 Watts
Owned-Oper. By.....Ottaway Stations, Inc.
Bus.-Studio Address.....104 Chestnut St.
News Service .....UP
Newspaper Affiliation.....Oneonta Star
Transcription Service .....Associated
Representative .....Radio-TV Reps.
Membership .....RAB
President.....James H. Ottaway
Managing Director.....Francis H. Brinkley
Station Manager.....Harold E. Graves
Comm. Mgr.....Benjamin M. Turnbull
Prog. Dir.....Leland Hickling
Chief Engineer.....John Bonse

WALK—Patchogue—1952

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Suffolk Bcstg. Corp.
Address.....P. O. Box 230
News Service .....AP
Newspaper Affiliation.....Suffolk Cons. Press
Transcription Service .....Capitol
Representative .....Grant Webb
Membership .....NARTB
Pres., Gen. Mgr.....W. K. Macy, Jr.
Comm. Mgr., Prom. Mgr.....John Regan
Prog., Pub. Dir.....Jack Ellsworth
Chief Engineer.....George Chandler

WPAC—Patchogue—1951

Frequency: 1580 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Patchogue Bcstg. Co.
Address .....Box 651
News Service .....UP
Representative .....Keller
Membership .....NARTB
Pres., Gen. Mgr.....Lee Morrison
Station Mgr.....Stan Allan
Comm. Mgr.....Herbert Morrison
Program Director.....Dick Hodkin
Sales Prom. Mgr.....Ted Royce
Chief Engineer.....Morton Morrison

WLNA—Peekskill—1948

Frequency: 1420 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Highland Bcstg. Corp.

Address .....Radio Terrace
News Service .....UP
Transcription Service .....World
Station Rep.....Rambeau, Kettell-Carter
Membership .....NARTB
Pres., Gen. Mgr., Ch. Eng....Irving E. Cottrell
Comm., Sales Prom. Mgr.....Francis Lough

WEAV—Plattsburg—1934
ABC

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By.....Plattsburg Bcstg. Corp.
Studio Address.....38 Court St.
News Service .....UP
Transcription Service .....World
Representative .....Thomas F. Clark
Membership .....NARTB, RAB
President.....George F. Bissell
Gen. Mgr.....A. E. Spokes
Chief Engineer.....Larry Lapanne

WIRY—Plattsburg—1950
MBS-KBS

Frequency: 1340 Kc. ....Power: 250 Watts
Owned-Oper. By ..Clinton Cty. Bdcstg. Corp.
Trans. Loca. Address ....301-03 Cornelia St.
News Service .....AP
Transcription Service.....Lang-Worth
Representative .....McGavren-Quinn
Membership .....NARTB, RAB
Pres., Gen., Comm. Mgr. .....Joel H. Scheier
Station Mgr.....Donald Pelkey
Program Director.....Betty Kraus
Publicity Dir.....Chester O. Bosworth, Jr.
Chief Engineer.....Leroy L. Fuller, Jr.

WDLC—Port Jervis—1953

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Port Jervis Bcstg. Co.
Address .....Box 920
News Service .....AP
Membership .....NARTB
Transcription Service .....World
President .....Sidney Sakofsky
Gen. Mgr.....Oscar Wein
Program Director.....Robt. E. Shevlin
Chief Engineer.....David J. Rosenzweig

WPDM—Potsdam—1955

Frequency: 1470 Kc.....Power: 1 Kw., d.
Owned-Oper. By....St. Lawrence Radio, Inc.
Address .....Potsdam
News Service .....AP
President.....F. R. Woodruff
Business Manager.....David A. Kyle
Station Mgr.....James Rogers III

WEOK—Poughkeepsie—1948

Frequency: 1390 Kc....Power: 1000 Watts, d.
Owned-Operated By...Mid-Hudson Bcsts. Inc.
Business-Studio Address.....385 Main St.
News Service .....UP
Transcription Service .....World
Representative.....Everett-McKinney
Membership .....NARTB, RAB
President.....Arthur J. Barry, Jr.
Gen. Mgr., Prog. Dir.....Frank Breslin
Publicity Director.....Louis Pells
Chief Engineer.....John P. Burke

WKIP—Poughkeepsie—1940
ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Dutchess County Bcstg. Corp.
Business-Studio Address.....Box 889
News Service .....AP
Station Rep.....Kettell-Carter
Membership .....NARTB, RAB
Pres., Gen. Mgr.....George W. Bingham
Commercial Manager.....Richard A. Dwelley
Pub., Prog. Director.....John Kuhn
Chief Engineer.....Marvin S. Seimes

WRIV—Riverhead—1955

Frequency: 1390 Kc.....Power: 500 Watts
Owned.....Suffolk Broadcasting Corp.
Address .....Box 230
Newspaper Affil...Suffolk Consolidated Press
News Service .....AP
Representative .....Grant Webb
Membership ..... NARTB
Pres., Gen., Sta. Mgr.....W. K. Macy Jr.
Comm. Mgr.....Laurence I. Nicoll
Program Director.....Bob Houston
Chief Engineer.....George G. Chandler

WBBF—Rochester—1947
MBS

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By.....WBBF, Inc.
Bus.-Studio Address.....339 East Ave.
News Service .....AP
Representative..Venard, Rintoul & McConnell
Transcription Service .....RCA
President .....Thomas L. Brown
V.P., Gen. Mgr.....Robert S. Kieve
Program Director.....Claude Johnstone
Chief Engineer.....Vinent Lopopolo

WHAM—Rochester—1922
NBC

Frequency: 1180 Kc.....Power: 50,000 Watts
Owned-Oper. By..Riggs & Greene Bcstg. Corp.
Business Address.....201 Humboldt Rd.
News Service .....UP
Representative .....Christal, McDermott
Membership .....NARTB, RAB
President.....John S. Riggs
V. P., Gen. Mgr.....F. Robert Greene
Sales Manager.....Arthur W. Kelly

WHEC—Rochester—1925
CBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned .....WHEC, Inc.
Bus.-Studio Address.....40 Franklin St.
Newspaper Affiliation.....Gannett Co.
News Service .....AP
Membership .....NARTB, RAB

Representative ..... Everett-McKinney
President.....Frank E. Gannett
General Mgr.....Glover Delaney
Commercial Manager...Lowell H. MacMillan
Publicity Director.....W. J. Adams
Program Director.....Warren Doremus
Technical Director.....R. K. Blackburn

WRNY—Rochester—1947

Frequency: 680 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Rochester Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 710
Trans.....Thesaurus, Standard, Associated, SESAC, Capitol
President.....Arthur C. Kyle, Jr.
Gen., Sta. Manager.....Thomas H. O'Neill

WSAY—Rochester—1936

Frequency: 1370 Kc.....Power: 5 Kw.
Owned-Oper. By...Federal Bcstg. System, Inc.
Business-Studio Address.....250 E. Ave.
News Service .....INS
Representative .....Walker, Webb
Pres., Gen. Mgr.....Gordon P. Brown
Station Director.....John Hill

WVET—Rochester—1947 ABC

Frequency: 1280 Kc. .....Power: 5000 Watts
Owned-Oper. By....Veterans Bcstg. Co., Inc.
Address .....17 Clinton Ave So.
Representative.....Bolling Co., Inc.
News Service .....AP
Transcription ..... Associated
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Ervin F. Lyke
Sales Manager.....Arthur Murrellwright
Program Director.....Paul C. Louther

WKAL—Rome—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Copper City Bcstg. Corp.
Business-Studio Address..Capitol Theatre Bldg.
Representative .....Cooke
News Service .....UP
Membership ..... NARTB
President.....Myron J. Kallet
General Manager.....Joseph Kallet
Assistant Mgr.....Alberta Rossi
Program Director.....James Duke

WNBZ—Saranac Lake—1927 ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Upstate Bcstg. Corp.
Business-Studio Address.....88 Main St.
News Service .....AP
Transcription Service .....World
Representative.....Wm. G. Rambeau
Membership .....NARTB
Pres., Gen. Mgr.....Jacques DeMattos
Comm. Mgr., Prog. Dir.....Jeanne DeMattos
Chief Engineer.....H. Berwind Williams

WSPN—Saratoga Springs 1954

Frequency: 900 Kc.....Power: 250 Watts
Owned .....Spa Broadcasters, Inc.
Address.....71 West Avenue
News Service .....AP
Transcription ..... World
Representative .....Richard O'Connell
Membership ..... NARTB
President .....Ken Freebern
Gen., Sta., Prom. Mgr.....Chet Munson
Comm. Manager.....Joe Snyder
Prog., Pub. Dir.....Bob Dingman
Chief Engineer.....Al Burton

WSKN—Saugerties—1956

Frequency: 920 Kc.....Power: 1000 Watts
Owned.....The Skylark Corp., Inc.
Address....P. O. Box 920, Mount Marion, N. Y.
News Service .....UP
Transcription .....SESAC, World
Representative.....Thomas F. Clark
Membership ..... NARTB
President .....John Lynker
V. P., Comm. Mgr.....W. Irving Rose
Program Dir.....Richard Nedlin

WGY—Schenectady—1922 NBC

Frequency: 810 Kc.....Power: 50,000 Watts
Owned-Oper. By.....General Electric Co.
Business-Studio Address.....1 River Rd.
News Service.....AP, UP
Transcription Service.....Thesaurus, World
Representative.....Henry I. Christal
Membership .....NARTB, RAB
General Manager.....R. B. Hanna, Jr.
Station Manager.....Merl L. Galusha
Sales Manager.....J. Schmulbach
Publicity Director.....A. R. Garland
Station Service.....Caleb Paine
Program Director.....Donn M. Chown
Chief Engineer.....W. J. Purcell

WSNY—Schenectady—1942

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Western Gateway Bcstg.
Business-Studio Address.....619 State St.
News Service .....AP
Representative ..... Forjoe
Pres., Gen., Sta. Mgr.....Winslow Leighton
Comm. Manager.....Thomas Seeley
Prog. Dir.....Stephen Fitz
Chief Engineer.....Irving P. Beck

WHEN—Syracuse—1941 CBS

Frequency: 620 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned.....Meredith Syracuse Radio Corp.
Address .....511 Loew Bldg.
News Service .....AP
Membership .....NARTB, RAB
Representative ..... Katz

V.P. & Gen. Mgr. ..... Paul Adanti
Prom. Mgr., Pub. Dir. ..... Robert Peel
Program Director ..... John L. Scott
Comm. Mgr. ..... Louis Parmentier
Chief Engineer ..... Robert Ardner

WFBL—Syracuse—1922
ABC

Frequency: 1390 Kc. ..... Power: 5000 Watts
Owned ... WTAC-KPOA-KTVR, Founders Corp.
Bus.-Studio Address ..... 433 S. Warren St.
Representative . Peters, Griffin, Woodward, Inc.
News Service ..... UP
Membership ..... NARTB, RAB
President ..... Oscar F. Soule
General Mgr. ..... Henry P. Wilcox
Commercial Mgr. ..... Richard F. Polgreen
Sales Prom. Mgr. ..... Robert W. Weir
Program Director ..... Edward Bryant
Publicity Director ..... Robert W. Weir

WSYR—Syracuse—1922
NBC

Frequency: 570 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Central N. Y. Bcstg.
Bus.-Studio Address .... Syracuse-Kemper Bldg.
News Service ..... UP
Transcription Service ..... Lang-Worth
Newspaper Affil. . Herald-Journal, Post Standard
Representative ..... Henry I. Christal
Membership ..... NARTB, RAB
Pres., Gen. Mgr. ..... E. R. Vadeboncoeur
Sales Mgr. ..... W. R. Alford, Jr.
Prom. Mgr., Pub. Dir. ..... Lou Switzer

WNDR—Syracuse—1946
MBS

Frequency: 1260 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Syracuse Bcstg. Corp.
Address ..... Box 1212
News Service ..... AP
Station Rep. ..... Forjoe
General Manager ..... Arthur C. Kyle, Jr.
Asst., Comm. Mgr. ..... James A. McKechnie
Prog. Dir. ..... W. Quinn
Chief Engineer ..... John Rathbun

WOLF—Syracuse—1940

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Civic Bcstg. Corp.
Address ..... Kirkpatrick & Van Rensellear Sts.
Representative ..... Walker
News Service ..... AP
Transcription ..... Standard
President, General Mgr. .. T. Sherman Marshall
Sta. Mgr., Prog. Dir. ..... Hamilton M. Woodle
Chief Engineer ..... Don Muir

WFBL
RADIO
DOMINATES!
SYRACUSE, NEW YORK
1st in the Market
8:00 A.M.—12 Noon 34.1%
Noon—6:00 P.M. 31.6%
(Hooper)
National representative — George P. Hollingbery Co.
FOUNDERS CORP.
One of the Founders' group of stations, including
KPOA, Honolulu, and the Inter-Island Network; WTAC,
Flint, Michigan; and KTVR, Channel 2,
Denver, Colorado.

WIPS—Ticonderoga—1954

Frequency: 1250 Kc.....Power: 500 Watts
Owner.....Portage Bcstg. Co., Inc.
News Service .....UP
Transcription Service .....World
Membership ..... NARTB
Representative .....O'Connell
President .....Martin Karig
Gen., Comm. Mgr.....Dale Robertson
Sta. Mgr., Prog., Pub. Dir.....R. Robertson
Chief Engineer.....Lloyd Howe

WTRY—Troy—1940—CBS

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....Tri-City Radio, Inc.
Business-Studio Address.....92 Fourth St.
News Service .....UP
Representative .....John Blair
Pres., Gen. Manager.....Mowry Lowe
Comm., Prom. Mgr.....Kenneth M. Cooper
Program Director.....John Mounteer
Chief Engineer.....Frank Belaska

WGAT—Utica—1946—ABC

Freq.: 1310 Kc.....Power: 1 Kw. d., 500 W. n.
Address .....New Hartford, N. Y.
News Service .....AP
Representative ..... Venard
President .....Thomas L. Brown
V. P., Gen., Comm. Mgr.....Thomas E. Martin
Program Director.....Nick Dardano
Chief Engineer.....Fred Harrington

WIBX—Utica—1925—CBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By .....WIBX, Inc.
Address.....First National Bank Bldg.
News Service .....UP
Membership ..... RAB
Reps. .....Biddick, Walker
President.....Margaret B. Stevens
Gen. Mgr.....Margaret P. Bowen
Exec. V.P., Sta. Mgr., Pgm. Dir...Elliott Stewart
Sales Prom., Pub. Dir.....F. C. Bowen
Chief Engineer .....John T. Dowdell

WRUN—Utica—1947

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....The Rome Sentinel Co.
Business-Studio Address.....258 Genesee St.
Representative .....Avery-Knodel
Newspaper Affil.....Sentinel
News Service .....AP
Membership ..... NARTB
President.....Bradley C. Barnard
Program Director.....Philip R. Cameron
Sta., Comm. Mgr.....Richard A. Clark
Sls. Prom. Mgr., Pub. Dir.....Alan Cole
Chief Engineers....G. S. Woods, C. F. Henry

WDLA—Walton—1951

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Delaware County Bcstg.
Representative .....Rambeau
News Service .....UP
Membership .....NARTB

MORE NEWS
MORE FEATURES
MORE REGIONAL COVERAGE
AP
... and MORE RADIO AND TELEVISION STATIONS
depend on
THE ASSOCIATED PRESS

President.....Dr. E. Ogden Bush
V.P., Gen. Mgr.....Michael J. Cuneen
Program Director.....Myra Youmans
Chief Engineer.....Charles Lissner

WATN—Watertown—1941

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Watertown Bcstg. Corp.
Bus.-Studio Location.....118 Washington St.
Transcription .....Standard, SESAC
Membership ..... NARTB
Representative .....Devney
Pres., Gen. Mgr.....G. Harry Righter
Chief Engs.....D. Schryver, J. F. Sprague

WWNY—Watertown—1941
CBS

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....The Brockway Co.
Address .....Hotel Woodruff
Newspaper Affil.....Daily Times
News Service .....UP
Transcription Service.....Thesaurus, World
Membership .....NARTB, RAB
Representative .....Weed
President.....John B. Johnson
General Manager.....Louis Saiff, Jr.
Station Manager.....Earl R. Kelly
Comm. Mgr.....Patrick E. Rheaume
Dir. of Engineering.....M. B. Davis

WLSV—Wellsville—1955

Frequency: 790 Kc.....Power: 500 Watts, d.
Owned-Oper. By..Radio Services of Wellsville
Address .....P. O. Box 409
News Service .....AP
Membership ..... RAB
Gen., Sales Mgr., Prog. Dir., Ch. Eng.
Lloyd Gordon
Comm. Mgr.....H. Ackerman
Publicity Dir.....Kathleen Beckwith

WFAS—White Plains—1932

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Westchester Bcstg. Corp.
Bus.-Studio Address.....Secor Rd., Hartsdale
News Service .....AP
Trans. Service.....Lang-Worth, SESAC
Representative .....Headley-Reed
Membership .....NARTB
President.....Valentine E. Macy, Jr.
Gen., Sta. Manager.....Frank A. Seitz
Program Director.....Randall Kaler
Sls. Prom., Comm. Mgr.....John Hade
Chief Engineer.....Jack Pearson

WWRL—Woodside—1926

Frequency: 1600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Long Island Bcstg. Corp.
Bus.-Studio-Transmitter Address..41-30 58th St.
News Service .....AP
President.....W. H. Reuman
Gen., Sta. Mgr.....Edith Dick
Comm., Sales Prom. Mgr.....Selvin Donneson
Program Director.....Fred Barr
Publicity Director.....Walter Kaner
Chief Engineer.....Benton R. Bartlett

FIRST in 11 quarter-hour periods

SECOND in 30 more

against ALL NETWORKS and INDEPENDENTS, morning, afternoon and night among Westchester-Rockland listeners.*

"Coverage Story" tells how and why more national and area advertisers have been using WFAS each year since 1932. Send for your copy!

WFAS and WFAS-FM

White Plains, N. Y.

** Pulse Westchester Study, 1956.*

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Powerfully Selling America's Greatest Market at the Lowest Cost

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TOPS in New York for the

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GERMAN

• • •

1600 Kc DEfender 5-1600

North Carolina

Pop. March 1 (Est.) 4,479,000—Families 1,107,000
Radio Homes 1,098,000—TV Homes 726,000—Stations in State 121

WRCS—Ahoskie—1947

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned.....Roanoke-Chowan Bcstg. Co., Inc.
Business Address.....P. O. Box 89
News Service .....UP
President.....Charles H. Jenkins
Manager.....P. G. Sewell

WABZ—Albemarle—1947
KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Radio Station WABZ, Inc.
Business-Studio Address.....Hotel Albemarle
News Service .....AP
Transcription Service .....World
General Manager .....W. J. Page

WGWR—Asheboro—1947
KBS

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Asheboro Bcstg. Co., Inc.
Bus.-Studio Address.....303 E. Salisbury St.
News Service .....UP
Newspaper Affil.....Courier Tribune
Transcription Service..... Associated
Membership .....RAB
Gen., Sta., Comm. Mgr.....J. R. Marlowe

WISE—Asheville—1939—NBC

Freq.: 1310 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By..Radio Station WISE, Inc.
Address .....98 Lookout Rd.
Membership .....RAB, BMB
Representative .....Bolling Co.
Pres., Gen. Sta. Mgr.....Harold H. Thoms
Commercial Mgr.....Loyd B. Leonard

WLOS—Asheville—1946
ABC-MBS

Freq.: 1380 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Skyway Bcstg. Co.
Business-Studio Address.....288 Macon Ave.
News Service .....UP
Transcription Service .....World
Rep.....Venard, Inc., J. S. Ayers
Membership ..... NARTB
Executive Vice President.....Charles B. Britt
Comm. Manager.....George Roesler
Program Dir.....Fred Brown
Chief Engineer.....George F. Sprague

WSKY—Asheville—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Asheville, Inc.
Business-Studio Address.....12 Church St.
News Service .....AP
Transcription ..... Lang-Worth
Representative .....Pearson
Membership .....NARTB
Pres., Gen., Sta., Comm. Mgr.....Zeb Lee
Sales Prom. Mgr.....Mike Ling
Publicity Director.....Bruce Barnes
Chief Engineer.....Bill Clements

WWNC—Asheville—1927
CBS

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By..Asheville Citizen-Times Co.
Business-Studio Address....14 O. Henry Ave.
Newspaper Affiliation .....Citizen-Times
Transcription Service .....Thesaurus
News Service .....UP
Representative .....H-R
Membership .....NARTB, RAB
President.....Charlie Peace
Gen., Sta., Prom., Pub. Mgr....Cecil B. Hoskins
Comm. Mgr.....James A. Hagan
Program Director.....William F. Melia
Chief Engineer.....William H. Hamrick

WBMA—Beaufort—1954

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Richard Ray Cummins
Address .....Box 156
News Service .....AP
Transcription Service .....World
Membership .....NARTB
Owner, Gen. Mgr., Ch. Eng.....R. R. Cummins
Promotion Mgr.....Hilda Cummins

WCGC—Belmont—1954

Frequency: 1270 Kc.....Power: 500 Watts
Owner.....Central Bcstg. Co.
Address .....Box 629
Representative .....Best
News Service .....UP
Transcription Service .....Standard
Membership .....NARTB
Pres., Gen., Sta., Eng.....Robert Hilker
Comm. Manager.....Boyce J. Hanna
Sls. Prom. Manager.....G. O. Wilkerson, Jr.
Program Director.....H. E. Feimster
Publicity Director.....Francis Linge felt

WATA—Boone—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Wilkes Bcstg. Co.
Address .....Depot St.
News Service .....AP
Membership ..... RAB
Manager.....Doris B. Brown
Secretary-Treasurer.....Roland Potter
Commercial Manager.....Ralph Tugman
Program Director.....Dwight Larick

WPNF—Brevard—1950

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Pisgah Bcstg. Co., Inc.
News Service .....AP
News Affil.....Transylvania Times
News Service .....AP
President, Gen. Mgr.....Ed M. Anderson
Sta., Comm. Mgr.....Bobby Hoyle
Program Director.....John Dellinger

Publicity Director.....John Anderson
Chief Engineer.....Baxter Morris, Jr.

WBBB—Burlington—1941 MBS-KBS

Frequency: 920 Kc.....Power: 5000 Watts d.
Owned-Operated By.Alamance Bcstg. Co., Inc.
Business-Studio Address.....321 S. Main St.
News Service .....AP
Transcription Service .....Standard
Rep.....Interstate, United Newsp. Assn.
General Manager.....E. Z. Jones
Commercial Manager.....C. Robert Ray
Program Director.....Ed Brooks
Sls. Prom. Mgr., Pub. Dir.....Cletus Peacock
Chief Engineer.....Berry Tysor

WFNS—Burlington—1946

Frequency: 1150 .....Power: 1000 Watts d.,
Owned-Oper. By Burlington-Graham Bdcstg Co.
Address.....P. O. Box 1328
News Service .....UP
Transcription Service .....World, Lang-Worth
Representative .....Bogner & Martin
Membership .....NARTB, RAB
Gen., Sta. Mgr.....G. C. Starnes
Comm., Prom. Mgr.....Harold Nall
Prog., Pub. Dir.....Dick Bowman
Chief Engineer.....Charles Stafford

WWIT—Canton—1954

Frequency: 970 Kc.....Power: 1 Kw.
Owned.....Western N. C. Bcstrs., Inc.
Address .....Radio Center
News Service .....UP
Membership ..... NARTB
President.....Beverly M. Middleton
Vice-President .....Kermit Edney
Treasurer .....D. A. Gilmore

WCHL—Chapel Hill—1953

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Village Bcstg. Co.
Address.....Box 388
News Service .....AP
Transcription Service .....World
Representative .....Indie
Membership .....NARTB, RAB
Pres., Gen. Mgr.....R. McClamroch, Jr.
Asst. to Gen. Mgr.....Ty Boyd
Chief Engineer.....Fritz Thurston

WAYS—Charlotte—1941 ABC

Freq.: 610 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By....Inter-City Advertising Co.
Business-Studio Address.....3229 S. Blvd.
News Service .....UP
Membership ..... NARTB
Representative .....Bolling Co.
Pres.....George W. Dowdy
Pub. Director.....Martin Allen
Chief Engineer.....L. I. Dekle
Gen., Sta. Mgr.....Thomas B. Sawyer

WBT—Charlotte—1922—CBS

Frequency: 1110 Kc.....Power: 50,000 Watts
Owned-Oper. By...Jefferson Standard Bdcstg.
Address.....1 Jefferson Pl.
News Service .....AP, UP
Transcription Service .....World
Representative.....CBS Radio Spot Sales
Membership .....NARTB, RAB
President .....J. M. Bryan
Gen. Mgr.....Charles H. Crutchfield
Sta. Mgr.....J. Robert Covington
Comm. Manager.....V. V. Evans
Program Director.....Bailey Hobgood
Pub., Sls. Prom. Director.....Ned Burgess
Chief Engineer.....Thomas Howard

WGIV—Charlotte—1947

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Charlotte Radio & TV Corp.
Business Address.....2520 Toomey Ave.
Representative .....Forjoe
Pres., Gen., Sta. Mgr.....Francis M. Fitzgerald
Commercial Mgr.....Ray Ervin

WIST—Charlotte—1951—MBS

Frequency: 930 Kc....Power: 5000 d; 1000 n.
Owned-Oper. By.....Bcstg. Co. of South
Address.....204 Liberty Life Bldg.
News Service .....AP
Representative.Peters, Griffin, Woodward, Inc.
Membership .....NARTB, RAB
President.....B. C. Hipp
General Manager.....G. R. Shafto
Sta., Comm. Manager.....W. Frank Harden
Program Director.....W. A. Vaughn
Chief Engineer.....A. O. Richardson

WSOC—Charlotte—1933—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station WSOC, Inc.
Address.....1925 N. Tryon St.
News Service .....AP
Rep.....H-R Reps, Bomar Lowrance & Assoc.
Membership .....NARTB
Pres., Gen., Sta., Sales Mgr., Pub. Dir..E. J. Gluck
Commercial Mgr.....Larry Walker
Program Director.....Fred Dickson
Chief Engineer.....L. L. Caudle, Jr.

WWOK—Charlotte—1955

Frequency: 1480 Kc.....Power: 1 Kw.
Owned-Oper. By.....Carmen Macri
Address.....215 Greystone Rd.
News Service .....UP
Representative ..... Dora-Clayton
Transcription Service .....Lang-Worth
President .....Carmen Macri
General Manager.....Jack Wheeler
Comm. Manager.....Paul Marlowe
Sales Mgr., Pub. Dir.....Herb Berg
Prog. Dir.....Jim O'Donnell
Chief Engineer.....T. C. Wood

WRRZ—Clinton—1946—ABC

Frequency: 880 Kc.....Power: 1000 Watts d.

Owned.....WRRZ Radio Co.
News Service .....AP
Transcription Service..... World
Station Rep. .....Walker
Station Manager.....H. D. Stanley
Sales Prom. Manager.....E. D. Powell
Program Director.....D. W. Welsh
Chief Engineer.....J. L. Bowles

WEGO—Concord—1943

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owne-Oper. By .....Cabarrus Bdcstg. Co.
Business-Studio Address .....P. O. 527
Phone: 2-6000.....Air Time: Daytime

WCKB—Dunn—1946

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....No. Car. Cent. Bcstrs.
Business Address.....Box 431
Phone: 3133.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
President.....Lefton A. Tart, Sr.
Sta., Gen. Mgr.....A. Lincoln Faulk
Commercial Manager.....Carl Lamm
Sales Prom. Mgr.....John Ciccone
Program Director.....Rudy Zurlo
Publicity Director.....Polly Faulk
Chief Engineer .....Joseph Kotlas

WDNC—Durham—1934—CBS

Freq.: 620 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By....The Durham Radio Corp.
Bus.-Studio Address..138½ E. Chapel Hill St.
News. Affil..... Herald Sun
News Service .....UP
Representative .....Paul H. Raymer
Membership .....NARTB, RAB
President.....C. C. Council
Gen. Mgr.....J. Frank Jarman
Prog. Dir.....E. R. Higgins, Jr.
Chief Eng.....C. Roy King
Comm. Mgr.....Woody Woodhouse

WSRC—Durham—1954

Frequency: 1410 Kc.....Power: 1 Kw.
Owned.....John C. Greene, Jr.
Address .....P. O. Box 28
Station Rep.....Rambeau, Dora-Clayton
Pres., Gen., Sta. Mgr.....John C. Greene, Jr.
Comm. Mgr.....Jack Hammette
Prog., Pub. Dir.....H. R. Greene
Chief Engineer .....Roy Fullen

WSSB—Durham—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By ....Public Information Corp.
Address .....Box 1168
Station Rep.....Gill-Perna
News Service .....AP
President.....E. L. Clinton
Chief Engineer.....B. Misenheimer
Sales Prom. Mgr.....Ed Sloan

WTIK—Durham—1946—ABC

Frequency: 1310 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Mid Carolina Bcstg. Co.
Address.....205½ W. Main St.
News Service .....AP
Representative .....McGillvra
President.....C. H. Wentz
Gen., Sta. Mgr.....H. Tom Morris
Prog., Pub. Mgr.....Tom Gause
Sales Prom. Mgr.....M. G. Bobbitte

WCDJ—Edenton—1955—KBS

Frequency: 1260 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Colonial Bcstg. Co.
Address.....P. O. Box 509
News Service .....AP
Representative .....Best
President, Comm. Mgr.....Ray A. Childers
General Manager.....R. W. Schuman
Prog. Dir., Chief Eng.....D. E. Ames

WCNC—Elizabeth City—1939 MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Albemarle Bcstg. Co., Inc.
Address.....Box 535
News Service .....UP
Transcription Service .....Thesaurus
Station Rep.....Bogner & Martin
President.....J. L. Lamb, Sr.
Gen. Mgr.....J. L. Lamb, Jr.
Commercial Manager.....C. E. Ferrell
Program Director.....Jimmy Raper
Chief Engineer.....Walt Miller

WGAI—Elizabeth City—1949

Freq.: 560 Kc...Power: 1 Kw. d., 500 Watts n.
Owned-Operated By.....WGAI Radio Co.
Business-Studio Address.....Kramer Bldg.
News Service .....AP
Pres., Gen., Sta. Mgr.....C. Alden Baker
Comm., Sales Prom. Mgr., Prog. Dir..B. Thomas
Publicity Director.....Jack Aulis

WIFM—Elkin—1951

Frequency: 1540 Kc.....Power: 250 Watts
Owned.....Tri-County Bcstg. Co. Inc.
Address.....Elk Spur St.
News Service .....UP
General Mgr.....Will Erwin
Ass't. Mgr., Chief Eng.....Eugene Smith, Jr.
Program Director.....Mrs. Ruth Smith

WFMO—Fairmont—1953

Frequency: 860 Kc.....Power: 1000 Watts
Owned.....Carolinas Broadcasting Co., Inc.
Address ..... Box 492
News Service .....UP
Transcription .....Thesaurus, Lang-Worth
Rep.....Interstate United Newspapers Inc.
Membership .....NARTB, RAB
President .....Cutlar Moore
Gen., Comm. Mgr.....Billy E. Peele
Program Dir.....James C. Clarke
Chief Engineer.....Joseph F. Miles

WFAI—Fayetteville—1947 CBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ralph E. Hess
Bus.-Studio Address.....Box 659
News Service .....AP
Transcription Service.....RCA Thesaurus
Representative.....Thomas F. Clark
President, Gen. Mgr.....Ralph E. Hess
Sta. Mgr.....Dick Perry
Comm. Mgr.....Bob Smith
Pub. Dir., Sales Prom. Mgr.....Tom Slade
Program Director.....Dick Perry
Chief Engineer.....Bob Money

WFLB—Fayetteville—1948 ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Fayetteville Bcstrs., Inc.
Address.....P. O. Box 512
News Service .....AP
Representative .....Burn-Smith
Transcription ..... World
Membership .....RAB
General Manager.....L. W. Allen
Commercial Manager.....W. D. Bailey
Sales, Prom. Mgr.....W. B. Belche
Program Director.....Marvin Rosenburg

WFNC—Fayetteville—1938 MBS

Freq.: 1390 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Cape Fear Bcstg. Co.
Address.....1009 William Clark Rd.
News Service .....UP
Representative .....Walker
Membership .....RAB, NARTB
President.....Victor W. Dawson
General Mgr.....Norman Suttles
Comm. Mgr.....Robert Nietman
Program Director.....Mac Stamps
Chief Engineer.....Edward Cook

WBBO—Forest City—1947

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Rutherford Co. Radio Co., Inc.
Address .....Forest City
News Service .....AP
Newspaper Affil.....Courier, Sun
Transcription Service.....World
Membership .....NARTB
Pres., Gen., Sls. Mgr.....Ed M. Anderson
Comm. Manager.....Fred Blanton
Program Director.....Lee Kanipe
Chief Engineer.....Merton Iwerks

WFVG—Fuquay Springs—1949 KBS

Frequency: 1460 Kc. ....Power: 1000 Watts d.
Owned-Oper. By .....WFVG Bdcstg. Co.
Business-Studio Address.....Box 588
News Service .....UP
Transcription Service .....World
Representative.....Continental Radio Sales
President .....J. M. Stephenson
Gen., Sta., Comm. Mgr...Robert E. Stephenson
Sales Prom. Mgr.....Ray Godwin
Prog., Pub. Dir.....Walter M. Pearson
Chief Engineer.....Harry D. Stephenson

WGNC—Gastonia—1939—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Catherine T. McSwain
Address .....Dallas Road
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Continental Radio Sales
Gen., Sta. Mgr.....Pat McSwain

WLTC—Gastonia—1947—KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Gastonia Bcstg. Serv., Inc.
Address.....P. O. Box 1010
News Service .....AP
Representative.....Thomas F. Clark
Pres., Gen., Sta. Mgr.....James B. Petty
Commercial Manager.....Boyce C. Morrow
Program Director.....Betsy Scarboro
Chief Engineer.....Don Voigt

WFMC—Goldsboro—1951 KBS

Frequency: 730 Kc.....Power: 1 Kw. d.
Owned.....Southern Radio & TV Corp.
Address.....P. O. Box 655
News Service .....UP
Trans. Service....World, Lang-Worth, SESAC
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Kenneth T. Marshall
Prog. Dir., Chief Eng..Henry H. Harrison, Jr.

WGBR—Goldsboro—1939 ABC

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By .E. Carolina Bdcstg. Co., Inc.
Address.....P. O. Box 1024
Transcription Service .....Thesaurus
Membership .....NARTB
Comm., Gen. Mgr., Pgm. Dir...V. G. Balkcum

WGOL—Goldsboro—1955

Frequency: 1300 Kc.....Power: 1000 Watts
Owned.....Wayne Broadcasting Co.
Address .....116 W. Mulberry St.
News Service .....AP
Representative .....Donald Cook
General Mgr.....Lawrence B. Carr
Comm. Mgr.....William H. Stuckey
Program Dir.....John G. Britt
Publicity Dir.....James F. Benson
Chief Engineer.....Paul E. Horne

WBIG—Greensboro—1926 CBS

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By....North Carolina Bcstg. Co.
Studio Address.....2838 Battleground Rd.

News Service ..... UP
Representative ..... George P. Hollingbery
Trans.. Victor, Capitol, Decca, Columbia, MGM
Membership ..... NARTB, RAB
President ..... Michaux H. Crocker
Gen., Prom., Sta. Mgr. ..... Allen Wannamaker
Commercial Mgr. ..... William P. Mitchell
Publicity Director ..... Virginia Neese
Program Director ..... Dan Griffin
Chief Engineer ..... Bill Dailey

WCOG—Greensboro—1948
ABC

Frequency: 1320 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... Inter-City Adv. Co., Inc.
Business-Studio Address ..... P. O. Box 3305
News Service ..... UP
Representative .... The Bolling Co., J. S. Ayers
President ..... George W. Dowdy
General Mgr. ..... Jack L. Rimmer

WGBG—Greensboro—1942
MBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By .. Greensboro Bcstg. Co., Inc.
Business-Studio Address ..... P. O. Box 2280
News Service ..... UP
Representative ..... Burn-Smith
Pres., Gen., Sta. Mgr. ..... Ralph M. Lambeth
Commercial Mgr. ..... B. George Barber, Jr.
Chief Engineer ..... Fred S. Smith

WPET—Greensboro—1954

Frequency: 950 Kc. ..... Power: 500 Watts
Owned ..... Wayne M. Nelson
Address ..... Box 3488
News Service ..... UP
Pres., Gen., Sta. Mgr. ..... Wayne M. Nelson
Comm., Sls. Prom. Mgr. ..... Leona Showmar
Prog., Pub. Dir., Chief Eng. .. E. M. Stanton, Jr.

WGTC—Greenville—1940
MBS

Frequency: 1590 Kc. ..... Power: 5 Kw.
Owned-Oper. By .... Greenville Radio Co., Inc.
Address ..... 103 E. 5th St.
News Service ..... UP
Transcription ..... World
Representative ..... Devney, Forjoe
Membership ..... NARTB
President ..... H. W. Anderson
Comm. Mgr. ..... C. B. Goodyear
Gen. Mgr., Prog. Dir. ..... Joel Lawhon
Chief Engineer ..... Bill Covington

No. 1 Market in the Carolinas...
GREENSBORO

Per Family Sales*	Food Store Sales*	General Mdse. Sales*
First in the Carolinas	First in the Carolinas	First in the Carolinas
followed by Charlotte and Raleigh	followed by Charlotte and Greenville (S. C.)	followed by Charlotte and Greenville (S. C.)

* 1956 Survey of Buying Power

WBIG ... Greensboro's first radio station
... in 31st year of broadcasting

1ST in Popularity
in Personalities
in Power — 5000 watts

Hollingbery, National Representative

GREENSBORO, N.C.
WBIG
CBS Radio Network
1470 KC | 5000 WATTS

WHNC—Henderson—1945
KBS

Frequency: 890 Kc.....Power: 1000 Watts
Owned.....Henderson Radio Corp.
Address .....Norlina Road
News Service .....AP
Transcription Service .....Lang-Worth
Pres., Comm., Sales Prom. Mgr...Nathan Frank
Gen., Sta. Mgr., Pub. Dir.....Dr. Claye Frank
Program Director.....Dorothy Robinson
Chief Engineer.....James H. Mayo

WHVH—Henderson—1955

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Vance Co. Bcstg. Co.
Address.....P. O. Box 1011
News Service .....UP
Transcription .....SESAC
Representative .....Best
Pres., Gen., Sta. Mgr.....Howard V. Harrell
Comm., Prom. Mgr.....W. L. Adcock
Program Director.....Helen Rogers
Chief Engineer.....Howard V. Harrell

WHKP—Hendersonville—1946
ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Hendersonville, Inc.
Address.....Chimney Rock Road
News Service .....UP
Membership ..... NARTB
President .....Beverly Middleson
Gen Mgr.....Kermit Edney
Traffic Mgr.....Dorothy Tebben
Comm. Mgr.....John Horton
Program Director.....Jimmy Northington
Chief Engineer.....Charles Renfrow

WHKY—Hickory—1939
MBS-ABC

Freq.: 1290 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By...Catawba Valley Bcstg. Co.
Address.....415 1st Ave., N.W.
Representative.....Dora Clayton
Transcription Service .....World
News. Affil.....Daily Record
Membership .....NARTB
News Service .....UP
President.....Carl V. Cline
Gen., Sta. Manager.....Edmund S. Long
Comm. Prom. Mgr.....James K. Willis
Prog., Pub. Dir.....Laura Hall
Chief Engineer.....Thomas E. Long

WIRC—Hickory—1948

Frequency: 630 Kc. ...Power: 1000 Watts d.
Owned-Oper. By .....Foothills Bdcstg., Inc.
Address.....Box 484 Annex
News Service .....AP
Representative.....John E. Pearson
Membership .....NARTB
President.....Margaret A. Smith
General Mgr.....E. H. Smith, Jr.
Asst. Mgr., Chief Engr.....Elmer Troutman
Commercial Manager .....Lee Douglas
Program Director.....Mattie I. Padgett

WHPE—High Point—1947
KBS

Frequency: 1070 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....High Point Bcstg. Co.
Business-Studio Address....504½ N. Main St.
News Service .....AP
Transcription Service .....World
Pres., Prog. Dir., Chief Eng.....Gary C. Davis
Comm. Mgr.....Hal W. Hicks

WMFR—High Point—1935
ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station WMFR, Inc.
Business Studio Address.....164 S. Main
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
Pres., Gen.-Station Mgr.....Frank S. Lambeth
Commercial Manager.....Frank Smith
Sls., Prom., Pub. Dir.....G. D. Sullivan
Program Director.....Diamond Carter
Chief Engineer.....Robert P. Boyd

WNOS—High Point—1953

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned.....Statesville Broadcasting Co.
Address .....Statesville, N. C.
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NARTB
General Manager.....Garrett M. Allen
Sta., Comm., Sales Prom. Mgr..Russell M. Hunt
Program Director.....Tom A. Wall
Chief Engineer.....T. K. Abernethy

WJNC—Jacksonville—1945
MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Onslow Bcstg. Corp.
Address .....Jacksonville
Representative .....Burke-Stuart
Pres., Gen. Mgr.....Robert P. Mendelson
Sta. Manager.....Rodric L. Jones
Program Director.....Jean B. Mendelson
Chief Engineer.....Alvin Sisk

WLAS—Jacksonville—1953

Frequency: 910 Kc.....Power: 1000 Watts
Owner.....Seaboard Bcstg. Corp.
Address .....P. O. Box 1197
News Service .....UP
Transcription .....Thesaurus, World
Membership .....NARTB
President .....Jerry Popkin
Gen., Comm. Mgr., Prog. Pub. Dir. Paul Parker
Chief Eng.....Rod Dorsey

WGTL—Kannapolis—1946

Frequency: 870 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....Fred H. Whitley, Inc.
Address .....Cannon Blvd.
Membership .....NARTB
News Service .....UP
Pres., Gen. Mgr.....Fred H. Whitley

WKMT—Kings Mountain 1953

Frequency: 1220 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....R. H. Whitesides
Address .....Box 669
News Service .....UP
President.....R. H. Whitesides
Gen., Sta., Comm. Mgr.....Jonas R. Bridges
Sales Prom. Mgr.....Ned McGill
Program Dir.....Doris Bridges
Publicity Director.....Rob't Green
Chief Engineer.....George Patterson

WELS—Kinston—1950—KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Farmers Bstg. Service, Inc.
Address.....1312 W. Vernon Ave.
News Service .....UP
Transcription Service.....Thesaurus
Representative.....Bogner & Martin
Membership.....RAB, NARTB
President.....William S. Page
Gen., Comm. Manager.....Jack P. Hankins
Prog. Dir.....W. A. Kiker
Chief Engineer.....Harvey Mewborn

WFTC—Kinston—1937—ABC

Frequency: 960 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated By.....Kinston Bcstg. Co.
Address.....204 East King St.
News Service .....AP
Representative .....Best
Membership ..... RAB
Gen., Sta., Comm., Sales Mgr., Pub. Dir.
J. Harold Vester
Program Director.....H. R. Shriver
Chief Engineer.....Herman Civils

WISP—Kinston—1953—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Citizen's Bcstg. Co., Inc.
Address .....Oasis Bldg.
Pres., Gen. Mgr.....E. J. Schuffman

WEWO—Laurinburg—1947 KBS

Frequency: 1080 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Scotland Bcstg. Co
Bus.-Studio Address .....State Bank Bldg.
News Service.....AP, UP
Membership .....NARTB, RAB
Sta. Rep.....Dora-Clayton
President .....Edwin Pate
General Manager.....J. R. Dalrymple, Jr.
Chief Engineer.....Truman N. Brock

WLOE—Leaksville—1946 MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WLOE, Inc.
Address.....Box L, Boulevard St.
News Service .....AP
Transcription .....Thesaurus
Membership .....NARTB
Pres., Gen., Sta., Comm. Mgr....D. L. Craddock
Sales Prom. Mgr.....Carl F. Webb
Program Director.....Barbara Earles
Chief Engineer.....Eldred Winn

WJRI—Lenoir—1946 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....John P. Rabb
Address .....107 West Avenue
News Service .....UP
Transcription .....Lang-Worth
President, Gen. Mgr.....John P. Rabb
Comm., Sales Prom. Mgr.....F. Kent Atwater
Program Director.....K. Rabb
Chief Engineer.....Jerry C. Elliott

WBUY—Lexington—1946

Frequency: 1440 Kc.....Power: 5000 Watts
Owned-Oper. By..Omar G. & Greeley N. Hilton
News Service.....AP
Transmitter Service....Thesaurus, Lang-Worth
Station Rep. .....Continental
Membership .....RAB, NARTB
Manager.....Greeley N. Hilton

WLON—Lincolnton—1953

Frequency: 1050 Kc.....Power: 1000 Watts
Owned.....Lincoln County Bcstg. Co., Inc.
Address .....Startown Rd., Box 248
News Service .....AP
Membership ..... NARTB
President.....J. A. Polhill
Gen., Sta., Comm. Mgr.....W. Jack Brown
Prog. Dir.....Tom Knight
Chief Engineer.....Dennis C. Long

WAGR—Lumberton—1954 ABC

Frequency: 1480 Kc.....Power: 1000 Watts
Owner.....Southeastern Bcstg. Corp.
Address.....217 E. 3rd St.
News Service .....UP
Representative .....Walker
President.....Hector McLean
Gen., Sta., Comm., Sales Prom. Mgr.
J. M. Martinson
Prog., Pub. Dir.....Al Pruitt
Chief Engineer.....Milton Newsome

WTSB—Lumberton—1946 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Robeson Bcstg. Corp.
News Service .....AP

Membership .....NARTB
Transcription Service .....World
Representative.....Continental Radio Sales
General Mgr.....Al G. Stanley
Sales Mgr.....Frank L. Martin
Program Dir.....Maurice Stuart

WBRM—Marion—1949

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Operated By..Lake City Bcstg. Corp.
Address .....Box 229
News Service .....UP
President.....W. P. Erwin
Comm. Mgr.....J. C. Pleasant
Gen., Sta. Mgr., Pub., Prog. Dir.
J. L. Reynolds, Jr.
Chief Engineer.....Hubert C. Martin

WMAP—Monroe—1948—KBS

Frequency: 1060 Kc.....Power: 250 Watts d.
Owned-Operated By.....Union Bcstg. Corp.
Business Address.....Walkup Ave.
Rep. .....Continental
News Service .....UP
Station Manager.....J. A. Laney
Business Manager.....W. D. Benton
Program Director.....Frank Funderburk
Chief Engineer.....Robert I. Smith

WHIP—Mooresville—1950 KBS

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Wayne M. Nelson
Address.....Mooresville, N. C.
News Service .....UP
Pres., Gen., Sta. Mgr.....Wayne M. Nelson
Comm., Sls., Prom. Mgr.....Leona Showmar
Prog., Pub. Dir.....Buck Mills
Chief Engineer.....Philip W. Nelson

WMBL—Morehead City—1947 KBS

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Carteret Bcstg. Co., Inc.
Address.....Box 432
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB
Representative .....McGillvra
Pres., Gen., Sta. Mgr.....Grover C. Munden
Comm. Manager.....Charles Markey
Chief Engineer.....Walder Niemi
Program Director.....Fay M. Merrell

WMNC—Morganton—1947

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Nathan J. Cooper
Address .....Morganton
News Service .....AP
Transcription .....Standard
Membership .....NARTB
General Mgr.....Nathan J. Cooper
Comm. Manager.....Charles R. Tappy
Chief Engineer.....Frank A. Ballew
Program Director.....Madelyn Y. Patton

WPAQ—Mt. Airy—1948—KBS

Frequency: 740 Kc.....Power: 10,000 Watts d.
Owned-Operated By.....Ralph D. Epperson
Address .....Mt. Airy
News Service .....AP
Representative .....Thomas Clark
Pres., Gen.-Sta. Mgr.....Ralph D. Epperson
Commercial Manager.....Lucy Bowman
Program Director.....Coslin Lindsey

WSYD—Mount Airy—1951 MBS

Freq.: 1300 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Mount Airy Bcstrs., Inc.
Address.....P. O. Box 209
Pres., Gen. Mgr., Ch. Eng...Robert H. Epperson
Commercial Manager.....Erastus F. Poore
Program Dir.....Bobby Moxley

WHIT—New Bern—1942 MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station WHIT
Address.....Highway 17, So., Box 551
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NARTB
Representative .....John E. Pearson
Gen., Sta. Manager.....Ray D. Williams
Prog. Dir.....Jim Putnam
Comm. Mgr., Pub. Dir.....Don Lee
Sales Prom. Mgr.....Lyle Hermann
Chief Engineer.....Ed Williams

WOOW—New Bern—1953 KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Craven Bcstg. Co.
Address .....P. O. Box 7
News Service .....AP
Rep.....Interstate United News, Inc.
Transcription Service .....Thesaurus
President.....Dr. F. Y. Sorrell
General Manager.....James A. Ballard
Commercial Mgr.....Louis P. Dunn
Program Dir.....James E. Kiker

WNNC—Newton—1948 KBC-MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Newton-Conover Bcstg. Co.
Business Address.....West "A" St.
News Service .....UP
Transcription .....SESAC
Representative.....Media Sales & Service
Pres., Gen., Sta. Mgr.....Earl Holder
Comm., Sls. Prom. Mgr.....Eugene Henry

WKBC—North Wilkesboro 1947

Frequency: 810 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....Wilkes Bcstg. Co.
Address .....Radio Bldg.
News Service .....AP
Transcription Service .....World
Membership .....RAB
Pres., Gen. Mgr.....Doris B. Brown
Comm.-Sales Prom. Mgr.....Roland B. Potter

WOXF—Oxford—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Oxford Bcstg. Corp.
Address.....P. O. Box 1111
News Service .....AP
Transcription ..... Capitol
President .....A. N. Critcher
General Manager. .. James F. Flanagan
Comm. Manager.....Mike Hight

WMSN—Raleigh—1954 KBS

Frequency: 570 Kc.....Power: 500 Watts
Owned..Merchants and Farmers Station, Inc.
Address .....649 Maywood Avenue
News Service .....AP
Representative .....Winborne & Winborne
Membership ..... NARTB
Pres., Gen., Sta. Mgr.....B. H. Ingle, Sr.
Comm., Sales Prom Mgr.....Jim Thornton
Program Dir.....Ruth Johnson
Publicity Dir.....Robert R. Mitchell
Chief Engineer.....Ed McCleod

WKIX—Raleigh—1948 ABC-MBS

Freq.: 850 Kc.....Power: 10 Kw. d., 5 Kw. n.
Owned.....Sir Walter Television Co.
Address .....2128 Western Blvd.
Newspaper Affil..News and Observer Pub. Co.
News Service .....AP
Representative ..... Forjoe
Membership .....NARTB, RAB
President.....John W. English
General Mgr.....John H. Bone
Station Mgr.....Roger Bower
Commercial Mgr.....James Simpson
Prom .Mgr., Pub. Dir.....Peter Tripodi
Program Dir.....Edrie Davis
Chief Engineer.....Lee Poole

WPTF—Raleigh—1924—NBC

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WPTF Radio Co.
Business-Studio Address.....Insurance Bldg.
News Service.....AP, UP
Representative.Peters, Griffin, Woodward, Inc.
Membership.....NARTB, RAB
Pres., Gen., Mgr.....Richard H. Mason
Commercial Mgr.....R. W. Youngsteadt
Program Manager.....Graham B. Poyner
Publicity Director.....Worth White
Chief Engineer.....Henry Hulick, Jr.

WRAL—Raleigh—1939

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Capitol Bcstg. Co., Inc.
Bus.-Studio Address.....130 S. Salisbury St.
Representative.....Forjoe & Co.
Membership .....NARTB, RAB
Vice-President .....Fred Fletcher
Gen., Sales Mgr.....Bill Currie

WFRC—Reidsville—1947 KBS-ABC

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By....Piedmont Carolina Bcstg.
Business-Studio Address.....Box 990
News Service .....AP
Representative.....Bogne & Martin
Membership .....NARTB
President.....H. T. Williams
Gen., Sta., Comm. Mgr....Stephen F. Woodson
Sales Prom. Mgr., Prog. Dir.....Alfred Nelson
Pub. Director.....Oscar Griffin, Jr.
Chief Engineer.....W. Scarborough

WREV—Reidsville—1948

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Reidsville Bcstg. Co.
Address .....Drawer 1349
News Service .....UP
Rep.....Webb, Interstate United Newspapers
Pres., Gen. Mgr.....William M. Oliver, Sr.
Program Director.....Mrs. Katye P. Oliver
V.P., Ch. Engineer.....William M. Oliver, Jr.

WCBT—Roanoke Rapids 1939—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....WCBT, Inc.
Address.....251 Roanoke Ave.
News Service .....UP
Station Rep. .....Continental
Station Manager.....Jerry Elliott
Commercial Mgr.....Donald O. Collins
Program Director.....Dick Phillips

WAYN—Rockingham—1946

Frequency: 900 Kc.....Power: 1000 Watts a.
Owned-Operated By.....WAYN, Inc.
Address .....Rockingham
News Service .....UP
Transcription Service .....World
Pres., Gen., Sta. Mgr.....Wayne M. Nelson
Comm., Sls., Prom. Mgr.....William Futterer
Prog., Pub. Dir.....Carole Henderson
Chief Engineer.....Carl M. Wilson

WCEC—Rocky Mount—1947 CBS-KBS

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned By.....East Carolina Electronics
Bus.-Studio Address.....P. O. Box 1075
News Service .....AP
Newspaper Affiliation .....Telegram
Representative .....Pearson
Membership .....NARTB
President.....Josh L. Horne
General Manager.....Mel Warner
Commercial Manager.....Ray Thompson

Program Director.....Ray Wilkinson
Chief Engineer.....Grover Taylor

WEED—Rocky Mount—1933
ABC

Freq.: 1390 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....W. A. Wynne
Address .....Box 752
News Service .....AP
Representative .....Burn-Smith
Pres., General Mgr.....W. A. Wayne
Commercial Mgr.....R. E. Horner
Chief Engineer.....Joe R. Morris

WRXO—Roxboro—1949

Frequency: 1430.....Power: 1000 Watts d.
Owned-Operated By.....Roxboro Bcstg. Co.
Address .....Box 130
News Service .....UP
Transcription Service .....World
Membership .....NARTB, RAB
General Manager.....H. S. Taylor

WSAT—Salisbury—1947
ABC

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Oper. By.....Mid-Carolina Bcstg. Co.
Business-Address .....Drawer 99
News Service .....UP
Representative .....McGillvra
Membership .....NARTB, RAB
President.....Charles H. Wents
Gen., Sta. Mgr.....Harry L. Welch
Comm. Mgr.....Catherine Murphy
Program Director.....Gales M. Adkins
Vice President.....E. L. Sherman

WSTP—Salisbury—1939
MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Piedmont Bcstg. Corp.
Bus.-Studio Address.....Center Theatre Bldg.
News Service .....AP
Manager.....Russ McIntire
Comm. Manager.....Russell Hunt

WEYE—Sanford—1952

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Lee Bcstg. Corp.
Address.....P. O. Box 550
News Service .....AP
Transcription .....Associated, SESAC
Pres., Gen. Mgr.....W. L. Simmons

WWGP—Sanford—1946

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Sandhills Bcstg. Corp.
Address.....P. O. Box 651
Newspaper Affiliation .....Herald
Sec'y.-Treas.....W. E. Horner
Gen., Comm. Mgr.....Phil Peterson

WOHS—Shelby—1946
MBS-KBS

Frequency: 730 Kc.....Power: 1000 Watts
Owned-Oper. By.....Western Carolina Radio
Business Address .....Shelby
News Service .....UP
Membership .....NARTB
Pres., Gen. Manager.....Robert M. Wallace
Comm. Manager.....Don McLain
Program Director.....Harold Watson
Chief Engineer.....Edwin Patterson

WNCA—Siler City—1952

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Chatam Bdcstg. Co.
News Service .....UP
Membership .....RAB
Representative.....Best; Media
Transcription Service.....Lang-Worth, SESAC
Gen., Sta., Comm. Mgr.....L. C. Bruce

WMPM—Smithfield—1950

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....John S. Townsend
Address .....Smithfield
News Service .....AP
Gen. Mgr., Sta. Mgr., Chief Eng.
John S. Townsend
Commercial Mgr.....Bill Burwell
Program Director.....Bill Kirby
Publicity Director.....John Wall

WEEB—Southern Pines—1947
ABC

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned..The Sandhill Community Bcstrs., Inc.
Address.....135 W. New Hampshire Ave.
News Service .....AP
Transcription Service .....Associated
Station Rep. .....Holman
Membership .....NARTB
Pres., Gen. Mgr.....Jack S. Younts
Comm., Prom. Mgr., Ch. Eng...Joe A. Warren
Program Director.....Charles G. Clapp
Publicity Director.....Shepp Ames

WTOE—Spruce Pine—1955

Frequency: 1470 Kc.....Power: 1 Kw. d.
Owned-Oper. By..Toe River Valley Bcstg. Co.
Address .....Radio-Chalk Mountain
News Service .....UP
President.....T. N. Cooper
Comm. Mgr.....Nelle Thomas
Program Dir.....Kenneth E. Woddard

WSIC—Statesville—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Statesville Bcstg. Co.
Address .....Box 1189
News Service .....AP
Membership .....NARTB
President.....A. F. Sams, Jr.
Gen., Sta. Mgr.....G. M. Allen
Commercial Manager.....James Odom

Sales Prom. Mgr.....Dick Doudna
Program Director.....James Melvin
Chief Engineer .....T. K. Abernethy

WTAB—Tabor City—1954

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Oper. By.....Tabor City Bcstg. Co
Address .....Tabor City
News Service .....AP
Transcription Service .....World
Membership .....NARTB
President.....John Soles, Jr.
Station Manager.....Troy McPherson
Program Director.....Roger Earp
Publicity Director.....Harry Dunnagan
Chief Engineer.....Arthur D. Nix

WCPS—Tarboro—1946

Frequency: 760 Kc..... Power: 1000 Watts d.
Owned-Oper....Coastal Plains Bcstg. Co., Inc.
Bus.-Studio Address....Edgecombe Bank Bldg.
News Service .....UP
Transcription Service .....World
Representative .....Dora-Clayton
Membership .....NARTB
President.....V. E. Fountain
General Manager.....G. Lee Hodges
Commercial Manager.....W. Roy Ward
Program Director.....Tom Shields

WTNC—Thomasville—1947

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned By.....The Thomasville Bcstg. Co
Address.....P. O. Box 750
News Service .....UP
Gen., Sta., Comm. Mgr., Prog., Pub. Dir.
Harold Harrison
Chief Engineer.....James McAden

WTYN—Tryon—1954

Frequency: 1580 Kc.....Power: 250 Watts
Owned.....Polk County Broadcasters
Address .....Box 1317
News Service .....UP
Transcription.....Capitol, Thesaurus, Decca
Gen., Sta. Mgr.....Graves Taylor
Commercial Mgr.....Henry G. Bartol, Jr.
Program, Pub. Dir.....Charles Rush
Chief Engineer.....Palmer A. Greer

WADE—Wadesboro—1947

Frequency: 1210 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....R. P. Lyon & Son
Address .....Radio Bldg.
News Service .....UP
Transcription .....Thesaurus
General, Sta. Mgr.....W. P. Billingsley
Program Director.....Peggy L. Mitchell

WLSE—Wallace—1953

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Duplin Bcstg. Co.
Address .....Hwy. 117, N.
News Service .....AP
Transcription ..... Lang-Worth
Membership ..... NARTB
General Manager.....Lester L. Gould
Sta., Comm. Manager....John T. Newman III

WHED—Washington—1948
KBS

Frequency 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Pamlico Bcstg. Co.
Address.....Box 439
News Service .....UP
Representative .....Continental
Pres., Gen., Sta. Mgr.....W. W. Moore
Comm., Sls. Prom. Mgr., Pub. Dir...Peter Moore
Program Director.....George Shreiver
Chief Engineer.....Richard Tripp

WRRF—Washington—1942
ABC

Frequency: 930 Kc.....Power: 5 Kw., 1 Kw. n.
Owned-Oper. By..Tar Heel Bcstg. System, Inc.
Bus.-Studio Add.....Bank of Washington Bldg.
News Service.....AP
Representative .....Headley-Reed
Membership.....NARTB, RAB
President.....W. R. Roberson, Jr.
Station Manager.....William Abeyounis
Commercial Manager.....Robt. Frowein
Program Director.....Merrill Daniels
Chief Engineer.....L. E. Hiland

WHCC—Waynesville—1947
KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.Kenneth D. & Margaret F. Fry
Business-Studio Address.....Main St.
News Service .....UP
Transcription .....Thesaurus
Pres., Gen. Mgr.....K. D. Fry
Treasurer .....M. F. Fry

WENC—Whiteville—1946
MBS-KBS

Frequency: 1220.....Power: 1000 Watts
Owned.....Whiteville Broadcasting Co., Inc.
Address.....P. O. Box 700
News Service .....AP
Representative.....Thomas F. Clark
Membership .....RAB
President.....J. A. Maultsby, Sr.
Station Mgr., Pub. Dir.....Jerry Honeycutt
Comm., Sales Prom. Mgr.....C. D. Pickerrell
Program Director.....Edna E. Ripple
Chief Engineer.....Graham C. Fore

WIAM—Williamston—1951
KBS

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....E. Carolina Bcstg. Co.
Address .....E. Main St.
News Service .....UP
Representative .....Media Sales & Service
Co-O,, Sta. Mcnager.....William H. Farrior
Co.-O., Gen., Comm. Mgr...Charles M. Gaylord

WGNI—Wilmington—1947
MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...New Hanover Bcstg. Corp.
Business Address.....Box 869
News Service .....UP
Transcription .....Thesaurus
Representative ..... Walker
President.....J. S. Brody
General Manager.....Allen B. Jones
Commercial Mgr.....A. V. Thompson
Chief Eng., Prog. Dir.....Arthur L. Madeley

WMFD—Wilmington—1935
ABC

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By.....R. A. Dunlea
Address .....Box 1769
Representatives.....Burn-Smith, Clark Brown
News Service .....UP
Transcription Service .....World
Membership .....NARTB
Pres., Gen. Mgr.....R. A. Dunlea, Sr.
Station Manager.....George A. Curtis
Commercial Manager.....Clay McBride
Chief Engineer.....E. I. Herring, Jr.

WGTM—Wilson—1937—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Oper. By.....Watson Industries, Inc.
Bus.-Studio Address.....Herring Ave. Ext.
News Service .....UP
Representative...John E. Pearson, Clark Brown
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....Penn T. Watson, Sr.
Commercial Manager.....Desmond Barclay
Sls., Prom. Mgr.....P. T. Watson, Jr.
Publicity Director.....C. M. Farris
Program Director.....Bill Bunn
Chief Engineer.....Ernest C. Pate

WVOT—Wilson—1948
MBS

Freq.: 1420 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Wilson Radio Co., Inc.
Address .....P. O. Box 170
News Service .....AP
Representative .....Devney, Forjoe
Gen., Sta. Mgr.....Harry Severance

WAAA—Winston-Salem—1950

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned.....Camel City Bcstg. Corp.
Address .....Box 3119
News Service .....AP
Representative .....Stars National
President.....R. B. Woodyard
General Manager.....Ranny Daly

WAIR—Winston-Salem—1937
ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...Radio Winston-Salem, Inc.
Business Address.....S. Hawthorne & First St.
Representative .....Burn-Smith
News Service.....AP
Transcription .....World
President.....John S. Riggs
General Manager.....Wallace Voight
Treasurer .....F. Robert Greene

WSJS—Winston-Salem—1930
NBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Piedmont Publishing Co.
Bus.-Studio Address.....419-21 N. Spruce St.
Transcription Service .....Lang-Worth
News Service .....UP
Newspaper Affil....Journal, Twin City Sentinel
Representative .....Headley-Reed
Membership .....NARTB
President .....Gordon Gray
V.P., Gen. Mgr.....Harold Essex
Operations Manager.....Phil Hedrick
Commercial Manager.....W. H. Henry
Program Manager.....Robert Estes
Publicity Director.....Dick Barron
Chief Engineer.....Leon Lasley

WTOB—Winston-Salem—1947
CBS-MBS

Freq.: 1380 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Op. By..Winston-Salem Bcstg. Co., Inc.
Address.....300 S. Stratford
Representative...Venard, Rintoul, McConnell
News Service .....AP
Membership .....NARTB
President, Pub. Dir.....James W. Coan
General, Sta. Manager.....John G. Johnson
Comm. Manager.....Charles Brunt
Program Director.....Johnny Miller
Chief Engineer.....James Hoke

North Dakota

Pop. March 1 (Est. 661,000—Families 177,000
Radio Homes 171,000—TV Homes 96,000—Stations in State 15

KFYR—Bismarck—1925
NBC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Meyer Bcstg. Co.
Bus.-Studio Address.....202½ Fourth St.
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB, RAB
Representative .....John Blair
President.....Mrs. P. G. Meyer
General Manager.....W. A. Ekberg
Station Comm. Mgr.....R. W. MacLeod
Program Director.....Don McLean

Promotion Dir.....Jack Swenson
Chief Engineer.....Ivar Nelson

KDLR—Devils Lake—1925 MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KDLR, Inc.
Business-Studio Address.....1025 3rd St.
News Service .....UP
Transcription .....World, SESAC
Representative .....Hal Holman
Pres., Gen. Manager.....Bert Wick
Comm., Sales Prom. Mgr.....Paul R. Lange
Program Director.....Wilbur Clemenson
Publicity Director.....Norman Buckner
Chief Engineer.....Richard Moritz

KDIX—Dickinson—1947 KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Dickinson Radio Assn.
Bus.-Studio Address.....119 2d Ave. W.
News Service .....AP
Trans. Service.....Standard, SESAC, World
Representative .....Holman
Membership .....NARTB, RAB
President.....Dr. P. J. Weir
Gen.-Sta. Mgr.....Orville F. Burda
Comm., Sales Prom. Mgr.....Keith Gardner
Prog., Pub. Dir.....Lauren Haacke
Chief Engineer.....Benjamin G. Locherd

KFGO—Fargo—1948—ABC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By...Northern States Bcstg. Co.
Business-Studio Address.....Box 1610
Transcription Service.....Standard, World
Representative .....Gill-Perna
News Service .....AP
Membership .....RAB
President.....W. R. Haggart
Gen., Comm., Sales Mgr.....Charles G. Burke
Program Director.....C. L. Davis
Chief Eng.....G. Stenoien, N. Pederson

WDAY—Fargo—1922—NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By..... .WDAY, Inc.
Business-Studio Address.....207 North Fifth
News Service.....AP, UP
Newspaper Affil.....Forum
Transcription Service .....Thesaurus
Membership.. .....NARTB, RAB
Rep.....Peters, Griffin, Woodward, Inc.
President.....E. C. Reineke
Station Manager.....Jack Dunn
General Manager.....Tom Barnes
Sales Promotion Manager.....Roy Pedersen
Sales Manager.....Bill Burn
Program Director.....Ernie Brevik
Promotion Mgr.....Roy Pedersen

KILO—Grand Forks—1923 CBS

Frequency 1440 Kc.....Power: 1000 d.; 500n.
Owned-Oper. By....Grand Forks Herald, Inc.
Bus.-Studio Address....First Natl. Bank Bldg.
News Service .....AP
Newspaper Affiliation .....Herald
Representative...Everett-McKinney, O'Connell
Membership .....NARTB
President.....M. M. Oppegard
Sta., Comm. Mgr.....Herman Livingston
Program Director.....W. F. Rendell
Chief Engineer.....A. F. Petrich

KNOX—Grand Forks—1947

Frequency: 1310 Kc.....Power: 5000 Watts
Owned By.....Community Radio Corp.
Address.....P. O. Box 1110
News Service .....UP
Representative...Rambeau, Bulmer & Johnson
Sales Manager.....Robert Lukkason

KNDC—Hettinger—1954

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Hettinger Bcstg. Co.
Address .....Lambert Bldg.
News Service .....UP
Transcription .....Thesaurus
President.....T. G. Barclay
Manager .....Les Kleven
Commercial Manager.....Warren Papke
Program Director.....Roger Rien
Chief Engineer.....Dick Patterson

KEYJ—Jamestown—1954 MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....James River Bcstg. Co.
Address .....Box 1170
News Service .....UP
Transcription .....Standard
President, Gen. Mgr.....Robert E. Ingstad
Station Manager.....A. G. Berry
Comm. Manager.....R. L. Richardson
Program Director.....James L. Footit
Publicity Director.....George Gaustad
Chief Engineer.....Kenneth L. Rich

KSJB—Jamestown—1937 CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....N. Dak. Bcstg. Co., Inc.
Address .....Box 626
News Service.....AP
Representative.....Weed & Co.
Membership .....NARTB
President.....John W. Boler
Station Manager.....E. M. Hoge
Sales Prom. Manager.....S. S. Ingersoll
Program Director.....Kay McKenzie
Chief Engineer.....Harvey Van Erem

KBOM—Mandan—1925

Frequency: 1270 Kc.....Power: 1000 Watts
Owned.....Mandan Radio Assn. Inc.
Address .....Box 200
News Service .....AP
Transcription ..... World

Representative ..... Gill-Perna
Pres., Gen. Mgr. ..... J. K. Harris
Sta., Comm. Mgr. ..... R. C Johnson
Traffic Mgr. ..... Mary Ebach
Program Dir. ..... Dee Desmond
Publicity Dir. ..... Larry Mills
Chief Engineer ..... Ray Barnett

KCJB—Minot—1950—CBS

Frequency: 910 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... No. Dakota Bcstg. Co.
Address ..... Highway 83 South
Representative ..... Weed
News Service ..... UP, AP
Membership ..... NARTB
President ..... John W. Boler
Station Manager ..... Chester Reiten
Operations Mgr. ..... Judith Lawton
Program Dir. ..... Ann Hennes
Chief Engineer ..... Joseph Main

KLPM—Minot—1929—MBS

Frequency: 1390 Kc. .. Power: 5000 d.; 1000 n.
Owned-Operated By ..... Minot Bcstg. Co.
Business-Studio Address .. Fairblock, So. Main
News Service ..... AP
Transcription Service ..... World
Representative ..... Walker
General Manager ..... John B. Cooley
Station Mgr., Chief Eng. ..... C. W. Baker
Comm. Dir., Prog. Dir. ..... Leslie E. Maupin

KOVC—Valley City—1936 MBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Operated By ..... KOVC, Inc.
Business-Studio Address ..... Valley City
News Service ..... UP
Transcription Service ..... Standard
Pres., Gen. Mgr. ..... Robert E. Ingstad
Program Director ..... Lyle Peterson
Commercial Manager ..... Ed Weeks
Program Director ..... Russ Kaber
Publicity Director ..... Glen Olson
Chief Engineer ..... Charles Sjostrom

KEYZ—Williston—1948

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Charles L. Scofield
Address ..... Box 1240
News Service ..... UP
Transcription Service ..... Standard
Membership ..... RAB, NARTB
Gen. Mgr., Chief Eng. ..... C. L. Scofield
Comm. Manager ..... W. L. Holter
Sales Prom. Manager ..... Bob Miller
Program Director ..... J. McGeehan
Publicity Director ..... Bob Gilbert

Ohio

Pop. March 1 (Est.) 9,231,000—Families 2,801,000
Radio Homes 2,695,000—TV Homes 2,572,000—Stations in State 82

WADC—Akron—1925—CBS

Frequency: 1350 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Allen T. Simmons
Bus.-Studio Address ..... WADC Bldg.
News Service ..... UP
Transcription Service ..... Standard
Representative ..... George P. Hollingbery
Pres., Gen., Sta. Mgr. ..... Allen T. Simmons
Commercial Manager ..... Robert B. Wilson
Sales Prom. Mgr. ..... Doc Williams
Program Director ..... Elder Fisher
Publicity Director ..... Mary Jo Stasell
Chief Engineer ..... Arnold Bock

WAKR—Akron—1940—ABC

Frequency: 1590 Kc. ..... Power: 5000 Watts
Owned By ..... Summit Radio Corp.
Address ..... 853 Copley Rd.
Newspaper Affiliation ..... Beacon Journal
News Service ..... UP, AP
Representative ..... Burke-Stuart
President, Gen. Mgr. ..... S. Bernard Berk
V. P., Gen., Sta. Mgr. ..... Roger G. Berk
V. P., Comm., Prom Mgr. . Kenneth M. Keegan
Prog. Pub. Dir. ..... Bob Wylie
Chief Engineer ..... Irwin L. Knopp

WCUE—Akron—1949

Frequency: 1150 Kc. .... Power: 1000 Watts d.
Owned-Oper. By ..... Akron Bcstg. Corp.
Address ..... 41 S. Main St.
Representative ..... Pearson
News Service ..... UP
Transcription ..... Standard
Membership ..... NARTB, RAB
President, Gen. Mgr. ..... Tim Elliot
Sta., Comm. Mgr. ..... Jack Maurer
Station Manager ..... Harley Lucas
Program Director ..... Jack Clifton
V. P. Sales ..... Jack Maurer
Program Director ..... Rick Reighard
Advertising Manager ..... Jean Elliot
Publicity Director ..... Bill Steffy
Chief Engineer ..... George V. Paul

WHKK—Akron—1944—MBS

Frequency: 640 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... WHKK Bcstg. Co.
Business-Studio Address ..... 51 W. State St.
Representative ..... Bolling
Co-Owners ..... J. B. Maurer, P. R. Herbert
Program Director ..... Cliff Rodgers

WFAH—Alliance—1953

Frequency: 1310 Kc. .... Power: 1000 Watts d.
Owned-Oper. By ..... The Review Pub. Co.
Address ..... 2720 S. Union
Representative ..... Rambeau
News Service ..... AP
Newspaper Affiliation ..... Alliance Review
Transcription Service ..... Lang-Worth
Membership ..... NARTB
General Manager ..... D. A. Peterson

Commercial Mgr.....Robert A. Gates
Prog. Director.....Edward D. Krahling
Chief Engineer.....Gene Peterman

WATG—Ashland—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Ashland Bcstg. Corp.
Address .....Mansfield Road
Transcription Service .....Thesaurus
Representative .....McGillvra
News Service .....UP
President.....Dr. Robert S. Burke
Gen., Sta. Mgr., Ch. Eng.....Don Holzapfel
Comm., Prom. Mgr.....Harlan Cook
Prog., Pub. Director.....Jack Murdock

WICA—Ashtabula—1937

Freq.: 970 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....WICA, Inc.
Address.....P. O. Box 372
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Everett-McKinney
General Manager.....John Colin
Station Manager.....D. W. Fossett
Ad. Mgr.....Joe Yourcheck

WATH—Athens—1950

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned By.....Radio Athens
Address.....P. O. Box 527
Station Representative.Continental Radio Sales
News Service .....UP
Membership .....NARTB
Gen. Mgr., Chief Engr.....Andrew Kovlan
Comm. Manager.....John Kerr
Program Director.....Paul Ellison

WTRX—Bellaire—1947—MBS

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned .....WTRX, Inc.
Address .....Route 214
News Service .....UP
Transcription Service .....World
Representative .....Burn-Smith
Membership .....NARTB
President .....Walter Patterson
V.P., Gen. Mgr.....E. R. Huse
Program Director.....W. J. Nuzum
Managing Director.....William Greaver
Chief Engineer.....Chester Nedvesky

WOHP—Bellefontaine—1952 KBS

Frequency: 1390 Kc.....Power: 500 Watts
Owned.....Lake Erie Radio & TV Corp.
Address.....East Sandusky St.
News Service .....UP
President.....T. M. Nelson
General Manager.....R. K. Wood
Chief Engineer.....Ken Arnold

WWBG—Bowling Green—1954

Frequency: 730 Kc.....Power: 250 Watts d.
Owner.....Howard R. Ward
Address .....P. O. Box 105
News Service .....AP
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Howard R. Ward
Chief Eng.....Roy Gallagher

WILE—Cambridge—1948 KBS

Frequency: 1270 Kc.....Power: 1000 Watts a.
Owned-Oper...Land o' The Lakes Bcstg. Corp.
Business-Studio Address.....917 Beatty Ave.
News Service .....AP
Transcription Service .....Standard
Representative .. . Ohio Stations Reps.
President.....Howard A. Donahoe
Commercial Manager.....Rob. F. Kah
Sales Promotion Manager....David C. Lorimer
Prog., Pub. Dir.....Bill Robinson
Chief Engineer.....Harold Black

WHOT—Campbell—1955

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By .....Myron Jones
Address....401 N. Elaine Ave., Youngstown
Membership .....NARTB
News Service .....UP
Owner .....Myron Jones
General Manager.....William Fleckenstein
Commercial Manager.....Lou Skelly

WAND—Canton—1947

Frequency: 900 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Magic Wand Bcstg. Co.
Address .....Tuscarawas & High
News Service .....AP
Transcription Service .....Capitol
Representative.....Hil F. Best
President.....P. C. Wilson
Station Manager .....James Wilson

WCMW—Canton—1946

Frequency: 1060 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Stark Bcstg. Corp.
Bus.-Studio Address.....Hills & Dales Rd.
Representative .....Burke-Stuart
News Service .....UP
Transcription .....World
Pres., Gen. Mgr.....S. L. Huffman
Station Manager.....Clark L. Dozer
Commercial Mgr.....Jack R. Hale
Sales Prom. Manager.....R. Bremkamp
Program Director.....D. I. Dever
Publicity Director.....Joe Saxon
Chief Engineer.....W. Waechter

WHBC—Canton—1925—ABC

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....Ohio Bcstg. Co.
Business-Studio Address....550 S. Market St.
News Service .....AP
Newspaper Affil.....Brush-Moore
Representative....Venard, Rintoul, McConnell
Membership .....NARTB, RAB
President .....Eugen Carr
Station Manager.....Robert C. Fehlman
Commercial Manager.....Paul E. Gilmor

wsai Radio CINCINNATI

Cincinnati loves WSAI-Radio's program formula of enjoyable music . . . complete news and weather . . . 19 hours a day. Proof? WSAI-Radio, now completely INDEPENDENT for Greater Community Service, rates

1ST

FIRST IN CINCINNATI, 6 A.M. to 12 P.M., seven days a week, based on **average share of audience.** (Pulse, Sept.-Oct. 1956)

FIRST IN CINCINNATI, 6 A.M. to 12 P.M., Sunday through Saturday, in total Nielsen Station Index Area audience. (Oct. 1956 report.)

FIRST IN CINCINNATI, 6 A.M. to 12 P.M., seven days a week, in **out-of-home audience,** based on average quarter-hour ratings. (Pulse, Sept.-Oct. 1956)

Yes . . . the Ratings are fine and so are the Results! And as for rates . . . since 1953 WSAI-Radio's share-of-audience has increased a full 50%. Rates remain virtually the same! 'SAI's the buy in Cincy!

National Representatives

WEED AND COMPANY

GORDON BROADCASTING CO.

SHERWOOD R. GORDON, PRESIDENT

IN CINCINNATI EVERYBODY LOVES

wsai

Enjoyable music . . . complete news and weather . . . 19 hours a day!

Sales Prom. Mgr.....Nancy Schneider
Program Director.....Lee Atwell
Publicity Director.....Pat Carroll
Chief Engineer.....John Schen

WBEX—Chillicothe—1947
ABC-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Shawnee Broadcasting Co.
Address.....Pohlmath Road, Carlisle Hill
News Service .....UP
Transcription ..... Standard
Representative ..... McGavren-Quinn
Membership .....NARTB, RAB
Pres., Sta. Mgr.....Truman A. Morris
Comm. Mgr.....Alan Batteiger
Sales Prom. Mgr.....Jeff Guier
Program Dir.....Ketty K. Knab
Publicity Dir.....Mary Morris
Chief Engineer.....John Howe

WCHI—Chillicothe—1956

Frequency: 1350 Kc.....Power: 500 Watts
Owned .....Norman Glenn
Address.....800 Eastern Avenue
News Service .....UP
Representative .....McGillvra
President, Gen. Mgr.....Norman Glenn
Commercial Manager.....Joseph Klarke
Program Director.....Sharon Simon

WCIN—Cincinnati—1953

Frequency: 1480 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Robert W. Rounsaville
Address.....3301 Beekman St.
Representative.....Gill-Perna, Dora-Clayton
News Service .....UP
Owner, Gen. Mgr.....R. W. Rounsaville
Station Manager.....Ralph B. Johnson

WCKY—Cincinnati—1929

Frequency: 1530 Kc.....Power: 50,000 Watts
Owned-Operated By.....L. B. Wilson, Inc.
Bus.-Studio Address....Hotel Sheraton Gibson
Representatives
Thomas Welstead, AM Radio Sales
News Service .....UP
Transcription Service.....Associated, Standard
Membership .....RAB
Pres., Gen. Mgr., Eng.....CHas. H. Topmiller
Sales Prom. Mgr., Pub. Dir.....R. M. Fleming
Sec.-Treas. .....Jeanette Heinze

WCPO—Cincinnati—1927

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Scripps-Howard Radio, Inc.
Studio Address.....2345 Symmes St.
News Service .....UP
Newspaper Affil.....Post
Representative .....John Blair
Membership .....NARTB
President.....Jack R. Howard
General Manager.....M. C. Watters
Station Manager.....Colin G. Male
Comm. Manager.....R. Rietman
Program Director.....Bill Dawes
Chief Engineer.....Paul Adams

WKRC—Cincinnati—1923
CBS

Frequency: 550 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Radio Cincinnati, Inc.
Address-Trans. .....Hotel Alms
News Service .....AP
Newspaper Affiliation .....Times-Star
Transcription Service .....SESAC
Representative .....Katz
Membership .....NARTB
President.....Hulbert Taft, Jr.
Promotion Manager.....Lila Lambert
General Manager.....Hubbard Hood
Program Director.....Ed Kennedy, Jr.
Sales Manager.....H. M. Heilbrun
Publicity Director.....Greg Olberding
Chief Engineer.....Wilford H. Kennedy

WLW—Cincinnati—1922
NBC

Frequency: 700 Kc.....Power: 50 Kw.
Owned.....Crosley Bcstg., Corp.
Address.....140 W. Ninth St.
News Service.....INS, UP
Representative
WLW Sls., NBC Spot Sls., Bomar Lowrance
Transcription Service .....SESAC
Membership .....NARTB, RAB
Chm. of Board.....James D. Shouse
Pres., Gen. Mgr.....Robert E. Dunville
V.P., Sales.....H. P. Lasker
V.P. Programs.....Al Bland
V.P., Treas.....K. T. Murphy
Sales Prom. Mgr.....Jack Frazier
Program Director.....Gene Dailey
Chief Engineer.....R. J. Rockwell

WSAI—Cincinnati—1923

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Oper. By.....Gordon Bcstg. Co.
Address .....Sinton Hotel
News Service .....AP
Transcription Service .....World
Representative ..... Weed
Pres., Gen. Mgr.....Sherwood R. Gordon
V.P. Sta. Mgr.....Charles A. Black
Nat'l Sales Manager.....Lu Bassett
Local Sales Manager.....H. O. Parry
Promotion Director.....Arthur Plaut
Chief Engineer.....Jonas Heiser

WERE—Cleveland—1948

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By....Cleveland Bcstg. Inc.
Address.....1501 Euclid Ave.
News Service.....AP, INS, UP
Station Rep.....Venard, Rintoul & McConnell
Transcription Service .....Standard
Membership .....NARTB
President..... ....Ray T. Miller

General Manager.....Richard M. Klaus
Merchand. Mgr.....Ed Paul
Gen. Sales Manager.....C. A. Dunbar
Promotion Manager.....Sam Elber
Chief Engineer.....Harry Dennis

WDOK—Cleveland—1950

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....Civic Bcstrs., Inc.
Address.....1515 Euclid Ave.
News Service .....UP
Representative .....H-R
Transcription Service.....SESAC
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Frederick C. Wolf
Program Director.....Ralph Quay
Sales Prom. Manager.....Norman Wain
Publicity Director.....Mary Ann Fraytko
Chief Engineer.....Clifford Ormston

WGAR—Cleveland—1930
CBS

Frequency: 1220 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Peoples Bcstg. Corp.
Address .....Hotel Statler
News Service.....INS, UP
Representative ..... Christal
Membership .....NARTB, RAB
President.....Murray D. Lincoln
V. Pres., Gen. Mgr.....Herbert Evans
Station Manager.....Carl E. George
Commercial Mgr.....Robert E. Forker
Program Director.....Robert Smiley
Sales Prom. Mgr., Pub. Dir....Robert Robertson
Chief Engineer.....Lloyd Wingard

WHK—Cleveland—1921—NBC

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.Forest City Publishing Co.
Business-Studio Address..5000 Euclid Avenue
News Service .....AP
Transcription Service.....BMI, ASCAP, SESAC
Representative.....NBC Spot Sales
Membership.....NARTB, RAB
Newspaper Affil.....Plain Dealer
President.....Sterling E. Graham
General Manager .....K. K. Hackathorn
Commercial Manager.....W. K. Brusman
Sales Prom. Manager.....John Wyman
Program Director.....Leslie F. Biebl
Publicity Director.....Merle Levin
Chief Engineer.....R. H. DeLany

WJMO—Cleveland—1947

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Operated By.....UBC of Ohio
Address.....2157 Euclid Ave.
News Service .....UP
President .....Richard Eaton
Station Manager.....Paul Nickel
V.P., Sales Manager.....C. C. Courtney

MUSIC AND NEWS ISN'T ENOUGH!

Sure, you can always attract the jukebox set. All you have to do is follow the charts and run a jukebox! You might even pile up some impressive ratings.

But for day-in day-out results for local sponsors it takes something extra.

Maybe it's mature deejays, public service, comprehensive sports coverage, year-round promotions, contests, public appearances, advertising and merchandising tie-ins.

Maybe it's the mobile news unit, our own record survey, the stereophonic experiments, the Hi-Fi Fair, the Miss Cleveland Contest, the Show Trains.

Maybe it's these "extras" that really count after all!

PUT YOUR MESSAGE WHERE BUYING POWER IS LISTENING!

WDOK 1260 KC
Nat. Rep.: Weed & Co.

Cleveland, Ohio

"More and More Cleveland's Favorite Station for Music and News" . . . and EXTRAS!

You never had it so good!

2,017,036 LOYAL RADIO HOMES

KYW MUSIC, NEWS & SERVICE

RADIO—1100 KC—CLEVELAND

WESTINGHOUSE BROADCASTING COMPANY INC.

More buyers for your dollar

on **WJW**

RADIO

CLEVELAND

because

WJW puts the BEST signal into the great Cleveland and Northeastern Ohio market.

• *Over 3¾ Million People* • *With 7½ Billion Dollars to Spend*

WJW CLEVELAND

5000 WATTS
BASIC ABC
850 KC

a Storer operation

1630 EUCLID AVE.
TOWER 1-6080

represented nationally
by the Katz Agency

WJW—Cleveland—1943—ABC

Frequency: 850 Kc.....Power: 5000 Watts
Owned-Operated By.....Storer
Business-Studio Address.....1630 Euclid Ave.
News Service .....UP
Transcription Service .....Standard
Representative ..... Katz
President.....G. B. Storer, Sr.
General Manager.....John D. Kelly
Program Director.....Bruce MacDonald
Chief Engineer.....Harold Brinkman
(See Page 563)

KYW—Cleveland—1923

Frequency: 1100 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Westinghouse Bcstg. Co.
Bus.-Studio Address....815 Superior Ave. N.E.
News Service.....AP, UP, INS
Rep.....Peters, Griffin, Woodward, Inc.
Membership .....NARTB, RAB
President.....Donald H. McGannon
Vice-President.....Rolland V. Tooke
General Manager.....Gordon Davis
Sls. Mgr.....John McIntosh, Jr.
Chief Engineer.....Sid Stadig
Program Director.....Mark Olds
Publicity Director.....Tom Gavagan
Adv., Sls., Prom. Mgr.....Edward Wallis
Adv., Sls., Prom. Dir.....Janet K. Byers
(See Page 563)

WSRS—Cleveland—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WSRS, Inc.
Address .....2156 Lee Rd.
News Service.....AP, INS
Transcription Service .....Associated
Representative .....NAE, Inc.
Membership .....NARTB, RAB
President.....S. R. Sague
Vice Pres.....B. W. Sague
Sec.-Treas.....George P. Bickford
Exec. Director.....Norman V. Bergholm
Chief Engineer.....Bob Leedham

WBNS—Columbus—1924
CBS

Frequency: 1460 Kc..Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....RadiOhio, Inc.
Business-Studio Address.....33 N. High St.
News Service .....AP
Representative .....John Blair
Membership .....NARTB, RAB
General Manager.....Richard A. Borel
Commercial Manager.....W. I. Orr
Sales Prom. Director.....Jim Yenan
Program Director.....Geer Parkinson
Publicity Director.....M. Babington
Chief Engineer.....Lester H. Nafzger

WCOL—Columbus—1922
ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Air Trails, Inc.
Business-Studio Address..E. Broad & Young St.
Newspaper Affil....Lancaster Eagle-Gazette, Waverly News & Watchman
Representative .....H-R Reps., Inc.
News Service .....AP
Membership ..... NARTB
President .....Charles Sawyer
Exec. V.P., Gen. Mgr.....J. P. Williams
V. P.....Alexander Buchan
Manager .....Collis A. Young
Program Director.....Ernie Ashley
Chief Engineer.....Harold E. Beard

WTVN—Columbus—1921

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....WTVN Radio, Inc.
Business-Studio Address.....22 East Gay St.
News Service.....AP, INS, UP
Transcription Service.....World
Representative ..... Katz
Newspaper Affil.....Times-Star
Membreship ..... NARTB
President.....Hulbert Taft, Jr.
Gen., Sta., Comm. Mgr.....Sam T. Johnston
Program Director.....Robert Adkins
Chief Engineer.....W. T. Hansher

WVKO—Columbus—1951

Frequency: 1580 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Sky Way Bcstg. Corp.
Address.....274 S. 3rd St.
Representative .....Forjoe
News Service .....UP

"SOUND-FACTOR"
The Sparkle of Creative Planning for
RADIO WSRS
PERSONALITIES WITH MUSIC AND NEWS ON
GREATER CLEVELAND'S NUMBER 1 STATION
SOUND-FACTOR DISCOUNT PAYABLE ONLY TO RECOGNIZED ADVERTISING AGENCIES BY WSRS, INC., CLEVELAND 18, OHIO

Transcription Service.....Capitol, Associated
President.....Col. Gustave Hirsch
Gen., Sta. Manager.....Bert Charles
Comm. Manager.....William Selander
Prog. Dir.....Bert Charles
Sls. Prom. Mgr., Pub. Dir.....Shirley Dunham
Chief Engineer.....William Hammett

WTNS—Coshocton—1947

Frequency: 1560 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Coshocton Bcstg. Co.
Business-Studio Address.....114 N. 6th St.
Trans. Service .....World
News Service .....UP
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Bruce Wallace
Sales Manager.....James Sigman

WAVI—Dayton—1947

(SEE SPRINGFIELD, OHIO)

WHIO—Dayton—1935—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By....Miami Valley Bcstg. Corp.
Business-Studio Address.1414 Wilmington Ave.
Newspaper Affiliate.....Daily News
News Service.....AP, UP
Representative .....Hollingbery
Membership .....NARTB, RAB
President.....James M. Cox, Jr.
General Manager.....Robert H. Moody
Merchandising Manager.....W. E. Wolaver
Station Manager.....Wade H. Alley
Publicity Director.....Chuck Gay
Commercial Manager.....Harvey R. Young
Chief Engineer.....Ernest Adams

WING—Dayton—1921—ABC

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Oper. By.....Great Trails Bcstg. Co.
Business-Studio Address.....121 N. Main St.
News Service .....AP
Representative .....H-R
News. Affil.....Lancaster Eagle-Gazette, Waverly News
Membership .....NARTB
President .....Charles Sawyer
Exec. V.P. & Gen. Mgr...John Pattison Williams
Vice-Presidents.....G. Denning, A. Buchan
Station Manager.....Jack Wymer
Publicity Director.....Larry Marker
Chief Engineer.....Howard Ryan

WONE—Dayton—1949

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By.....Skyland Bcstg. Corp.
Address.....380 West First St.
News Service .....AP
Representative .....Headley-Reed
Pres., Gen. Manager....Ronald B. Woodyard
Station Manager.....Dorothy Tatum
Nat'l Sales Manager.....C. J. Thornquest
Commercial Manager.....Louis G. Froelich
Program Director.....John Gordon
Chief Engineer.....Stanley A. Beck

WONW—Defiance—1949

Frequency: 1280 Kc.....Power: 500 Watts
Owned-Oper. By.....Tri-State Bcstg. Co.
Address.....P. O. Box 278
News Service .....UP
Transcription Service .....Associated
Representative .....Devney
V.P., Gen. Manager.....Glenn R. Thayer

WJER—Dover—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Dover Broadcasting Company, Inc.
Address .....210 Boulevard
News Service .....UP
Transcription .....Thesaurus
Representative.....Ohio Stations Reps.
Membership .....NARTB
President.....Agnes J. Reeves Greed
General Manager.....W. B. Stiles
Commercial Manager.....John C. Needs
Program Director.....Robert C. Valliquette
Chief Engineer.....Donald Graff

WOHI—East Liverpool—1949 ABC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....East Liverpool Bcstg. Co.
Address.....516 Market St.
News Service .....AP
Membership .....RAB
President, Gen. Manager..Richard V. Beatty
Station Manager.....R. E. Metcalfe
Comm., Prom. Mgr.....George T. Farrall
Prog. Director.....James Lowery, Jr.
Chief Engineer.....George Kelly

WEOL—Elyria—1948

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By.....Elyria-Lorain Bcstg. Co.
Address.....Elyria Savings and Trust Bldg.
News Service .....UP
Transcription Service .....Thesaurus
Station Representative .....Walker
President .....Roy W. Ammel
General Manager.....Arthur Vogel
Comm., Sta. Mgr.....Richard E. Barrett

WFIN—Findlay—1941

Frequency: 1330 Kc.....Power: 1000 Watts
Owned.....Findlay Publishing Co.
Address.....101½ West Sandusky St.
Newspaper Affil. .....Republican-Courier
News Service.....AP, INS
Representative ..... McGillvra
President.....R. L. Heminger
Gen., Sta., Comm. Mgr.....H. H. Heminger
Sales Prom. Mgr., Pub. Dir.....Allen Dudley
Program Dir.....Clyde Johnson
Chief Engineer.....Edgar Smith

WFOB—Fostoria—1946

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Operated By.....Seneca Radio Corp.
Address .....U. S. 23
News Service .....AP

Trans. Service.....Capitol, SESAC, World
Rep.....Rambeau, Ohio Sta. Rep.
Membership ..... NARTB
President .....Andrew Emerine
Station Manager.....Mel Murray
Commercial Mgr.....Roger V. Wise
Prog. Director.....Jim Paulus

WFRO—Fremont—1949

Frequency: 900 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Wolfe Bcstg. Corp.
Address.....905 W. State St.
Representative.....Hil F. Best
News Service .....UP
Membership .....NARTB
President.....Robert F. Wolfe
Managing Director.....R. C. Force

WJEH—Gallipolis—1950 KBS

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Oper. By..Ohio Valley on the Air, Inc.
Address .....Box 244
News Service .....UP
Representative .....McGavren-Quinn
Membership .....NARTB, RAB
President.....John E. Halliday
General Manager.....Marianne Campbell
Commercial Manager.....Robert J. Dayton
Sales Prom. Mgr.....Larry Laraway
Publicity Director.....F. B. O'Donnell
Chief Engineer.....Edgar Atkins

WMOH—Hamilton—1944

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Fort Hamilton Bcstg. Co.
Bus.-Studio Address..Second Natl. Bank Bldg.
News Service .....UP
Transcription Service .....Lang-Worth
Representative ..... McGavren-Quinn
President.....Robert J. Briede
General Manager.....Robert L. Odson
Sta. Mgr., Prog. Director.....Norm Keller
Ass't Gen. Mgr., Comm. Mgr.....Ray Motley

WIRO—Ironton—1951 MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owner.....Iron City Bcstg. Co.
Address .....Radio Plaza
News Service .....UP
Membership .....NARTB
Representative .....McGillvra
Pres., Ch. Eng.....C. A. Baker
Gen., Sta. Mgr.....C. E. McElroy
Comm. Mgr.....Jack Martin
Program Director.....Marlene Beasley

WLMJ—Jackson—1953—KBS

Frequency: 1280 Kc.....Power: 1 Kw., d.
Owned .....WLMJ Inc.
Address .....Court & Broadway
News Service .....UP
Representative .....McGavren-Quinn
President .....J. E. Willis
Station Mgr.....Don W. Hughes
Sec'y.-Treas.....Marianne B. Campbell

WHOK—Lancaster—1947

Frequency: 1320 Kc.....Power: 500 Watts d.
Owned-Oper. By..Hocking Valley Bcstg. Corp.
Address-Trans. Loc.....Memorial Dr.
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB
Pres., Gen. Mgr.....Nelson Embrey
Station Manager.....William L. Zimmerman

WIMA—Lima—1948—ABC

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By.....N.W. Ohio Bcstg. Corp.
Business-Studio Address.....223 N. Main St.
News Service .....UP
Representative .....H-R
Membership .....RAB, NARTB
President.....G. E. Hamilton
General Sta. Mgr.....R. W. Mack
Comm., Sales Prom. Mgr.....C. B. Heller
Program Dir.....Easter Straker
Chief Engineer.....Bill Harrison

WMAN—Mansfield—1939 ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Richland, Inc.
Business-Studio Address...144½ Park Ave. W.
News Service .....UP
Transcription Service .....World
Representative...Venard, Rintoul & McConnell
Membership .....NARTB, RAB
Pres., Gen., Sta., Sls., Comm. Mgr. J. M. O'Hara
Prog.-Pub. Dir.....Robert James
Chief Engineer.....William Morrison

WMOA—Marietta—1946 MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Marietta Broadcasting Corp.
Address.....P. O. Box 201
News Service .....AP
Representative ..... McGillvra
Membreship ..... NARTB
General Manager.....R. Sanford Guyer
Comm. Mgr.....Gene Bowen
Program Dir.....Nyla Mason
Publicity Director.....Robert L. Guyer
Chief Engineer.....Charles E. Clark

WMRN—Marion—1940—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....The Marion Bcstg. Co.
Business Address.....P. O. 518
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Robert T. Mason
Commercial Manager.....Arthur L. Martin
Sales Prom. Mgr.....Robert T. Mason, Jr.
Prog. Dir.....Madge Cooper
Publicity Director.....Marjorie Williams
Chief Engineer.....Francis Joseph Peters

WPFB—Middletown—1947

Freq.: 910 Kc.....Power: 1 Kw. d., 100 W. n.
Owned-Operated By.....Paul F. Braden
Address Trans. Loc.....Coles Road
News Service .....AP
Transcription Service.....Thesaurus
Rep..... Grant Webb
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Paul F. Braden
Sales Manager.....J. H. LeMoyne
Production Director.....Bob Cordray
Commercial Manager.....Bill Hart
Chief Engineer.....Larry Beckwith

WMVO—Mt. Vernon—1953

Frequency: 1300 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Mt. Vernon Bcstg. Co.
Address .....Box 390
News Service..... UP
Transcription .....Thesaurus
Representative.....Ohio Station Reps.
Membership .....NARTB, RAB
President.....Dr. Charles Tramont
General Manager.....Mrs. C. M. Zelkowitz
Commercial Manager.....William Kirkpatrick
Program Director.....George Betcher
Publicity Director.....George Bennett
Chief Engineer.....Rudy Maxwell

WCLT—Newark—1949

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned-Operated By...Advocate Printing Co.
Address.....25 West Main St.
News Service .....AP
Newspaper Affiliation.....The Advocate
Representative .....Meeker Associates
Membership .....NARTB, RAB
President.....Frank W. Spencer
General Manager.....Thomas A. Rogers
Commercial Mgr.....Robert Pricer
Program Director.....John Fisher
Chief Engineer.....Benjamin Windle

WPVL—Painesville—1956

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned.....Somerset Broadcasting Co.
Address.....102 S. Park Place
News Service .....AP
Membership .....RAB
Pres., Gen., Sta., Comm., Sales Mgr., Chief Eng. Carl R. Lee
Program Director.....Elwood Thompson
Publicity Director.....James Ahlstrom

WPTW—Piqua—1947—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper...Miami County Bcstg. Co., Inc.
Address-Trans.....1625 W. Covington Ave.
News Service .....AP
Transcription Service .....World
Representative.....Best, Ohio Station Reps.
Pres., Gen. Mgr.....Richard E. Hunt
Sta., Comm. Mgr.....Robert Bubp
Prog., Pub. Dir.....Doris Fuller
Chief Engineer.....Dallas Davis

WNXT—Portsmouth—1951 ABC

Frequency: 1260 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By....Portsmouth Bcstg. Co.
Address.....Masonic Temple Bldg.
News Service .....UP
Representative .....Everett-McKinney
Pres., Gen., Sta., Comm. Mgr..Marshall Rosene
Program Director.....Phil Phillips
Publicity Director.....Thelma Henderson
Chief Engineer.....Russell Newman

WPAY—Portsmouth—1935 CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Paul F. Braden
Address.....1009 Gallia St.
News Service .....AP
Representative .....Grant Webb
Membership .....NARTB, RAB
General Manager.....Paul F. Braden
Station Manager.....O. T. Dresbach
Commercial Manager.....J. H. LeMoyne
Program Director.....John T. Baker
Chief Engineer.....Maurice L. Myers

WLEC—Sandusky—1947 MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Lake Erie Bcstg. Co.
Address .....Cleveland Rd.
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Hal Holman, Ohio Reps.
Membership .....NARTB, RAB
Pres., General-Station Mgr.....Jay Wagner
Commercial Manager.....Louis Mahla
Program Director.....Robert Hinners
Chief Engineer.....Jay Leibach

WAVI—Springfield-Dayton 1947

Frequency: 1210 Kc.....Power: 250 Watts d.
Owned.....WAVI Bcstg. Corp.
Address.....1428 Cincinnati St.
News Service .....UP
Station Rep. .....Forjoe
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Harry K. Crowl
Sales Director.....Harley M. West, Jr.
Prom., Adv., Pub. Dir.....K. D. Caywood
Operations Director.....DeWitt Campbell
Chief Engineer.....Ralph Fish

WBLY—Springfield—1947

Frequency: 1600 Kc....Power: 1000 Watts d.
Owned-Oper. By....Champion City Bcstg. Co.
Address.....Chamber of Commerce Bldg.
Representative.....Thomas F. Clark
News Service .....UP
Membership .....NARTB
President.....R. Stanley Lucas
General Manager.....R. L. Yontz

Commercial Manager.....Allan B. Meuleman
Chief Engineer.....Carl Egbert
Program Director.....James Bissey

WIZE—Springfield—1940 ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...Radio Voice of Springfield
Trans. Address.....115 W. High St.
News Service .....AP
Transcription Service .....World
Representative.....H. R. Representative, Inc.
Membership ..... NARTB
Executive Vice-President.....J. P. Williams
Vice-President.....Alex Buchan
Station Mgr.....Collis A. Young

WSTV—Steubenville—1940 MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....WSTV, Inc.
Bus.-Studio Address....Exchange Realty Bldg.
News Service .....UP
Representative .....Avery-Knodel
Pres.....Jack N. Berkman
V.P., Gen., Comm. Mgr.....John J. Laux
Sales Prom. Mgr.....Bill McClinton
Publicity Director.....Scott McMurray
Program Director.....Harry Birrell
Chief Engineer.....Charles S. Shepherd

WOHO—Toledo—1954

Frequency: 1470 Kc.....Power: 1000 Watts
Owner.....Midwestern Bcstg. Co.
Address.....2965 Pickle Road
Representative ..... Pearson
News Service .....AP
Transcription Service.....RCA, World
Membership .....NARTB
President .....Ford R. Weber
Sales Prom. Mgr., Pub. Dir.....Sam W. Sloan
Comm. Manager.....William Webster
Program Director.....Paul King
Chief Engineer.....Edwin J. Powell

WTOD—Toledo—1946

Frequency: 1560 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Unity Corp.
Business-Studio Address..3225 Arlington Ave.
News Service .....AP
Newspaper Affil.....Erie Dispatch
Transcription Service .....Lang-Worth
Representative .....Forjoe
President .....Edward Lamb
General Manager.....Sunne Miller
Program Director.....Richard Rice
Chief Engineer.....Robert Sowers

WSPD—Toledo—1921—NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Oper. By.....Storer Broadcasting Co.
Bus.-Studio Address.....136 Huron St.
News Service.....INS, UP
Transcription Service...Lang-Worth, Thesaurus
Newspaper Affil.....Miami Beach Sun
Membership .....NARTB, RAB
Representative .....Katz
President.....George B. Storer
V.P., Managing Director.....James E. Bailey
Commercial Manager.....Emerson Kimble
Sales Prom., Pub. Dir.....Liz Wagner
Program Director.....E. C. Kutz
Chief Engineer.....William M. Stringfellow

WTOL—Toledo—1938—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Community Bcstg. Co.
Trans.-Address .....Bell Bldg.
News Service .....AP, UP
Membership ..... NARTB
Representative.....Paul H. Raymer
President .....Frazier Reams
Gen.-Station Mgr.....Thomas S. Bretherton
Comm. Manager.....R. B. Stone
Program Director.....Robert Krieghoff
Chief Engineer.....Harold Holmes

WHHH—Warren—1941—MBS

Frequency: 1440 Kc.....Power: 5000 Watts
Owned By....Warren Tribune Radio Sta., Inc.
Business-Studio Address....Second Natl. Bldg.
Representative .....Rambeau
News Service .....AP
Trans. ..... Associated
Membership .....NARTB, RAB
Station Dir.....Robert E. Hardy
Sales Mgr.....Robert K. Crane
Program Dir.....John Peterson

WCHO—Washington Court House—1952—KBS

Frequency: 1250 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Court House Bdcstg. Co.
Address.....113½ S. Main St.
News Service .....UP
Transcription Service .....SESAC
Representative .....Hil F. Best
Pres., Gen. Mgr., Chief Eng...W. N. Nungesser
Sta. Comm. Mgr.....R. L. Anderson

WPKO—Waverly—1954

Frequency: 1380.....Power: 1000 Watts
Owner.....Hi Kinco Bcstrs.
Address.....Box 67
News Service .....AP
Trans. ..... World
Station Mgr.....Art Layne
Gen., Comm. Mgr.....Warren W. Cooper

WKOV—Wellston—1952

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....Family Bdcstng Co.
Address.....P. O. Box 190
News Service .....UP
Representative .....Hil F. Best
General Manager..... ....Parks Robinson
Station Mgr.....Kenneth Williams

WWST—Wooster—1947—KBS

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Wooster Republican Ptg. Co.

News Service ..... UP
Transcription ..... Thesaurus, SESAC
General Manager ..... E. B. Evans
Commercial Mgr. ..... Quentin W. Welty
Program Director ..... Robert Heeter

WRFD—Worthington—1947

Frequency: 880 Kc. ..... Power: 5000 Watts d.
Owned ..... Peoples Broadcasting Corp.
News Service ..... AP, INS
Transcription Service ..... Thesaurus
Representative ..... Gill-Perna
Membership ..... NARTB, RAB
President ..... Murray D. Lincoln
General Manager ..... Herbert E. Evans
Sta., Comm. Mgr. ..... Joseph D. Bradshaw
Sales Prom. Mgr., Pub. Dir. ..... Phil Sheridan
Program Director ..... Bill Arthurs
Chief Engineer ..... Harold Schaaf

WBBW—Youngstown—1949
ABC

Frequency: 1240 Kc. ..... Power: 250 Watts
Owner ..... Mahoning Valley Bcstg. Corp.
Add ess ..... 260 W. Federal St.
News Service ..... AP
Transcription Service ..... Lang-Worth
Membership ..... NARTB
Representative ..... Weed
President, Ch. Eng. ..... John Cherpack, Jr.
Gen., Comm. Mgr. ..... Gene Trace
Program Director ..... Anthony N. Ross

WFMJ—Youngstown—1939
NBC

Frequency: 1390 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... WFMJ Bcstg. Co.
Business-Studio Address .... 101 W. Boardman
Representative ..... Headley-Reed
Pres., Gen. Mgr. ..... William F. Maag, Jr.
Gen., Sta. Mgr. ..... Mitchell F. Stanley
Program Director ..... Robert Locke
Chief Engineer ..... Frank A. Dieringer

WKBN—Youngstown—1926
CBS

Frequency: 570 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... WKBN Bcstg. Corp.
Address ..... 3930 Sunset Blvd.
Representative ..... Paul H. Raymer
News. Affil. ..... Forest City Pub Co.
News Service ..... AP, UP
Membership ..... NARTB
Pres., Gen. Mgr. ..... Warren P. Williamson, Jr.
Sta., Comm. Mgr. ..... J. Lothair Bowden
Program Director ..... Paul Turner
Public Relations Dir. ... W. P. Williamson, III
Chief Engineer ..... B. T. Wilkins

WHIZ—Zanesville—1924
NBC

Frequency: 1240 Kc. ..... Power: 250 Watts
Owner ... Southeastern Ohio Bcstg. System, Inc.
Business-Studio Address .... Lind Arcade Bldg.
Representative ..... John E. Pearson
News Service ..... UP
Transcription Service ..... Standard
Membership ..... NARTB, RAB
President ..... Clay Littick
Gen., Station Manager ..... Allan Land
Comm. Mgr. ..... Nate Milder
Publicity Director ..... Naomi Lorton
Program Director ..... Bob Banfield
Chief Engineer ..... William A. Hunt, Sr.

Oklahoma

Pop. March 1 (Est.) 2,251,000—Families 671,000
Radio Homes 658,000—TV Homes 497,000—Stations in State 49

KADA—Ada—1934

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ..... KADA Bcstg., Inc.
Business Address ..... Box 642
News Service ..... AP
Transcription Service ..... Standard, World
Representative ... Venard, Rintoul & McConnell
Membership ..... NARTB
Station Manager ..... Fred L. Thompson

K W H W—Altus—1946—MBS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Altus Bcstg. Co., Inc.
Address ..... Radio Bldg.
Representative ..... Pearson
Membership ..... NARTB
General Manager ..... Frank E. Wimberly

KVSO—Ardmore—1935
ABC-KBS

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned ..... John F. Easley
Address ..... 116 North Washington
Newspaper Affiliation ..... Daily Ardmoreite
News Service ..... AP
Transcription ..... World, SESAC
Representative ... Vernard Rintoul & McConnell
Membership ..... NARTB, RAB
President ..... John F. Easley
General Manager ..... Douglas C. Dillard
Commercial Manager ..... Emogene Lewis
Sales Prom. Manager ... Mary Francis Johnson
Program Director ..... Dolly Talkinton
Chief Engineer ..... Bill Kolb

KWON—Bartlesville—1942
MBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Operated By .. Bartlesville Bcstg. Co.
Address ..... Box 69
News Service ..... AP, UP
Pres., Gen., Sta. Mgr., Comm. Mgr. .. J. Fred Case
Program Director ..... R. M. Davis

Sales Prom. Manager.....John Collins
Chief Engineer.....C. R. Tanner

KBWL—Blackwell—1952

Frequency: 1580 Kc.... .Power: 250 Watts d.
Owned-Operated By.....Star Bcstg. Co., Inc.
Address .....120½ N. Main
News Service .....AP
Transcription Service .....Thesaurus
Station Rep. .....Best
Manager.....Dr. Lawrence V. Eck

KWCO—Chickasha—1946

Freq.: 1560 Kc.....Power: 1 Kw. d., 250 W. n.
Owned-Oper. By..Washita Valley Bcstg. Corp.
Address.....P. O. Box 770
News Service .....AP
Representative.....H. F. Best
Owner, Gen. Mgr.....Jack L. Pink
Commercial Manager.....Tom Miller
Sales Prom. Mgr.....Bob McKune
Program Director.....Marjorie Richards
Chief Engineer.....W. K. Berry

KWOE—Clinton—1949

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Operated By.Western Okla. Bcstg. Co.
Address .....P. O. Box 558
News Service .....UP
Station Representative.....Hil F. Best
General Manager.....V. M. Preston
Commercial Mgr.....Lew Preston
Publicity Dir.....Evelyn Preston

KUSH—Cushing—1952—KBS

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned.-Oper. By..Cimarron Broadcasters, Inc.
Address ....Box 791
News Service .....AP
Transcription Service.....World, SESAC
President.....Lou Allard
Commercial Manager.....Glen Burke
Station Manager.....Wray Finney
Program Director.....Clayton Vaughn
Chief Engineer.....Gerald Mayfield

KRHD—Duncan—1949
MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts d.
Owned-Operated By.....Duncan Bcstg. Co.
Address.....KSWO Radio, Lawton
Transcription .....World
News Service .....UP
Representative..Venard, Rintoul & McConnell
Membership .....NARTB, RAB
President.....R. H. Drury
Gen., Sta. Mgr.....W. M. Brubaker
Commercial Manager.....Morgan Duval
Program Director.....John Moen
Sales Prom. Mgr.....Doyle Harden
Publicity Director.....Lee Lucas
Chief Engineer.....Les Agee

KSEO—Durant—1947

Frequency: 750 Kc.....Power: 250 Watts d.
Owned-Operated By...Democrat Printing Co.
Address .....Box 511
News Service .....AP
Membership ..... NARTB
Gen., Comm. Mgr.....Leroy Moses
Program Director.....L. W. Coleman
Chief Engineer.....Leonard M. Brown

KASA—Elk City—1932
MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwest Bcstg. Co.
Address.....204 N. Main
Manager.....Lonnie J. Preston

KCRC—Enid—1929—ABC-KBS

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....Enid Radiophone Co.
Bus.Studio Address.....318 E. Willow
News Service .....AP
Transcription Service .....World
News. Affil.....Morning News, Daily Eagle
Representative.....John E. Pearson Co.
Membership .....NARTB
President.....Milton B. Garber
General Manager.....Pat Murphy
Commercial Mgr.....H. P. Hale
Sls. Prom. Mgr.....G. Williams
Program Director.....Bill B. Marshall
Chief Engineer.....Robert Gauldin

KGWA—Enid—1950

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By....Public Bcstg. Service, Inc.
Address.....115½ E. Broadway
News Service .....UP
Transcription Service .....Standard
Representative..Venard, Rintoul & McConnell
Membership .....NARTB, RAB
Pres., Gen., Comm. Mgr.....Allan Page
Program Director.....Lyle Gaston
Publicity Director.....Rex Walker
Chief Engineer.....Ralph Druen

KTAT—Frederick—1948
KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....Frederick Bcstg. Co.
Address.....Main & Grand
News Service .....UP
Transcription Service..... Keystone
Representative .....Hil F. Best
General Manager Ronald W. Wheeler
Commercial Manager.....J. D. Jones, Jr.
Business Manager.....E. Jones
Chief Engineer.....D. Jones
Program Director.....Mary Wheeler

KWRW—Guthrie—1955

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Oper. By.....Southern Bcstg. Co.
Address .....Ione Hotel
News Service .....AP
President.....J. A. West
Gen. Mgr., Chief Eng.....Wes Ninemire
Program Director.....Bill Woodruff

KGYN—Guymon—1948
KBS

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Plains Bcstg. Co.
Business-Studio Address.....21st & Lelia Sts.
News Service .....UP
Trans. Service.....World, Thesaurus
Representative .....Hil F. Best
President, Gen. Mgr.....T. M. Raburn, Jr.

KTJS—Hobart—1947

Frequency: 1420 Kc.....Power: 250 Watts d.
Owned-Operated By .....A. R. Fuchs
Address .....Box 796
Manager .....A. Fuchs

KIHN—Hugo—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Little Dixie Bcstg. Co.
News Service .....AP
General Mgr.....Dalton E. Jones

KBEL—Idabel—1953

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Idabel Bcstg. Co.
News Service..... AP
Transcription ..... Thesaurus
General Manager.....Winston O. Ward
Sta., Comm. Manager.....J. P. Stanley

KSWO—Lawton—1941
ABC-MBS

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By..... Okla. Quality Bcstg. Co.
Bus.-Studio Address .....Lawton
News Service .....UP
Transcription Service .....Lang-Worth
Representative..... John Pearson
Membership .....NARTB, RAB
Gen., Sta. Mgr.....Leo R. Morris
Commercial Mgr.....William Merrill
Publicity Director.....M. D. Starkey
Program Director.....Tom Gilmore
Chief Engineer.....Willard Cochran

KNED—McAlester—1950

Frequency: 1150 Kc.....Power: 1 Kw. d.; 500 W. n.
Owned-Operated By..Pittsburg Bcstg. Co., Inc.
Address .....Box 780
News Service .....UP
Transcription Service.....World
Representative .....Pearson
Pres., Gen. Mgr.....Ray Van Hooser
Commercial Manager.....Phil Reed
Sls. Promotion Mgr.....Frank Hopkins
Prog. Director.....Joe H. Pate
Chief Engineer.....Dexter Ferry

KTMC—McAlester—1946
ABC-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....McAlester Bcstg. Co.
Business-Studio Address.....P. O. Box 157
News Service .....AP
Representative..Venard, Rintoul & McConnell
Membership ..... NARTB
President .....Irvin Gladstein
Gen. Sta. Mgr.....G. J. Merker
Commercial Manager.....Bill Skeith
Publicity Director.....Anita DeFrange
Program Director.....Wirt Cain
Chief Engineer.....Harold Duncan

KGLC—Miami—1948—KBS

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....Miami Bcstg. Co.
Address .....Box 511
Membership .....NARTB, RAB
News Service .....AP
Exec. Vice-President.....Kenyon Brown
General Manager.....William A. Searle
Supv.....Frank J. Lynch

KBIX—Muskogee—1936
ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Okla. Pub. Co.
Address .....Barnes Bldg.
News Service .....UP
Representative..Venard, Rintoul & McConnell
President.....Tams Bixby, Jr.
General Manager.....Walter W. Weber

KMUS—Muskogee—1948

Frequency: 1380 Kc....Power: 1000 d., 500 n.
Owned-Oper. By...Eastern Okla. Bcstg. Corp.
Address.....P. O. Box 1588
News Service .....UP
Transcription Service .....World
Representative .....Pearson
President.....R. M. Mountcastle
Gen., Sta., Comm. Mgr.....George Overton
Sls. Prom. Manager.....Wayne Sims
Program Director.....Don Gilbert
Chief Engineer.....James Keitel

KNOR—Norman—1949—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Cleveland County Bcstg. Co.
Address.....P. O. Box 542
News Service .....UP
Transcription .... World
Gen., Comm. Manager....William S. Morgan

KBYE—Oklahoma City—1946

Frequency: 890 Kc.....Power: 1000 Watts d.
Owned-Operated By.....State Bcstg. Co.
Bus.-Studio Address.....56th & North Eastern
News Service .....UP
Reps. .....Dora-Clayton, Brown
Membership ..... NARTB, RAB
President.....Frank J. Lynch
General Manager.....F. F. Lynch
Program Director.....Glen Valentine
Publicity Director.....Michael Kennedy
Chief Engineer.....Robert Schilb

KLPR—Oklahoma City—1947

Frequency: 1140 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Okla. City Bcstg. Co.
Business Address.....128½ W. Commerce St.
Membership .....NARTB, RAB
News Service .....AP
Pres., Gen. Manager.....Byrne Ross

KOCY—Oklahoma City—1922 MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Plaza Court Bcstg. Co.
Business-Studio Address....Plaza Court Bldg.
News Service .....AP
Representative .....Pearson
Membership .....NARTB, RAB
Pres., Gen. Mgr.....M. H. Bonebrake
Commercial Manager.....L. C. Beck
Program Director.....Lou Miller
Chief Engineer.....Elmo Black

KOMA—Oklahoma City—1927 CBS

Frequency: 1520 Kc.....Power: 50,000 Watts
Owned-Operated By.....KOMA, Inc.
Business-Studio Address.....311 W. Grand
News Service..... UP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NARTB, RAB
President.....John Toole Griffing
General-Station Mgr.....Edgar T. Bell
Vice President.....James C. Leake
Sales Manager.....Gene Riesen
Chief Engineer.....M. W. Thomas

KTOK—Oklahoma City—1927 ABC

Frequency: 1000 Kc.....Power: 5000 Watts
Owned-Operated By.....KTOK, Inc.
Business-Studio Address.....1800 W. Main
News Service.....AP
Representative.....Paul H. Raymer
Membership .....RAB, NARTB
President .....Wendell Mayes
Gen. Mgr.....Tom Johnson
Comm., Sls. Prom. Mgr.....R. Ruff
Publicity Director.....Delos Wilson
Prog. Dir.....Bill Bryan
Chief Engineer.....Clifford Easum

KTOW—Oklahoma City—1948

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Operated By.....Citizens Bcstg. Co.
Business-Studio Address.....Fifth & Robinson
News Service .....AP
Representative ..... Gill-Perna
Membership .....NARTB
President .....W. P. Wright
General Manager.....Eddie Peak
Commercial Manager.....Tommy Tatum
Program Director.....Ozzie Johnson
Chief Eng.....Jim Treat

WKY—Oklahoma City—1920 NBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By.....WKY Radiophone Co.
Business-Studio Address.....500 E. Britton
News Service .....AP, UP
Newspaper Affiliation.....Oklahoma Pub. Co.
Transcription Service .....Standard
Representative .....Katz
Membership .....NARTB, RAB
President.....E. K. Gaylord
General Manager.....P. A. Sugg
Comm. Manager.....John Moler
Director Operations.....Paul Brawner
Station Manager.....E. B. Dodson
Chief Engineer.....H. J. Lovell

KHBG—Okmulgee—1937

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Okmulgee Bcstg. Corp.
Business Address.....Box 1350
Newspaper Affil.....Times
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Hil F. Best
President .....Don Reynolds
Station Manager.....Randall McCarrell
Program Director.....Arline Milligan
Comm., Sales Prom. Mgr.....Marvin Hull
Publicity Director.....Betty Lee
Chief Engineer.....Hal Cochran

KVLH—Pauls Valley—1947 KBS

Frequency: 1470 Kc.....Power: 250 Watts d.
Owned-Operated By.....KVLH Bcstg. Co.
Business Trans. Address.....P. O. Box 610
News Service .....UP
Transcription Service.....Thesaurus
Representative.....Hil F. Best
President.....Warren J. Fortier
Gen., Sta. Mgr.....David Crockett
Chief Engineer.....George Rountree

WBBZ—Ponca City—1928 MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Ponca City Pub. Co.
Address.....Third & Cleveland
Newspaper Affiliation.....The News
News Service .....AP
Representative ..... Pearson
Membership .....NARTB
President.....Clyde E. Muchmore
Sta., Gen., Comm., Sales Mgr., Pub. Dir.
Cy Casper
Prog. Dr.....William G. Maugans
Chief Engineer.....Euge Marshall

KLCO—Poteau—1953—KBS

Frequency: 1280 Kc.....Power: 1 Kw. d.
Owner.....R. B. & Bernice Bell
Address .....Box 511
News Service .....AP

President, Gen. Manager.....R. B. Bell
Commercial Manager Vick Nowlin
Program Director.....Charles Cruce
Chief Engineer.....Calvin Colpton

KOLS—Pryor—1950—KBS

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Lakes Area Bcstg. Co.
Address .....Pryor
Transcription Service.....SESAC, Capitol
Representative.....H. F. Best
Owner, Gen. Sta. Mgr., Chief Eng.
L. L. Gaffaney
Commercial Manager.....Mrs. L. L. Gaffaney
Program Director.....Merle Caldwell

KGFF—Shawnee—1930—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....KGFF Bcstg. Co., Inc.
Address.....P. O. Box 2059
News Service .....AP
Newspaper Affiliation.....Stauffer Publ., Inc.
Transcription Service.....Lang-Worth
Representative .....Best
Membership ..... NARTB
Gen., Sta. Manager.....William A. Weaver

KSPI—Stillwater—1947—MBS

Frequency: 780 Kc.....Power: 250 Watts d.
Owned-Oper. By....Stillwater Publishing Co.
Business Address.....211 W. Ninth St.
Newspaper Affiliation .....News-Press
News Service .....UP
Representative ..... Clark
Membership .....NARTB, RAB
General Mgr.....J. R. Bellatti

KAKC—Tulsa—1946

Freq.: 970 Kc.....Power: 1000 W. d., 500 W. n.
Owned-Oper. By.....Public Radio Corp.
Bus.-Studio Address.....910 S. Boston
News Service .....AP
Rep.....O'Connell, Brown, Tracy Moore
Exec. V. P., Gen. Mgr.....John H. Pace

KFMJ—Tulsa—1946

Frequency: 1050 Kc....Power: 1000 Watts d.
Owned-Operated By....Fred Jones Bcstg. Co.
Business-Studio Address.....1242 S. Boston
Representative ..... Burke-Stuart
Membership ..... NARTB, RAB
General Manager.....Lawson Taylor

KOME—Tulsa—1938
ABC-MBS

Freq.: 1300 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned.....Oil Capital Sales Corp.
Address.....7 West 8th Street
Representative .....Gill-Perna
Membership ..... NARTB
President.....Dr. John E. Brown, Jr.
Gen., Sta. Mgr.....E. William George
Commercial Mgr.....Charles W. Grim, Jr.
Sales Prom. Mgr.....H. R. McKissack
Program Dir.....Alice Stone
Publicity Director.....Hardy Hayes
Chief Engineer.....Roy Brown

KRMG—Tulsa—1949

Freq.: 740 Kc.....Power: 50 Kw. d., 25 Kw. n.
Owned-Operated By.....Western Bcstg. Co.
Business-Studio Address..311 So. Denver Ave.
News Service .....AP
Representative .....John Blair
Membership .....NARTB, RAB
President .....Harrington Wimberly
Gen., Comm. Manager.....Frank S. Lane
Prog., Pub. Director.....Keith Bretz
Chief Engineer.....William H. Bradley

KTUL—Tulsa—1934—CBS

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Oper....Consol. Radio Enterprises Inc.
Business-Address.....P. O. Box 8557
Transcription Service.....World
Representative .....Avery-Knodel
Membership ..... NARTB
Nat. Sales, Gen. Mgr.....James P. Walker

KVOO—Tulsa—1925—NBC

Frequency: 1170 Kc.....Power: 50,000 Watts
Owned-Oper. By....Southwestern Sales Corp.
Bus.-Studio Address.....Philtower Bldg.
Transcription Services.....Standard, World
Representative .....Edward Petry
P esident.....W. G. Skelly
Exec. Vice-Pres.....H. C. Stuart
General Mgr.....G. K. Brandborg
Sales Prom. Mgr.....Sam Schneider
Program Director.....J. O'Neill
Chief Engineer.....J. Bushnell

KVIN—Vinita—1954—KBS

Frequency: 1470 Kc.....Power: 500 Watts
Owned-Oper. By.....Vinita Broadcasting Co.
Business Address.....601 South Foreman
News Service .....UP
Station Manager.....F. E. Stone
Prog. Dir., Chief Eng.....Paul Gentry

KWSH—Wewoka—1948
ABC-KBS

Frequency: 1260 Kc.....Power: 1,000 Watts
Owned-Operated By..Tri Cities Bcstg. Co., Inc.
Address .....Box 1260
Transcription Service .....Standard
Representative..Venard, Rintoul & McConnell
President.....C. C. Morris
V.P., General Manager.....Bill Hoover
Sec'y-Treas. .....Brown Morris
Station Manager.....Pat Murphy

KSIW—Woodward—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Woodward Bcstg. Co.
Address Trans. Loc.....22nd & Cedar Sts.
Trans. Service.....Lang-Worth, Thesaurus
Representative ..... Pearson
Pres., Gen. Mgr.....Edward A. Ryan
Program Director.....Lenora W. Ryan
Chief Engineer.....Harry McFarland

Oregon

Pop. March 1 (Est.) 1,781,000—Families 567,000
Radio Homes 556,000—TV Homes 374,000—Stations in State 58

KWIL—Albany—1941
MBS-DON LEE

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Oper. By....Central Willamette Bcstg.
Bus.-Studio-Trans. Loc.....KWIL Bldg.
News Service .....AP
Transcription Service .....World
Newspaper Affiliation.....Democrat Herald
Rep.....Art Moore, Ayres, Best
Membership .....NARTB, RAB
General Mgr.....Warren Stoffer
Commercial Mgr.....Al Zack

KWIN—Ashland—1946
MBS-DON LEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Rogue Valley Bcstg. Co.
Address.....1160 Helman Rd., Box 227
News Service .....UP
President.....Douglas D. Kahle
Representative.....W. S. Grant, Art Moore
Gen., Sta. Mgr.....Larry Gordon
Prog. Pub. Dir.....Bill Lively
Commercial Manager.....D Reeter
Chief Engineer.....E. Feinstein

KAST—Astoria—1925
MBS-KBS

Frequency: 1370 Kc.....Power: 1000 Watts
Owned.....Astoria Broadcasting Co.
Address.....1006 W. Marine Drive
Newspaper Affil.....Astorian Budget
News Service .....UP
Representative .....Art Moore
Membership .....NARTB, RAB
President, Gen. Mgr.....Robert B. Chessman
Business Mgr.....Mary I. Ristola
Sales Manager.....Warren Grimberg
Prog., Pub. Dir.....Herman Robison
Chief Engineer.....George E. Ristola

KVAS—Astoria—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Lower Columbia Bcstg. Co., Inc.
Address.....1418 Commercial St.
News Service..... UP
Rep.....Moore, Holman, Feltis, Jacobson
Membership ..... RAB
Pres., Gen. Mgr.....A. L. Capstaff
Business Mgr.....T. R. Williams

KBKR—Baker—1939—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Oregon Trail Bcstg. Co.
Bus.-Studio Address.....2030 Auburn Ave.
Station Rep.....Grant, Art Moore
General Manager.....Kenneth B. Lockwood

KBND—Bend—1937
MBS-DON LEE

Frequency: 1110 Kc.....Power: 1000 Watts
Owned-Oper. By....Central Oregon Bcstg. Co.
Bus.-Studio Address.....114 Oregon Ave.
News Service .....UP
Transcription Service .....World
Representative .....McGavren-Quinn
Membership .....NARTB
Pres., Gen. Mgr., Pub. Dir....Frank H. Loggan
Comm. Mgr.....Doug Gaines
Pgm. Dir.....Kessler Cannon
Chief Engineer.....Robert Dickinson

KOOS—Coos Bay—1928—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KOOS, Inc.
Address .....Box 777
News Service .....UP
Representative .....Moore-Lund
Membership .....RAB, NARTB
President.....Sheldon F. Sackett
General Manager.....Jack Irvine
Station Manager.....William Cook
Prog., Pub. Dir.....Patsy Barkwell
Chief Engineer.....Nate Olson

KWRO—Coquille—1949

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By.....KWRO, Inc.
Address .....P. O. Box 396
News Service .....UP
Rep.....Art Moore, L. F. O'Connell
General Manager.....Lynn C. Thomas
Sec'y-Treas.....William E. Walsh

KCOV—Corvallis—1954

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Midland Bcstg. Co.
Address.....Box 689
News Service .....UP
Rep.....Everett-McKinney, Moore, O'Connell
President.....Lee Bishop
Gen., Sta. Manager.....Frank Flynn
Program Director.....Joan L. Hanson
Chief Engineer.....H. G. Short

KRUL—Corvallis—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Pacific States Radio Co.
Address.....1221 So. 15th St.
News Service .....AP
Representative ..... McGillvra
Owner .....Jack Severtson
Gen., Comm. Mgr.....Chet Blomsness
Program Director.....Buzz Florip
Chief Engineer.....Tom Kindell

KOMB—Cottage Grove—1953

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Orlo M. Bagley
Address.....P. O. Box 606
News Service .....UP
Representative .....Art Moore
Membership .....NARTB
General Manager.....Orlo Bagley
Sls .Prom. Manager.....Peter J. Ryan

Sta. Mgr., Prog., Pub. Dir.....R. D. Walter
Commercial Manager.....Dorothy Grisham
Chief Engineer.....Milton Viken

KODL—The Dalles—1940
ABC-KBS

Frequency: 1440 Kc.....Power: 1000 Watts
Owner.....Western Radio Corp.
Address .....KODL Building
News Service .....UP
Representative.....Hugh Feltis, Bill Ayres
President Gen. Mgr.....V. B. Kenworthy
Station Manager.....Paul E. Walden
Commercial Manager.....Monte DeVon
Program Director.....Stephen Montgomery
Chief Engineer.....Vern Wright

KRMW—The Dalles—1955

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By....Radio Mid-Columbia, Inc.
Address .....Bank Hotel
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Hill F. Best, Art Moore
Pres., Gen., Sta. Mgr.....Harold L. Newhouse
Program Director.....Gerald K. Webb
Comm. Mgr., Chief Eng.....Don Ruse

KPLK—Dallas—1955

Frequency: 1460 Kc.....Power: 500 Watts
Owned-Oper. By....Polk County Bcstgs., Inc.
Address.....P. O. Box 396
News Service .....AP
Membership .....NARTB
President.....Leland Tucker
V.P. Gen. Mgr.....E. C. McElroy Jr.
Program Director.....George B. Smith
Chief Engineer.....George W. Morrison

KASH—Eugene—1947—ABC

Frequency: 1600 Kc.....Power: 1000 Watts
Owner.....Radio Air Ways, Inc.
Address.....P. O. Box 1600
News Service .....UP
Transcription Service .....Capitol
Representative .....Donald Cooke
President, Gen., Sta. Mgr.....E. L. Kincaid
Commercial Manager.....Paul Plank
Program Director.....Laura Plank
Publicity Director.....Clare Kincaid
Chief Engineer.....Ralph Cooke

KEED—Eugene—1954

(SEE SPRINGFIELD LISTING)

KERG—Eugene—1949—CBS

Freq.: 1280 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Guard Pub. Co.
Address.....P. O. Box 506
News Service .....AP
Newspaper Affiliation .....Register-Guard
Trans. Service..Columbia Masterwks., World
Representative.....Weed & Co.
Membership .....NARTB, RAB
President.....Alton F. Baker
Gen., Sta. Mgr.....L. W. Trommlitz
Comm. Manager.....C. S. Shulda
Publicity Director.....Jack Craig
Prom. Mgr., Prog. Dir.....Clifton Cole
Chief Engineer.....Calvert Applegate

KORE—Eugene—1927
MBS-DON LEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Lane Bcstg. Co.
Business Address.....P. O. Box 1032
News Service .....UP
Trans. .....Lang-Worth, World
Rep.....Everett-McKinney, Art Moore
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Lee Bishop

KUGN—Eugene—1946—NBC

Freq.: 590 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....KUGN, Inc.
Business Address.....P. O. Box 112
News Service .....AP
Representative.....Meeker, Jacobson, Feltis
Membership ..... NARTB
Station Manager.....Carl Fisher

KRWC—Forest Grove—1950

Frequency: 1570 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Irving V. Schmidtke
Address.....P. O. Box 345
Representative....Wm. Ayres, H. S. Jacobson
Trans. Service.....Standard, SESAC
Pres., Gen., Sta. Mgr., Eng.....I. V. Schmidtke
Prog. Director.....Fred Schmidtke

KUIN—Grants Pass—1939
MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Southern Oregon Bcstg. Co.
Business Address.....P. O. Box 148
News Service .....AP
Transcription Service.....World, McGregor
Representative.....W. S. Grant
Membership .....NARTB, RAB
President.....A. E. Voorhies
Secretary-Treasurer.....Wm. B. Smullin
Gen., Sta., Mgr.....E. A. Malone
Comm. Mgr.....Lee Boner
Sta. Operations Mgr.....M. K. Ball
Program Director.....Dave Allen
Chief Engineer.....N. L. Williams

KOHU—Hermiston—1956
KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned.....Carl F. and Sarah Knierim
Address .....Box 1
News Service .....UP
Membership .....NARTB
General Manager.....Carl F. Knierim
Commercial Manager.....Sarah Knierim
Program Director.....Eleanor Davis
Chief Engineer.....Otha S. Whitsett

KRTV—Hillsboro—1954—KBS

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Tualatin Valley Bcstrs.
Address.....155 S. Second
News Service .....AP
Representative .....Art Moore
General Manager.....Richard K. Millison

KIHR—Hood River—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Ore.-Wash. Bcstrs.
Address.....P. O. Box 207
News Service..... AP
Representative.....Art Moore, Meeker
President.....C. H. Fisher
Sta. Mgr., Prog. Dir.....Don McCutcheon
Comm. Mgr.....R. C. Weisenburger
Chief Engineer.....Don I. Morris

KFJI—Klamath Falls—1923 MBS

Freq.: 1150 Kc.....Power: 5 Kw. d.; 1 Kw. n.
Owned.....KFJI Broadcasters, Inc.
Address .....P. O. Box 692
News Service .....UP
Transcription Service .....Thesaurus
Membership ..... NARTB
Representative .....W. S. Grant, Art Moore
President .....W. Don Miller
Gen., Comm. Mgr.....Robert H. Bartlett
Sales Prom. Mgr.....Lou Gillespie
Prog. Director.....J. Warren Bunyan
Pub. Director.....Donald R. Hanlin
Chief Engineer.....Wayne Loerke

KFLW—Klamath Falls—1946 ABC-CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Herald Publ. Co.
Address.....P. O. Box 941
News Service .....AP
Transcription Service .....Standard
Representative .....Cox, Feltis
Membership ..... RAB
General Manager.....Bud Chandler
Commercial Manager.....Floyd Wynne

KLAD—Klamath Falls—1955 KBS

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Operated By.....K-Lad Broadcasters
Address .....Midland Rd.
News Service .....AP, UP
Rep. .....Jacobson, Headley-Reed
Membership ..... NARTB
Gen., Comm. Manager.....Phil Jackson
Chief Engineer.....Doug Walker

KLBM—La Grande—1928 KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Inland Radio, Inc.
Address .....Sacajawea Hotel
Representative .....Art Moore, Grant
Membership ..... NARTB
Gen., Sta., Comm. Manager.....Ken Lillard

KQIK—Lakeview—1956—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Pacific Northwest Radio, Inc.
Address ..... Box 230
News Service .....UP
Transcription ..... SESAC
Representative .....Art Moore
President .....Lynn C. Thomas
Vice President.....A. E. Freeman
Station Mgr.....Sidney Roach

KGAL—Lebanon—1950—KBS

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Linn County Bcstrs., Inc.
Address.....P. O. Box 387
News Service .....INS
Station Rep.....Holman, Feltis, Jacobson
Membership .....RAB
Pres., Gen. Manager.....W. Gordon Allen
Prog. Director.....Jim Nelly
Pub. Director.....Ken Brooks
Sales Prom. Mgr.....Don Wellman
Sta. Mgr., Comm. Mgr.....Nate Bridges
Chief Engineer.....N. I. Bridges

KMCM—McMinnville—1949 KBS

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By.....Yamhill Bcstrs.
Address.....P. O. Box 207
Newspaper Affil.....Daily News-Register
Transcription Service .....Lang-Worth
Station Rep.....Continental, Art Moore
News Service .....UP
President.....Jack B. Bladine
Gen., Sta., Comm. Mgr.....G. Branson
Prog. Director.....Craig Singletary
Chief Engineer.....Edwin Nuhring

KBOY—Medford—1954 KBS

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....K-BOY Bcstrs.
Address .....P. O. Box 1109
News Service .....AP, UP
Membership .....NARTB
Rep.....Jacobson, Headley-Reed
Gen. Manager.....C. E. Wilson
Comm. Manager.....Winston Marks
Chief Engineer.....Charles Field

KMED—Medford—1922—NBC

Freq.: 1440 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Radio Medford, Inc.
Address.....P. O. Box 1306
News Service .....UP
Transcription Service.....Thesaurus
Representative....Meeker Assoc., Art Moore
Membership ..... NARTB
President .....Vern Robinson
General Manager.....Ray Johnson

Comm. Manager.....Gene Barlow
Prog. Dir.....John Williams
Chief Engineer.....Vernon Ludwig

KYJC—Medford—1947
ABC-CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By ...Medford Printing Co.
Trans. Address.....Barnett Rd.
News Service ..... UP
Newspaper Affilaition.....Mail Tribune
Representative.....Grant Webb, Q. Cox
Transcription Service .....Lang-Worth
Membership ..... NARTB
President .....Robert W. Ruhl
Gen., Sta. Mgr.....Jimmy Dunlevy
Comm., Sales Prom. Mgr.....Tom MacLeod
Program Director.....Monte Morris
Chief Engineer.....Vic Califf

KNPT—Newport—1948

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Oper. By.....Yaquina Radio, Inc.
Business Address.....1940 N. Coast H'way
News Service .....UP
Rep.....Ayres, Art Moore, Continental
Membership ..... NARTB
President.....Tom R. Becker
Sta. Manager.....Leonard Epling
Chief Engineer.....Don Newman

KFIR—North Bend—1951
CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Bay Bcstg. Co.
Address .....Box 905
News Service .....UP
Representative.....W. S. Grant, Feltis, Cox
Membership .....NARTB
Owner, President.....Josephine Edwards
Station Mgr.....Harry Carmichael
Traffic Mgr.....Mrs. J. E. Camp

KBCH—Oceanlake—1955

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Lincoln Electronics Inc.
Address .....Box 368
News Service .....UP
Transcription Service .....World
Representative ..... Art Moore
President.....Clayton S. Comer
General, Prom. Mgr.....William B. Comer
Sta. Mgr.....Dick Millett
Comm. Mgr.....Bea Slauthauer
Prog. Director..... Tom Warner
Pub. Director.....Connie Comer
Chief Engineer.....Al Charf

KSRV—Ontario—1946—KBS

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By.....Oregon Trail Network
Address .....Box 540
Representative .....Grant, Art Moore
Membership ..... NARTB
General Manager.....Gordon L. Capps

KGON—Oregon City—1947

Frequency: 1520 Kc.....Power: 10,000 Watts
Owned-Operated By.....Clackamas Bcstrs.
Business Address.....Box 5711
News Service .....UP
Trans. Ser.....World, Standard
Representative .....Weed
Membership ..... NARTB
Gen., Sta., Comm. Mgr.....Irwin S. Adams
Program Director.....Sonora B. Hoffman

KUMA—Pendleton—1955

Frequency: 1290 Kc.....Power: 5000 Watts
Owned.....Pendleton Broadcasting Co.
Address .....P. O. Box 278
News Service .....UP
Transcription ..... Standard
Representative .....Meeker, Art Moore
President.....C. H. Fisher
General Mgr.....Ted A. Smith
Commercial Mgr.....Robert Runnion
Sales Prom. Mgr.....C. R. Hillyer
Program Dir.....Howard G. Rhoads
Chief Engineer.....J. H. Platz

KWRC—Pendleton—1941
ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Western Radio Corp.
Address..c/o KODL Radio Station, The Dallas
News Service .....UP
Representative .....Feltis, Cox, Ayres
President.....V. B. Kenworthy
Gen. Mgr.....Paul Walden
Sta. Mgr.....Jerry Hawkins
Comm. Mgr.....Carl Fugitt
Prog. Director.....Bob Maszk

KEX—Portland—1926

Frequency: 1190 Kc.....Power: 50,000 Watts
Owned-Oper. By....Westinghouse Bcstg. Co.
Address.....1230 SW Main St.
News Service.....UP, INS
Membership ..... RAB
Station Rep....Peters, Griffin, Woodward, Inc.
President.....D. H. McGannon
Gen., Sta. Mgr.....Herbert L. Bachman
Commercial Manager.....R. E. Rudolph
Sls. Prom. Manager.....A. H. Christenson
Program Director.....Mel Bailey
Pub. Director.....David Strauss
Chief Engineer.....Jack Erwin

KGW—Portland—1922—ABC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Oper.....Pioneer Bcstrs. Inc.
Bus.-Studio Address.....1139 S.W. 13th Ave.
News Service .....UP
Representative .....John Blair
Membership .....NARTB, RAB
President .....George Orput
Sta., Comm. Mgr.....John H. Eichhorn
Sales Prom. Mgr.....Doug LaMear
Program Director.....Jack J. Moys
Publicity Dir.....Henry M. Norton
Chief Engineer.....Earl E. Petersen

KOIN—Portland—1925—CBS

Frequency: 970 Kc.....Power: 5000 Watts
Owned.....Mt. Hood Radio-TV Bcstg. Corp.
Business Address.....140 S.W. Columbia
News Service.....AP, UP
Transcription Service.....World, Standard
Representative .....CBS Spot Sls.
Membership .....NARTB, RAB
President .....Ted Gamble
Managing Dir., Comm. Mgr...H. H. Buckendahl
Promotion Director.....Robert McGill
Program Manager.....Willard Mears
Dir. of Engineering.....Louis S. Bookwalter

KPAM—Portland—1946

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Bcstrs. Oregon Ltd.
Address.....P. O. Box 1230
News Service .....AP
Membership .....NARTB
Trans. Service.....SESAC
Manager.....S. M. Goard
Program Director.....Jim McGuire

KPDQ—Portland—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By.....John W. Davis
Bus.-Studio-Trans. Add...4903 N.E. Sandy Blvd.
News Service .....AP
Membership ..... NARTB
Representative ..... Forjoe
President.....Jack W. Davis
Comm. Mgr.....Philip A. Roewe
Program Director.....Dale Allison
Chief Engineer.....Don Wilkenson

KPOJ—Portland—1923
MBS-DON LEE

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By.....KPOJ, Inc.
Studio Address.....1019 S.W. 10th
News Service .....UP
Newspaper Affiliation.....Oregon Journal
Representative .....Avery-Knodel
Membership, ...NARTB, RAB
President.....Wm. W. Knight
General Manager.....R. M. Brown
Commercial Manager.....Robert C. La Bonte
Sls. Prom. Manager.....Alan Hicks
Program Director.....Tom Hoover
Chief Engineer.....Herbert A. Davidson

KWJJ—Portland—1925

Frequency: 1080 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Rodney F. Johnson
Bus.-Studio Address.....1011 S.W. 6th Ave.
News Service .....INS
Representative ....Burn-Smith, Headley-Reed
Membership .....NARTB
Pres., Gen. Manager.....Rod F. Johnson
Comm. Mgr.....Ben T. Crosby
Traffic Mgr.....Jerry Speerstra

KXL—Portland—1926

Frequency: 750 Kc.....Power: 10,000 Watts
Owned-Oper...Mt. Ranier Radio & TV Bcstg. Co.
Business-Studio Address.....Box 5886
News Service .....UP
Rep...Branham, McGavren-Quinn, Art Moore
Membership .....RAB
Pres., Gen. Mgr.....Lester M. Smith
Sta. Mgr., Pub. Dir.....E. J. Eichhorn III
Sls. Prom., Comm. Mgr.....Wally Rossman
Program Director.....Ric Thomas
Chief Engineer.....Ed Mundt

KRCO—Prineville—1950

Frequency: 690 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Central Oregon
Address.....P. O. Box 188
Membership .....RAB, NARTB
Trans. Serv.....Thesaurus
Representative .....Best, Feltis
News Service .....UP
Pres., Co-Manager.....Norbert A. Miksche
Comm. Mgr.....William Gould
Program Manager.....Bob Angel
Chief. Engineer, Co-Mgr.....C. R. Matheny

KJUN—Redmond—1952
ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Juniper Bcstrs., Inc.
Address.....P. O. Box 1240
Representative .....McGillvra
News Service .....AP
Pres., Gen., Comm. Mgr.....F. G. Lieser
Business Manager.....Patricia Lieser
Chief Engineer.....Gene Johnsick

KRNR—Roseburg—1935
CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....James E. Doyle
Address.....134 N. Jackson
News Service .....AP
Representative .....Art Moore, Grant
Membership .....NARTB, RAB
Pres., Gen. Mgr.....James E. Doyle
Comm., Sales Prom. Mgr.....Cal Perley
Prog. Director.....John Doyle
Chief Engineer.....Max Dick

KRXL—Roseburg—1950
MBS-Don Lee

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Umpqua Bcstrs., Inc.
Address.....P. O. Box 847
News Service .....UP
Trans. Service.....World
Membership ..... NARTB
Representative .....Cox, Feltis, Tracy Moore
President.....Donn W. Radabaugh
Gen., Sta., Comm. Mgr.....Iris Rice Helliwell
Program Director.....Del McKay
Sales Prom. Mgr.....E. Motschenbacher
Pub. Director.....Kay Anderson
Chief Engineer.....Leo Reetz

KYES—Roseburg—1955

Frequency: 950 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Douglas Bcstrs., Inc.
Address.....P. O. Box 1138
News Service .....AP
Representative .....H. S. Jackson
Membership .....NARTB
Pres., Gen. Mgr., Chief Eng.....Leroy Hiatt
Commercial Mgr.....Warren C. Ward

KGAY—Salem—1950

Frequency: 1430 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....KGAY, Inc.
Address .....Box 768
News Service .....UP
Transcription ..... Standard
Station Rep. .....Holman
Membership .....NARTB, RAB
President.....W. Gordon Allen
Gen., Sta. Mgr., Pub. Dir.....Earle Headrick
Program Director.....Jean McLean
Comm. Manager.....Robt. Morse
Chief Engineer.....Ken Vancil

KOCO—Salem—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Loring Schmidt
Address Trans. Loca. ....1426 Edgewater St.
News Service .....UP
Transcription Service .....Standard
Sta. Mgr.....Loring Schmidt
Comm. Mgr.....Jack Brooks
Prog. Dir.....Clarine Harp
Chief Engineer.....Charles Reinhart

KSLM—Salem—1934—MBS

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Oregon Radio, Inc.
Business Address.....P. O. Box 631
Representative ..Everett, McKinney, Art Moore
News Service .....UP
Membership ..... NARTB
President, Gen. Mgr.....Glenn McCormick
Sta., Comm. Mgr.....Dave Hoss
Sales Prom. Mgr.....Bill Ross
Prog., Pub. Director.....Carl Ritchie
Chief Engineer.....Clyde Carlton

KEED—Springfield—1954

Frequency: 1050 Kc.....Power: 1 Kw.
Owned .....KEED, Inc.
Address.....P. O. Box 696
News Service .....UP
Station Rep. .....Hal Holman
Membership ..... NARTB
Pres., Gen. Mgr.....Glen M. Stadler
Comm. Mgr.....Marion J. Redfearn
Sls. Prom. Mgr.....Helene N. Stadler
Program Director.....Walter A. Stadler
Publicity Director.....James Bunch
Chief Engineer.....James Huntington

KTIL—Tillamook—1947

Frequency: 1590 Kc.....Power: 250 Watts
Owned-Oper. By....Tillamook Bcstg. Co., Inc.
Business Address.....Box 1590
News Service .....UP
Rep.....Continental, W. A. Ayres, Art Moore
President.....F. H. Guyton
Gen., Comm., Sales Prom. Mgr., Prog., Pub. Dir. .....Jack Webb
Chief Engineer.....Larry Brunes

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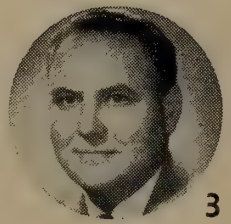
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Pennsylvania

Pop. March 1 (Est.) 11,160,000—Families 3,632,000
Radio Homes 3,584,000—TV Homes 3,018,000—Stations in State 129

WAEB—Allentown—1949

Freq: 790 Kc.....Power: 500 W. d., 1 Kw. n.
Owned-Oper. By: .....WAEB, Inc.
Address.....7th & Hamilton Sts.
News Service ..... UP
Representative .....Radio-TV Reps.
President .....Howard Wasserman
General Manager.....S. Robert Ackley
Comm. Manager.....J. Riepensell
Prog. Dir.....Nedd Flemming
Chief Engineer.....William Gottshall

WHOL—Allentown—1948

Frequency: 1600 Kc.....Power: 500 Watts
Owned.....Allentown Bcstg. Corp.
Address.....Colorado & Poplar Sts.
News Service .....AP
Representative ..... Raymer
Membership ..... NARTB
President.....Charles G. Helwig
Gen., Sta., Comm. Mgr.....James F. Chambers
Sales Prom. Mgr., Pub. Dir.....Jay Bechtel
Program Dir.....Willard Camperson
Chief Engineer.....Gerald B. Werst

WKAP—Allentown—1947

Frequency: 1320 Kc.....Power: 1000 Watts
Operated By.....WKAP, Inc.
Bus.-Studio Address.....P. O. Box 689
News Service .....AP
Representative .....Weed
President.....N. J. Rahall
Sta., Gen. Mgr. .....O. R. Davies
Prog. Dir.....Alan D. Raber
Sales Prom. Manager.....Jerry Duckett
Chief Eng.....C. Frank Cordaro

WSAN—Allentown—1923
NBC

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By....Lehigh Valley Bcstg. Co.
Bus.-Studio Address.....39-41 N. Tenth St.
Representative ..... H-R
Membership .....NARTB, RAB
Gen., Prom. Mgr.....B. Bryan Musselman
Program Director.....Alan D. Raber

WFBG—Altoona—1924—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Triangle Pubs.
Address.....1320 11th Ave.
News Service .....AP
News. Affil.....Phila. Inquirer
Rep.....Triangle Pub.
Membership..... NARTB
General Manager.....Edward M. Scala
Station Manager.....Jack Snyder
Sales Prom. Mgr.....David Pretz
Program Director.....George Carroll
Chief Engineer.....K. R. Brubaker

WRTA—Altoona—1947
ABC-MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Altoona Trans-Audio Corporation
Address .....Hotel Penn Alto
New Service .....UP
Transcription ..... Thesaurus
Representative .....Everett-McKinney, Inc.
Membership .....NARTB
President.....Martin F. Malarkey, Jr.
General, Comm. Manager.....Lou H. Murray
Station Mgr.....Horace Richards
Program Director.....James Reilly
Publicity Director.....Marge Griffith
Chief Engineer.....Al Merritts

WVAM—Altoona—1948—CBS

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....General Bcstg. Corp.
Address.....2727 W. Albert Dr.
News Service ..... UP
Membership ..... NARTB
Transcription Service .....Standard
Representative .....Weed & Co.
Gen. Mgr., Prog., Pub. Dir.....Will Ketner
Comm., Prom. Mgr.....Will Union
Chief Eng.....George Hayes

WAVL—Apollo—1947

Frequency: 910 Kc.....Power: 1000 Watts, d.
Owned-Oper. By.....Tri-Borough Bcstg. Co.
Address.....Press & Radio Bldg.
News Service .....UP
Transcription Service.....SESAC, World
Gen., Comm. Manager.....Cecil F. Clifton

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"Nort" Virgien, Mgr.
WTSP St. Petersburg, Fla.
Marshall Cleaver, Mgr.
WWNR Beckley W. Va.
Dick Booth, Mgr.
WNAR Norristown, Pa.
John Banzoff, Mgr.

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FRANK CORDARO, *Vice Pres. Engineering*

Business Manager.....A. J. West
Program Director.....Silas West

WNCC—Barnsboro—1950 KBS

Frequency: 950 Kc.....Power: 500 Watts d.
Owned-Oper. By.....No. Cambria Bcstrs.
Address .....Box 277
Transcription Service.....Thesaurus
News Service .....UP
Membership ..... RAB
Program Director.....William R. Raihall

WBVP—Beaver Falls—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WBVP, Inc.
Business-Studio Address....1216 Seventh Ave.
News Service.....UP, AP
Transcription Service....Standard, Thesaurus
Membership ..... NARTB
Station Mgr.....Frank R. Smith
Comm. Mgr.....Thomas B. Price
Program Director.....Charles H. Wilson
Sls. Prom., Pub. Dir.....Jean E. Biggard
Chief Engineer.....Andy Sivak

WBFD—Bedford—1955—KBS

Frequency: 1310 Kc.....Power: 1 Kw. d.
Owned-Oper. By....The Inquirer Printing Co.
Address.....130 S. Juliana St.
News Service .....UP
President .....John Biddle
General Manager.....Hugo K. Frear
Station Manager.....Robert S. Harrison, Jr.

WGPA—Bethlehem—1946

Frequency: 1100 Kc.....Power: 250 Watts d.
Owned-Oper. By..Bethlehems' Globe Pub. Co.
Bus.-Studio Address.....426 Brodhead Ave.
News Service .....UP
Newspaper Affil.....Bethelem Globe Times
Transcription Service .....Thesaurus
Membership .....NARTB
President.....Rolland L. Adams
General Manager.....Ellis Service
Station Manager .....Arthur C. McCracken
Comm., Sales Prom. Mgr.....Frank Collie
Prog. Dir.....Robert Wolken
Chief Engineer.....L. Edwin Rybak

WCNR—Bloomsburg—1946

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned...The Columbia Montour Bcstg. Corp.
Bus.-Studio Address.....38 W. Main St.
News Service .....AP
Transcription Service .....Thesaurus
Membership ..... NARTB
Representative .....Ed Darlington
Gen., Comm. Manager.....Ed Darlington
Program Director.....James Lehman
Chief Engineer.....Robert Fulton

WHLM—Bloomsburg—1948 KBS

Frequency: 550 Kc.....Power: 500 Watts
Owned .....Bloom Radio
Address:.....107 W. Main St.
News Service .....AP, UP
Transcription Service .....World
Representative ..... Raymer
Membership.....NARTB, RAB
President.....Harry L. Magee
Gen., Sta. Mgr.....Robert R. Williams
Commercial Mgr.....Pat Campbell
Sales Prom. Mgr.....Ray Calabrese
Program Dir.....Dale Fulmer
Publicity Dir.....Patsy O'Brien
Chief Engineer.....Anthony Hogg

WLOA—Braddock—1947

Frequency: 1550 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Matta Bcstg. Co.
Business-Studio Address...1233 Braddock Ave.
News Service ..... UP
Pres., Gen., Sta. Mgr.....William G. Matta
Commercial Manager.....George Matta
Sls. Prom. Mgr.....Joseph J. Bassett
Publicity Director.....Tom Powers
Chief Engineer.....Elmer L. Heess

WESB—Bradford—1947 MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By. .....WESB
Business Address.....43 Main St.
News Service .....AP
Representative .....Burn-Smith
Membership .....NARTB
Gen., Sls. Prom. Mgr.....J. M. Cleary
Comm. Mgr., Pub. Dir...Frederick P. Tascone
Prog. Dir., Chief Eng.....William Winn

WBUT—Butler—1949

Frequency: 1050 Kc.....Power: 250 Watts
Owned-Operated By.....WBUT, Inc.
Address.....McQuistion Rd.
News Service..... AP
Station Representative.....Gill-Perna, Inc.
Pres., Gen. Mgr.....J. Patrick Beacom
Sta. Mgr., Pub. Dir., Eng.....G. Coleman
Comm., Sales Prom. Mgr.....Harry Critchlow
Prog. Director.....Rick Hanna

WISR—Butler—1941

Frequency: 680 Kc.....Power: 250 Watts d.
Owned-Oper. By ..The Butler Bcstg. Co., Inc.
Business-Studio Address.....357 N. Main St.
News Service .....UP
President.....Joel W. Rosenblum
General Manager.....Robert Kaufman
Comm. Manager.....J. Victor O'Brien
Sales Prom. Mgr.....R. Nicholson
Pub. Dir.....Mrs. Delores Long
Program Director.....Warren Ihlenfeld
Chief Engineer.....Paul Rex

WCDL—Carbondale—1950 KBS

Frequency: 1440 Kc.....Power: 5000 Watts

Owned-Oper. By Carbondale Bdcstg., Co., Inc.
Address.....127 Salem Rd.
News Service .....UP
Transcription Service .....World
Representative .....Donald Cooke, Inc.
Membership ..... NARTB
President ....William H. Ware
Gen., Sta. Manager.....A. P. Perry
Comm., Sls. Prom Mgr.....P. J. Oles
Prog., Pub. Director.....T. A. McDonough
Chief Engineer.....Walter F. Rude

WHYL—Carlisle—1952

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper.....R. F. Lewis, Jr.
Business Address.....Holly Pike
News Service .....UP
President.....Richard F. Lewis, Jr.
Gen., Sta., Comm. Mgr.....Winslow T. Porter
Prog. Dir.....C. H. Morse

WCHA—Chambersburg—1946

Frequency: 880 Kc.....Power: 1000 Watts
Owned.....Chambersburg Bcstg. Co.
Address .....Craft Press Bldg.
News Service .....AP
Transcription Service .....Standard
Representative .....Forjoe
President .....C. M. Cassel
Gen. Mgr.....John S. Booth
Sta., Comm. Mgr.....Earl P. Strine
Sls. Prom. Mgr.....Harry Criswell
Program Director.....Richard Bower
Publicity Director.....David Myers
Chief Engineer.....James McCurdy

WESA—Charleroi—1947
KBS

Frequency: 940 Kc.....Power: 250 Watts d.
Owned-Oper. By..Monongahela Valley Bcstg.
Address .....Box 584
News Service .....AP
Representative .....Clark
Transcription Service .....Thesaurus
Membership ..... RAB
Gen. Mgr.....C. R. Duvall
Program Dir.....George Gailey

WDRF—Chester—1947

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Eastern Bcstg. Co., Inc.
Business Address.....3500 Edgmont Ave.
News Service .....UP
Trans. ..... Thesaurus
Membership ..... NARTB
President .....L. Kapelski
General Manager.....Cy Swingle
Comm., Prom. Mgr.....John Talley
Prog., Pub. Dir.....Del Parks
Chief Engineer.....Harry Simmington

WVCH—Chester—1948

Frequency: 740 Kc.....Power: 1 Kw. d.
Owned-Operated By.....James M. Tisdale
Bus.-Studio Address...Wolf Bldg., Market Sq.
News Service .....UP
Station Rep. .....Webb
Membershpi ..... NARTB
General Manager.....James M. Tisdale
Station Mgr.....Robert A. Hibbert, Jr.
Comm. Manager.....Sid Jordan

WCPA—Clearfield—1947

Frequency: 900 Kc. ...Power: 1000 Watts d.
Owned-Oper. By ....Clearfield Bdcsters, Inc.
Address .....215 Church St.
Newspaper Affiliation.....Clearfield Progress
News Service .....UP
Transcription Service.....Lang-Worth
Membership ..... NARTB
President.....W. K. Ulerich
General Manager.....W. J. Thomas
Sta. Mgr.....Joseph Milsop
Program Director.....Margaret Nemeth
Chief Engineer.. .....Lewellyn Duck

WCOJ—Coatesville—1949

Frequency: 1420 Kc.....Power: 5 Kw.
Owned-Oper. By.....Chester Co. Bcstg. Co.
Address.....809 Lincoln H'way
Transcription Service.....Standard
News Service .....UP
Membership .....NARTB
President, Chief Eng.....Louis N. Seltzer
General Manager.....William S. Halpern
Comm., Prom. Mgr.....Donald Kimes

WCVI—Connellsville—1947
KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Connellsville Bcstrs., Inc.
Business-Studio Address.....Hetzel Bldg.
News Service .....UP
Transcription Service .....Thesaurus
President.....Dr. C. T. Troilo
General Mgr.....Charles H. Underwood
Prog. Director.....Mary Whipkey
Chief Engineer.....Robert Ray

WOTR—Corry—1955—KBS

Frequency: 1370 Kc. .....Power: 500 Watts
Address.....Corry Savings & Loan Bldg.
News Service .....AP
Transcription .....Standard
President.....Olivia T. Rennekamp
General Manager.....Kenneth E. Rennekamp
Sta., Comm. Mgr.....John Wellenhoffer
Sales Promotion.....Guy R. Davis
Program Director.....Howard Bycroft
Publicity Director.....Guy R. Davis
Chief Engineer.....David E. Hubertz

WFRM—Coudersport—1953

Frequency: 600 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Farm & Home Bcstg. Co.
Address.....9 N. Main St.
News Service..... AP
Transcription Service .....World
Membership ..... NARTB
President.....C. H. Simpson

General Manager.....John A. Fay
Sta. Mgr., Prog. Dir.....R. F. Bennett
Commercial Mgr.....Mary Rubar
Sales Prom. Manager.....George Kuratomi
Publicity Dir.....Ed Easton
Chief Engineer.....Kenyon Reed

WBUX—Doylestown—1948

Frequency: 1570 Kc.....Power: 250 Watts.
Owned .....WBUX Broadcasting Co.
Address.....Pine Run Road
News Service .....AP
Transcription ..... World
Representative .....Indie Sales
President .....George Steiner
General Mgr.....James Stolcz
Publicity Dir.....Bob Fetz
Chief Engineer.....Dick Wright

WCED—Dubois—1941—CBS

Freq.: 1420 Kc.....Power: 5 Kw. d., 500 W. n.
Dwned.....Tri County Broadcasting Co., Inc.
Address.....80 N. Park Place
Newspaper Affiliation .....Courier-Express
News Service .....UP
Transcription ..... Lang-Worth
Representative ..... McGillvra
President ..... Harold T. Gray
General Mgr.....Jason S. Gray
Sta., Comm. Mgr.....George Williams
Sales Prom. Mgr., Prog. Dir.....Ken Johnston
Publicity Dir.....Dean Close
Chief Engineer.....George Donahue

WEEX—Easton—1056

Frequency: 1230 Kc.....Power: 250 Watts
Owned..... Easton Publishing Co.
Address .....Chestnut Hill
Newspaper Affiliation .....Express
News Service .....AP
Transcription ..... Thesaurus
Representative ..... Headley-Reed
President.....J. L. Stackhouse
General Mgr.....Nelson S. Rounsley
Chief Engineer.....Robert Francett

WEST—Easton—1936—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Associated Bcstrs., Inc.
Bus.-Studio Address.....516 Northampton St.
News Service .....AP
Representative .....Meeker Co.
Membership .....NARTB
Station Exec.....Clair R. McCollough
Station Manager.....Theodore W. Pierce
Nat'l. Sales Manager.....J. Robert Gulick
Program Director.....Eugene Bethman
Technical Director.....J. E. Mathiot

WGSA—Ephrata—1955—KBS

Frequency: 1310 Kc.....Power: 1000 Watts
Owned.....Garden Spot Broadcaster, Inc.
Address .....P. O. Box 419
News Service .....UP
Transcription ..... Capitol
Representative .....Broadcast Time Sales
President .....Lester Grenewalt
Sta. Mgr., Ch. Eng.....Samuel Youse
Comm. Mgr., Prog. Dir.....John Wells

WERC—Erie—1941—ABC

Frequency: 1260 Kc.....Power: 5 Kw.
Owned By.....WERC Bcstg. Co.
Address.....121 West 10th St.
News Service..... UP
Station Representative..... Weed
President.....Jacob A. Young
Gen. Mgr.....Gene Conrad
Sls., Comm. Mgr.....Robert Yochim
Prog. Dir.....John Luther
Pub. Dir.....Jim Dewart
Chief Eng.....Ken Hestor

WIKK—Erie—1949—NBC

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Community Service Bcstg.
Bus. Studio Address.....3514 State St.
Newspaper Affil.....Dispatch
News Service .....AP
Representative .....Petry
President .....Edward Lamb
Gen., Sta. Manager.....Ben McLaughlin
Sls. Prom. Mgr.....James Spence
Program Director.....Robert Lunquist
Commercial Manager.....K. R. Nelson
Publicity Director.....Robert Weschler
Chief Engineer.....Ken Husband

WJET—Erie—1951

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Jet Broadcasting Co., Inc.
Address .....18th & Ash Streets
News Service .....AP
Transcription Service .....Standard
Representative .....Forjoe
Membership ..... NARTB
President, Gen. Mgr.....Myron Jones
Comm. Mgr.....Peter Coticchia
Program Director.....Lawrence Jones
Chief Engineer.....Richard Zahnhizer

WLEU—Erie—1935—MBS MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....J. Patt Wardlaw
Address.....12th & State Sts.
News Service .....AP
Station Rep. .....Rambeau
Membership .....NARTB
Pres., Mgr.....J. Patt Wardlaw
Commercial Mgr.....James D. Brownyard

WFAR—Farrell—1954—KBS

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Oper. By.....Sanford A. Schafitz
Address .....P. O. Box 150
News Service .....AP
President, Gen. Mgr.....Sanford A. Schafitz

WGET—Gettysburg—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Times & News Pub. Co.

Address ..... Gettysburg
Newspaper Affil.....Times & News Pub. Co.
News Service .....AP
Transcription Service .....World
Membership ..... NARTB
Gen. Mgr.....P. H. Cunningham
Comm. Mgr.....Marc Starkins
Program Director.....Lester M. Blair

WHJB—Greensburg—1934

Frequency: 620 Kc.....Power: 1 Kw. d., 500 n.
Owned .....WHJB, Inc.
Business-Studio Address...128 N. Penn Ave.
News Service .....UP
Membership ..... NARTB
President.....H. Kenneth Brennen
Gen., Sta., Comm. Mgr.....H. J. Brennan
Sales Prom. Mgr.....James C. Smeltzer
Prog. Mgr.....Glenn Grayson
Chief Engineer.....L. L. Allen

WHVR—Hanover—1949

Freq.: 1280 Kc...Power: 1 Kw. d., 500 Watts n.
Owned-Operated By.....Radio Hanover, Inc.
Address .....Box 268
News Service .....UP
Transcription Service .....Standard
Membership .....NARTB, RAB
Pres., Sta., Comm. Mgr.....John D. Bare
Program Director.....Daniel E. Rutledge
Chief Engineer.....Philip Rohrbaugh

WCMB—Harrisburg—1948
MBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By.....Rossmoyne Corp.
Business-Studio Address.....228 Court St.
News Service .....AP
Transcription Service.....Thesaurus
Representative .....Gill-Perna
President.....Edgar T. Shepard, Jr.
General Manager.....Ed K. Smith
Comm. Manager.....Henry Traugh
Program Director.....Ed. Gonzales
Chief Engineer.....J. Howard Bair

WHGB—Harrisburg—1945
ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Kendrick Bcstg. Co., Inc.
Bus.-Studio-Trans. Address.....112 Market St.
News Service .....AP
Transcription Service .....Capitol
News. Affil.....Triangle Pub.
Representative .....Triangle Pub.
Membership .....NARTB
Pres., Gen. Mgr.....H. Kendrick
Program Director.....Jack Hooper
Comm. Mgr.....Ralph Hartman
Chief Engineer.....William Kuntz

WHP—Harrisburg—1924
CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....WHP, Inc.
Business-Studio Address.....Telegraph Bldg.
Representative .....The Bolling Co.
Membership .....NARTB
Gen.-Comm. Mgr.....A. K. Redmond
Sales Service Director.....Beatrice Potteiger

WKBO—Harrisburg—1922
NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Keystone Bcstg. Corp.
Bus.-Studio Address.....31 N. Second St.
News Service .....AP
Representative .....Robert Meeker
Membership .....NARTB
Station Executive.....Clair R. McCollough
Station Manager.....W. E. Garman
Natl. Sales Mgr.....J. Robert Gulick
Comm. Mgr.....Jack Candioto
Promotion Dir.....Paul I. Woodland
Technical Director.....J. E. Mathiot

WAZL—Hazleton—1932
NBC-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Hazleton Bcstg. Co.
Address.....Hazleton Natl. Bank Bldg
News Service .....AP
Transcription Service .....World
Representative.....Raul H. Raymer, Co.
Membership .....NARTB, RAB
Pres., Gen., Mgr.....Victor C. Diehm
Comm. Mgr.....Robert A. Sacco
Sales Prom. Mgr.....E. McDonnell
Prog. Director.....Don Murray
Pub. Director.....Paul Cerula
Chief Engineer.....Elwood Tito

WAMO—Homestead-Pittsburgh—1948

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By...Steel City Bcstg. Corp.
Bus.-Studio Address.....105 E. 7th Ave.
News Service .....UP
Representative .....Forjoe
President, Gen. Mgr.....Leonard Walk
Chief Engineer.....James Herbert

WHUN—Huntingdon—1947
KBS

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By..Joseph F. Biddle Publ. Co.
Bus.-Studio Address.....400 Washington St.
News Service .....UP
Trans. Ser.....SESAC, Lang-Worth
President.....John H. Biddle
General Manager.....William E. Germann

WDAD—Indiana—1945
CBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....WDAD Inc.
Address ..... 832 Philadelphia St.

Newspaper Affil. ..... The Progress
News Service ..... UP
Trans. Ser. ..... World
President ..... W. K. Ulerich
General Manager ..... W. J. Thomas
Station Manager ..... Jonas Termin
Program Director ..... C. C. Porter
Chief Engineer ..... S. Graziadio

WARD—Johnstown—1946
CBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Central Bcstg. Co., Inc.
Address ..... 235 Franklin St.
News Service ..... UP
Transcription Service ..... World
Membership ..... NARTB
Representative ..... Weed
V.P., Gen. Manager ..... G. D. Gartland
Station Manager ..... Steward W. Phillips

WCRO—Johnstown—1947
ABC-MBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Century Bcstg. Corp.
Bus.-Studio Address ..... Fort Stanwix Hotel
Representative ..... Forjoe
General Manager ..... John Pallottini

WJAC—Johnstown—1925
NBC

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Operated By ..... WJAC, Inc.
Bus.-Studio Address ..... 329 Main St.
Newspaper Affil. ..... Tribune-Democrat
News Service ..... AP
Representative ..... Young
Membership ..... NARTB
President ..... W. W. Krebs
Station Mgr. ..... Park Claycomb
Prog. Dir. ..... Ronald J. Stephenson
Publicity Dir. ..... Richard Ott
Chief Engineer ..... Theodore E. Campbell

WADP—Kane—1954

Frequency: 960 Kc. ..... Power: 500 Watts
Owned ..... Northern Allegheny Bcstg. Co.
Address ..... Warren, Pa.
News Service ..... AP
Transcription ..... Thesaurus
Membership ..... RAB
President, Gen. Mgr. ..... David Potter
Sta., Comm. Mgr. ..... Richard E. Feit
Prog. Director ..... Jack Sandstrom
Chief Engineer ..... John Nordine

WACB—Kittanning—1948
KBS

Frequency: 1380 Kc. ..... Power: 1000 Watts d.
Owned ..... Armstrong County Bcstg. Corp
Bus.-Studio Address ..... 325 Market St.
News Service ..... AP
Representative ..... Rambeau
Transcription Service ..... Thesaurus
President ..... S. W. Pruett
V.P., Gen. Mgr. ..... Charles M. Erhard, Jr.
Sta. Mgr., Prog. Director ..... H. H. Stoops
Pub. Director ..... William C. Frederick
Chief Engineer ..... William A. Motter

WGAL—Lancaster—1922
NBC

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Operated By ..... WGAL, Inc.
Business-Studio Address ..... 8 W. King St.
News Service ..... AP
Membership ..... NARTB
Representative ..... Robert Meeker
President, Gen. Mgr. ..... Clair R. McCollough
Asst. Gen. Mgr. ..... J. Robert Gulick
Station Mgr. ..... Kenneth Kreider
Program Dir. ..... Brian Kintzer
Promotion Dir. ..... Paul I. Woodland
Technical Director ..... J. E. Mathiot

WLAN—Lancaster—1946
ABC-MBS

Frequency: 1390 Kc. ..... Power: 1000 Watts

Owned-Oper. By ..... The Peoples Bcstg. Co.
Bus.-Studio Address ..... 252 N. Queen St.
News Service ..... AP
Transcription Service ..... Capitol
Representative ..... Headley-Reed
Membership ..... NARTB, RAB
President ..... Frank H. Altdoerffer
Gen. Mgr. ..... S. M. Altdoerffer
Commercial Mgr. ..... Stanley Baker
Pub., Sls. Prom., Prog. Dir. ..... R. O. Welsh
Chief Engineer ..... Ramon Sherman

WLSH—Lansford—1952

Frequency: 1410 Kc. ... Power: 1000 Watts d.
Owned-Oper. By ... Miners Bcstg. Service, Inc.
Address ..... P. O. Box D
News Service ..... UP
Transcription ..... Thesaurus
Membership ..... RAB
President ..... Joseph L. Maguire
Station Manager ..... John W. Angst

WAKU—Latrobe—1951—KBS

Frequency: 1570 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... WAKU, Inc.
Address ..... 200 Depot St.
News Service ..... AP
Transcription Service ..... Thesaurus
President ..... Harry P. Reed
Gen. Mgr., Prog. Dir. ..... W. J. Thomas
Comm. Mgr. ..... Robert Johnson
Chief Engineer ..... Manuel Alverez

WLBR—Lebanon—1946

Frequency: 1270 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Lebanon Bcstg. Co.
Bus.-Studio Address ..... 8th & Cumberland Sts.
News Service ..... UP
Transcription Service ..... World
Representative ..... Burn-Smith
Membership ..... NARTB

President.....H. Raymond Stadiem
Managing Director.....Lester P. Etter
Comm. Manager.....Philip J. Reilly
Program Director.....H. P. Van Voorhis
Chief Engineer.....M. Leonard Savage

WKVA—Lewistown—1949

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Operated By....Central Pa. Bcstg. Co.
Address.....19 S. Wayne St.
News Service .....UP
Representative .....Gill-Perna
Pres., Sta., Gen. Mgr.....Robert L. Wilson
Comm. Manager.....G. T. Hepburn
Sales Prom. Manager.....William Musser
Program Director.....Bob Hyle
Publicity Dir.....Arch Baker
Chief Engineer.....Robert Steltzer

WMRF—Lewistown—1941 NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Lewistown Bcstg. Co.
Business-Studio Address.....5 W. Market St.
News Service .....AP
Representative .....Burn-Smith
Membership ..... RAB
President.....J. S. Woods
General Mgr.....T. W. Metzger
Commercial Manager.....Frank Troiani
Program Dir.....Miss Thekla Leeper
Publicity Director.....Dale Smith
Chief Engineer.....Kenneth Callahan

WBPZ—Lock Haven—1946 MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Lock Haven Bcstg. Corp.
Bus.-Studio Address.....132½ E. Main St.
News Service .....AP, UP
Trans. Service.....World, Lang-Worth
Representative ..... McGillvra
Membership .....NARTB, RAB
Gen., Comm. Manager.....Harris Lipez

WEDO—McKeesport—1947

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tri-City Bcstg. Co.
Business-Studio Address.....547 5th Ave.
News Service .....AP
Transcription .....Thesaurus
Newspaper Affil.....Hancock Cty. Courier
Membership .....NARTB, RAB
Trans. Service .....Thesaurus
Station Rep..... Rambeau
Pres., Gen. Mgr.....Edward J. Hirshberg
Sta. Mgr.....Robert E. Badger
Prog. Director.....Jim Barker
Comm., Sales Prom. Mgr.....Earl Buncher
Publicity Director.....Sam Spatter
Chief Engineer.....Wilkes E. Hurley

WMCK—McKeesport—1947

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Mon-Yough Bcstg. Co.
Business-Studio Address.....516 Market St.
News Service .....UP
Transcription Service.....Lang-Worth
Representative .....Cooke
Membership ..... NARTB
President.....Robert M. Cox
Comm. Manager.....Gene Kline
Station Mgr.....Sam Vidnovic
Program Director.....Pat Haley
Chief Engineer.....Charles White

WMGW—Meadville—1947 ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By .Meadville Bdcstg. Serv., Inc.
Address .....1st National Bank Bldg.
News Service .....AP
Transcriptoin Service .....World
Membership .....NARTB
President .....H. C. Winslow
Gen., Sta., Comm., Sls. Prom. Mgr.....R. Trace
Prog., Pub. Director.....James Strickler
Chief Engineer.....Eugene Phillips

WJUN—Mifflintown—1955

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Juanita Perry Bcstg. Co.
Address .....Box 97
Newspaper Affil.....Lewistown Sentinel
Membership .....RAB
Representative .....Burn-Smith
News Service .....AP
President.....J. S. Woods
Sales Mgr., Prog. Dir.....C. A. Moore
Pub. Dir.....Don Lorenz
Chief Engineer.....Kenneth Callahan
General Manager.....Thomas W. Metzger
Station Manager.....Ralph S. Parker

WMLP—Milton—1955

Frequency: 1570 Kc.....Power: 1 Kw.
Owned .....WMLP, Inc.
Address ..... YMCA Bldg.
News Service .....AP
President.....John S. Booth
General, Sta. Mgr.....John Foster
Sales Prom. Mgr.....John Yingling
Chief Engineer.....William Keil

WHWL—Nanticoke—1946

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Anthracite, Inc.
Business-Studio Address.....Woolworth Bldg.
News Service .....INS
Representative .....Forjoe
Transcription ..... World
President.....Henry W. Lark
General Manager.....Milton Laughlin

WKST—New Castle—1938 MBS

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....WKST, Inc.
Address .....Cathedral Bldg.
News Service .....UP

WCAU means
PHILADELPHIA

response

This story is directed particularly to those who ask, "How much product did it move?" WCAU-TV's "Mister & Missus" team, Joan and Gene Crane, in a few weeks increased the upholstering department's work at Gimbels about 200 per cent! Proof that this outstanding couple converts audience appeal to sales appeal.
So when you think of response, think of WCAU.

WCAU, WCAU-TV *The Philadelphia Bulletin Radio and TV stations. By far Philadelphia's most popular stations. Ask Pulse. Ask ARB. Ask Philadelphians. Represented nationally by CBS Spot Sales.*

Representative .....Everett-McKinney
Membership ..... RAB
President, General Mgr.....S. W. Townsend
Station Manager.....Harley West
Comm. Mgr.....Byron McConnell
Prog., Pub. Dir.....Harry Reith
Chief Engineer.....Kenneth Caum

WKPA—New Kensington 1940

Frequency: 1150 Kc.....Power: 250 Watts d.
Owned-Oper. By....Allegheny-Kiski Bcstg. Co.
Business-Studio Address.....810 Fifth Ave.
News Service .....AP
Transcription Service .....World
Representative.....Continental Radio Sales
President .....C. R. Cooper
General Manager.....Melvin Goldberg
Program Director.....Michel Felock
Sls. Prom. Manager.....J. Hannan, Jr.
Chief Engineer.....W. W. Neely

WNAR—Norristown—1946

Frequency: 1110 Kc.....Power: 500 Watts d.
Owned-Operated By...Norristown Bcstg. Co.
Bus.-Studio Address.....Old Arch Rd.
News Service .....AP
Representative ..... Weed
Membership .....NARTB
President.....N. Joe Rahall
Gen. Mgr.....Ogden R. Davies
Sta. Manager.....John M. Banzhoff
Local Sales Mgr.....Donald L. Jones
Program Dir.....Bernard Brode
Chief Engineer.....Anthony De Sola

WKRZ—Oil City—1946 KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WKRZ, Inc.
Business-Studio Address.....Broadcast Bldg.
News Service .....AP
Pres., Gen., Sta. Mgr...Kenneth E. Rennekamp

WHAT—Philadelphia—1925

Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Oper. By....Independence Bcstg. Co.
Address...Conshohocken & Windemere Aves.
News Service..... AP
Representative .....Stars National
Pres., Gen., Comm. Mgr. ..William A. Banks
Station Manager.....Dolly Banks
Sales Prom. Manager.....Len Stevens
Prog. Director.....Charles O'Donnell
Publicity Director.....M. Mason
Chief Engineer.....Charles Lehmann

WIBG—Philadelphia—1925

Frequency: 990 Kc.....Power: 10,000 Watts
Owned.....Seaboard Radio Bcstg. Corp.
Business-Studio Address..Suburban Sta. Bldg.
President.....Paul F. Harron
News Service.....UP
General Mgr.....John R. Mahoney
V.P., Production.....Rupe Werling
Program Dir.....Douglas Arthur
Tech. Dir.....John Henninger
Chief Engineer.....George Hooper
Sales Prom. Mgr.....William J. Conran

WRCV—Philadelphia—1921 NBC

Frequency: 1060 Kc.....Power: 50,000 Watts
Owned-Oper. By....National Bcstg. Company
Business-Studio Address.....1619 Walnut St.
News Service.....INS, UP
News Service .....AP, UP
Transcription ..... Thesaurus
Representative.....NBC Spot Sales
Membership.....RAB, NARTB
President.....Robert W. Sarnoff
Vice-Pres., Gen. Mgr.....Lloyd E. Yoder
Dir. of Operations.....Curtis D. Peck
Dir. of Sales.....Harold W. Waddell
Local Sls. Mgr.....William S. Dallmann
Adv. & Promotion Dir.....John P. Wiley
Program Director.....Stan Lee Broza
Publicity Diretcor.....Gene E. Stout
Tech. Oper. Mgr.....William A. Howard

WCAU—Philadelphia—1922 CBS

Frequency: 1210 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WCAU, Inc.
Address.....City & Monument Ave.
News Service .....AP, INS, UP
Newspaper Affil..... Bulletin
Representative.....CBS Radio Spot Sales
Membership .....NARTB, RAB
Pres., Gen. Mgr. .....Donald W. Thornburgh
Sales Manager.....John S. DeRussy
V.P., Prog. Mgr.....Jos. T. Connolly
V.P., Pub. Rel.....Robert N. Pryer
Radio Prom. Dir.....Fred Birnbaum
V.P., Director of Engr.....John G. Leitch

WDAS—Philadelphia—1922

Frequency: 1480 Kc.....Power: 1 Kw.
Owned-Oper. By .....Max M. Leon, Inc.
Address.....Belmont Ave. & Edgely Rd.
News Service .....AP
Representative .....John E. Pearson
President .....Max M. Leon
General Manager.....Robert A. Klein
Program Director.....Jerry Grove
Comm. Mgr.....William H. Vogt
Sales Prom. Mgr.....Louis N. Palens
Publicity Director.....Art Newsham
Chief Engineer.....Frank W. Unterberger

WFIL—Philadelphia—1922 ABC

Frequency: 560 Kc.....Power: 5000 Watts
Owned.....Triangle Publications, Inc.
Business-Studio Address.....46th & Market
News Service .....UP
Newspaper Affil. .....Inquirer
Representative ..... Blair
Membership ..... NARTB
General Manager.....Roger W. Clipp

Station Manager.....George A. Koehler
Gen. Sls. Manager.....K. W. Stowman
Radio Sales Mgr.....William R. Dothard
Promotion Mgr.....Joe Zimmermann
Program Dir.....Felix Meyer
Chief Engineer.....Henry Rhea

WJMJ—Philadelphia—1948

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....WJMJ Bcstg. Corp.
Business-Studio Address.....2043 Locust St.
News Service.....AP
Transcription Service.....SESAC
Representative.....Indie Sales
Pres., Gen., Sta. Mgr.....Patrick J. Stanton
Commercial Mgr.....Charles Stahl
Sales Prom., Pub. Mgr.....James Rubenstone
Prog. Dir.....Michael Deegan
Chief Engineer.....Alec Felton Iles

WPEN—Philadelphia—1929

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By.....William Penn Bcstg. Co.
Business-Studio Address.....2212 Walnut St.
News Service.....AP, UP
Representative.....Gill-Perna
Membership.....RAB, NARTB
President.....William Sylk
V.P., Gen. Mgr.....William B. Caskey
Asst. Sta. Mgr., Prog. Dir.....Murray Arnold
Comm. Manager.....Erwin Rosner
Prom. Mgr., Pub. Director.....James M. Kiss
Chief Engineer.....Charles W. Burtis

WIP—Philadelphia—1922 MBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By.....Pennsylvania Bcstg. Co.
Business-Studio Address.....35 S. 9th St.
News Service.....AP, UP
Transcription Service.....World
Representative.....Edward Petry
Membership.....RAB
Pres., Gen. Mgr.....Benedict Gimbel, Jr.
V.P., Director of Sales.....Ralf Brent
Program Director.....Varner Paulsen
Comm. Manager.....Clyde Spitzner
Chief Engineer.....Clifford C. Harris

WIP
ADVERTISEMENT
ON PAGE 20

WTEL—Philadelphia—1924

Frequency: 860 Kc.....Power: 250 Watts d.
Owned.....Foulkrod Radio Engineering Co.
Business-Studio Address....4312 N. Broad St.
Pres., Pgm. Dir.....E. Douglass Hibbs
Sec'y.-Treas.....Henry N. Cocker

KDKA—Pittsburgh—1920

Frequency: 1020 Kc.....Power: 50,000 Watts
Owned-Oper. By.Westinghouse Bcstg. Co. Inc.
Business-Studio Address....1 Gateway Center
News Service.....AP, UP

cover PITTSBURGH...
cover over 100 RICH COUNTIES!
with
KDKA Radio

Cover over 8,000,000 people in 108 ready-willing-and-able-to-buy counties of Western Pennsylvania and beyond! Top power, top shows, top audience—extra value all the way. Call Don Trageser, KDKA Sales Manager, at EXpress 1-3000 for availabilities.

Only KDKA-Radio delivers the *entire* Pittsburgh Trading Area. That's why in Pittsburgh no selling campaign is complete without the WBC Station:

KDKA 1020 Radio

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO—BOSTON, WBZ+WBZA; PITTSBURGH, KDKA; CLEVELAND, KYW; FORT WAYNE, WOWO; CHICAGO, WIND; PORTLAND, KEX . . . TELEVISION—BOSTON, WBZ-TV; PITTSBURGH, KDKA-TV; CLEVELAND, KYW-TV; SAN FRANCISCO, KPIX

WIND REPRESENTED BY A M RADIO SALES © KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

Representative.Peters, Griffin, Woodward, Inc.
Membership.....NARTB, RAB
President .....Donald H. McGannon
Gen., Station Mgr.....L. R. Rawlins
Comm. Manager.....Donald Trageser
Program Manager.....Guy Harris
Publicity Manager.....John Williams
Chief Engineer.....Theodore C. Kenney

KQV—Pittsburgh—1919—CBS

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Oper. By.....Allegheny Bcstg. Co.
Address.....800 Chamber of Commerce Bldg.
News Service .....UP
Transcription .....World
Membership .....NARTB
Representative ..... Raymer
Exec. Vice President.....Gunnar O. Wiig
Gen., Sls. Manager.....J. F. Murray
Publicity Director.....Owen Simon
Program Dir.....John Gibbs
Chief Engineer.....James S. Schultz

WILY—Pittsburgh—1954

Frequency: 1080 Kc.....Power: 1 Kw.
Owned By.....Pittsburgh Bcstg. Co.
Address.....220 N. Highland Ave.
News Service..... AP
Station Representative.....Stars Nat.
Membership .....NARTB, RAB
President..... John Kluge
Gen., Sta. Manager.....Ernie Tannen
Commercial Manager.....John Pieper
Traffic Manager.....Phillis C. Hardy
Chief Engineer.....Victor G. Klein

WJAS—Pittsburgh—1921 ABC-MBS

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By....Pitts. Radio Supp. House
Address.....Chamber of Comm. Bldg.
News Service .....UP
Representative.....H. R. Reps
Pres., Gen. Mgr.....H. K. Brennen
Comm. Mgr.....John H. Buchheit
Sales Prom. Mgr.....Caley E. Augustine
Program Director.....W. E. Babcock
Pub. Director.....Cal T. Mara
Chief Engineer.....W. W. McCoy

WPIT—Pittsburgh—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WPIT, Inc.
Business-Studio Address.....Pitt Bldg.
News Service .....UP
Membership .....NARTB
President.....John J. Laux
Gen., Comm. Mgr.....Don Ioset
Sales Mgr., Prog., Pub. Dir.....Clifford Charles
Chief Engineer.....Michael Komichak

WCAE—Pittsburgh—1922

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By.....WCAE, Inc.
Bus.-Studio Address.....Carlton House
Newspaper Affil.....Sun-Telegraph
News Service .....INS, AP
Representative .....Katz
Membership ..... NARTB
Pres., General Manager.....Leonard Kapner
Sta. Mgr., Prog. Dir.....R. Clifton Daniel
Commercial Manager.....Alan Trench
Prom. Mgr., Pub. Dir.....William Thieman
Chief Engineer.....James Greenwood

WWSW—Pittsburgh—1932

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By .....WWSW, Inc.
Bus.-Studio Address.....Hotel Sherwyn
News Service .....UP
Representative .....John Blair
Membership .....NARTB
President, Gen. Mgr.....Pete Schloss
Sta. Mgr., Prog. Dir.....Ben W. Muros
Sales Prom. Mgr., Pub. Dir.....Phil Davis
Chief Engineer.....Henry R. Kaiser

WPTS—Pittston—1954

Frequency: 1540 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Midway Bcstg. Co., Inc.
Address.....Main & Spring St.
Representative ..... Indie
Transcription .....World
Pres., Gen. Manager.....Angelo W. Fiorani
Commercial Mgr.....R. E. Florey
Program Director.....Joseph Tipton
Promotion Mgr.....Rosemary Gallagher
Chief Engineer.....John P. McGoldrick

WPAZ—Pottstown—1951

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Pottstown Bcstg. Co.
Address.....247 High St.
News Service .....UP
Representative .....Indie Sales
Pres., Gen. Mgr.....Herbert Scott

WPAM—Pottsville—1947 KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Miners Bcstg. Serv., Inc.
Business-Studio Address.....Box 629
Transcription Service..... World
Representative .....Everett-McKinney
Membership .....NARTB, RAB
Station Manager.....James K. Stock
Comm Mgr.....Frank L. Tamulonis

WPPA—Pottsville—1946

Freq.: 1360 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Pottsville Bcstg. Co.
Bus.-Studio Address.....212 S. Centre St.
News Service .....AP
Membership .....NARTB
Owner, Gen. Mgr. .....A. V. Tidmore
Commercial Manager.....Ralph L. Price, Jr.
Sales Prom. Mgr.....Walter Jones
Program Dir.....Ed Romance
Chief Engineer.....William P. Tidmore

WPME—Punxsutawney—1952 KBS

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Punxsutawney Bcstg Co.
Address.....P. O. Box 38
News Service..... AP
Trans. Service..... Thesaurus
Membership ..... NARTB
General Manager.....C. M. Erhard, Jr.
Regional Sales Mgr.....C. M. Erhard, Sr.
Traffic Mgr.....Joseph A. Pelletier

WEEU—Reading—1932—ABC

Frequency: 850 Kc.....Power: 1000 Watts
Owned By.....Hawley Broadcasting Co.
Business-Studio Address.....433 Penn St.
Newspaper Affiliation.....Eagle Co.
News Service .....UP
Representative .....Headley-Reed
President.....William J. Rohn
Gen., Sta., Comm., Prom. Mgr..K. Richard Creitz
Prog., Pub. Dir.....Jack B. Gounder
Asst. Dir., Tech.....Harold E. Schearer

WHUM—Reading—1946 CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Radio Corp.
Business-Studio Address.....Berkshire Hotel
News Service .....AP
Representative ..... WEED
Membership .....NARTB
Gen., Sta. Mgr.....Robt. G. Magee
Prog. Dir.....Alan Lane
Comm., Sales Prom. Mgr.....W. Ruffner
Chief Engineer.....Daniel Donahue

WRAW—Reading—1922 NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Reading Bcstg. Co., Inc.
Business-Studio Address.....19 N. Fifth St.
News Service .....AP
Membership .....NARTB
Representative .....Robert Meeker
Station Executive.....Clair R. McCollough
Station Manager.....Robert S. Reider
Natl. Sales Mgr.....J. Robert Gulick
Program Director.....Martin Miller
Technical Director.....J. E. Mathiot

WGCB—Red Lion—1950

Frequency: 1440 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Red Lion Bcstg. Co.
Address .....Red Lion
News Service .....UP
Trans. Ser. .....Capitol, SESAC
Station Rep. .....Kennedy
President.....John M. Norris
Gen., Sta. Mgr.....John H. Norris
Commercial Mgr.....Vincent A. Freeman

WKMC—Roaring Spring—1955

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Cove Bcstg. Co., Inc.
Address .....Woodbury Pike
News Service .....AP
Membership ..... NARTB
President.....Gerald J. Collins
Chief Engineer.....C. I. Metzger

WKBI—St. Marys—1950 MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Elk Cameron Bcstg. Co.
Address.....41 Erie Ave.
Transcription Service .....Standard
News Service .....AP
Representative..Allegheny Mountain Network
Membership ..... NARTB
General Manager.....C. H. Simpson
Commercial Manager.....R. H. Knouse
Prog. Director.....Beatrice B. Smith
Nat. Sales Mgr.....F. R. Hutchison
Pub. Dir.....W. Herbstritt

WATS—Sayre—1950—KBS

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By.Susquehanna Val. Bcstg. Co.
Address.....110 N. Elmer St.
Representative .....Indie Sales
Membership .....RAB
Owner ..... Thompson K. Cassel
Gen., Sta., Comm. Mgr.....Walter D. Knowles
Program Director.....Charles L. Snyder
Chief Engineer .....Benjamin A. Franklin

WARM—Scranton—1939 ABC

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Oper. By .....Union Bdcst. Co.
Address.....333 Madison Ave.
News Service .....AP
Representative .....Bolling Co.
Transcription Service .....Thesaurus
President .....Martin F. Memolo
Gen., Sta. Manager.....William M. Dawson
Comm. Mgr.....S. Feigenbaum
Sls. Prom. Mgr., Pub. Dir...Frances M. Breslin
Program Director.....Art Bolin
Chief Engineer.....Roswell J. Parker

WGBI—Scranton—1925—CBS

Frequency: 910 Kc..Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Scranton Bcstrs., Inc.
Business-Studio Address..1000 Wyoming Ave.
News Service .....AP
Representative .....H-R Reps
Membership .....NARTB
President.....Mrs. M. E. Megargee
V.P.....Madge M. Holcomb
Prog. Dir.....Frank Monaghan
General Manager.....George D. Coleman
Station Manager.....Robert E. McDowell
Prom. Dir., Pub. Dir.....Doug Holcomb
Chief Engineer.....Kenneth R. Cooke

WICK—Scranton—1954

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Scranton Radio Corp.

Address.....717 Linden St.
News Service .....AP
Station Rep. .....Walker
Pres., Gen. Mgr.....Joe Dobbs
Program Director.....Joe Silva
Chief Engineer.....James D. Pettinato

WEJL—Scranton—1950

Frequency: 630 Kc. .....Power: 500 Watts d.
Owned-Oper. By..Edward & Elizabeth Lynett
Address.....Penn Ave. at Spruce
News Service .....UP, AP
Newspaper Affil.....Times
Trans. Ser.....Standard, Lang-Worth
Membership .....RAB, NARTB
Station Rep.....Meeker
Gen., Sta., Mgr.....Cecil Woodland
Program Director.....Hugh Connor
Pub. Dir.....Bill Pierce
Chief Eng.....Guy Rauer

WSCR—Scranton—1947 NBC

Freq.: 1320 Kc...Power: 1 Kw. d., 500 Watts n.
Owned By....Lackawanna Valley Bcstg. Co.
Business-Studio Address....116 Adams Ave.
News Service .....AP
Representative .....Headley-Reed
Pres., Gen., Mgr.....David M. Baltimore
Station Mgr.....Barry Sherman
Comm. Mgr.....Bert Oliver
Sales Prom. Mgr.....Barry Sherman
Program Dir.....David L. Griffiths
Chief Engineer.....Willard Shimski

WISL—Shamokin—1948 MBS

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Anthracite, Inc.
Bus.-Studio Address.....Rock & Sunbury Sts.
News Service .....AP
Transcription Service .....World
Representative .....Forjoe
Membership .....NARTB
President.....Henry W. Lark
Sta. Mgr.....Richard Owen
Chief Engineer.....Ray Williard

WPIC—Sharon—1938

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Sharon Herald Bcstg. Co.
Business Address.....P. O. Box 541
News Service .....UP
Transcription....Associated, World, Thesaurus
Representative.....Adam J. Young, Jr.
Pres., Gen., Sta. Mgr.....John Fahnline, Jr.
Program Director.....Harold R. Smith
Chief Engineer.....A. C. Heck

WVSC—Somerset—1950

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Operated By.....Somerset Bcstg. Co.
Address.....P. O. Box 231
News Service .....UP
Membership .....RAB
Representative .....Indie Sales
Gen., Sta. Mgr.....T. H. Oppegard
Comm. Mgr.....C. R. Taylor
Prog. Dir., Chief Engineer.....R. L. French

WMAJ—State College—1945 MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Centre Bcstrs., Inc.
Bus.-Studio Address.....Box 888
News Service .....AP
Transcription Service .....World
General Manager.....Mrs. Alethea Ulerich
Station Manager.....Milton Bergstein

WVPO—Stroudsburg—1947

Frequency: 840 Kc.....Power: 250 Watts d.
Owned-Operated By.....Pocono Bcstg., Inc.
Business-Studio Address.....578 Main St.
News Service .....UP
Newspaper Affil.....Record
Representative .....Radio-TV Reps.
President.....James H. Ottaway
General Manager.....Merle C. Ostrom
Station Mgr.....Chester S. Miller
Comm. Mgr.....Edwards Somers
Managing Director.....Francis H. Brinkley
Program Dir.....Joseph Webster
Chief Engineer.....Ernest Transue

WKOK—Sunbury—1933—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Sunbury Bcstg. Corp.
Bus.-Studio-Transmitter.....1150 N. Front St.
News Service .....AP
Membership .....NARTB
Newspaper Affil.....Daily Item
President.....Harry H. Haddon
Comm., Sales Prom. Mgr...C. Donald Walther
General Manager.....Homer R. Smith
Program Director .....Michael J. Kane
Publicity Director.....Malcolm E. Arter
Chief Engineer.....John W. Keller, Jr.

WTIV—Titusville—1955

Frequency: 1290 Kc.....Power: 500 Watts d.
Owned-Oper. By...Crawford Cty. Bcstg. Corp.
Address .....P. O. Box 184
News Service .....AP
Transcription .....World
Representative .....V. D. Lindeman, Jr.
Membership .....NARTB, RAB
Manager.....Robert H. Sauber

WTRN—Tyrone—1954

Frequency: 1290 Kc.....Power: 1000 Watts
Owned.....Tyrone Bcstg. Co.
Address .....1006 Logan Ave.
News Service .....UP
Trans. Ser. .....World
President.....C. H. Simpson
V.P., Gen. Mgr.....John A. Fay
Station Manager.....Lee C. Ray

WMBS—Uniontown—1927 CBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By .....Fayette Bdcstg. Corp.
Address.....Fayette Nat. Bank Bldg.
Representative .....Meeker Asso., Inc.
Sta. Mgr., Prog. Dir.....James Gismondi
Comm., Sls. Prom. Mgr.....Frederick David

WNAE—Warren—1946

Frequency: 1310 Kc...Power: 5000 Watts d.
Owned-Oper. By ....N. Allegheny Bdcstg. Co.
Address.....310 Second Ave.
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NARTB, RAB
Pres., Gen. Mgr.....David Potter, Jr.
Comm. Mgr.....James Potter
Sales Prom. Mgr.....Frank Foster
Prog. Dir.....Leroy Schneck
Pub. Dir.....Dick Bove
Chief Eng.....Homer Haines

WJPA—Washington—1942 MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Washington Bcstg. Co.
Bus. Address.....George Washington Hotel
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Joseph Hershey McGillvra
Membership ..... NARTB
Managing Director.....A. Boyd Siegel
Gen., Prom. Mgr., Prog., Pub. Dir.
John L. Merdian
Chief Eng.....Andrew Gaidos

WAYZ—Waynesboro—1953 KBS

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Richard Field Lewis Jr.
Address.....21 W. Main St.
President.....Richard Field Lewis Jr.
General Manager.....Sam Hanshaw

WNBT—Wellsboro—1955—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Farm & Home Bcstg. Co.
Address.....89 Main St.
News Service .....UP
Transcription .....World
President.....C. H. Simpson
V.P., Gen. Manager.....John A. Fay
Station Manager.....Robert Kahle
Account Exec.....Ed Stevens
Chief Engineer.....Robert Barton

WBAX—Wilkes-Barre—1922 MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Anna Stenger
Business-Studio Address.....85 W. Union St.
News Service .....UP
Representative .....Burn-Smith
Licensee .....Anna Stenger
Gen., Comm. Manager.....John H. Stenger
Program Director.....Ed Kuzma
Publicity Director.....Dan Stenger
Chief Engineer.....Milan Krupa

WBRE—Wilkes-Barre—1924 NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....WBRE-Radio, Inc.
Bus.-Studio Address.....62 S. Franklin St.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Headley-Reed
Membership ..... NARTB
Pres., Gen. Mgr.....David M. Baltimore
Comm. Mgr.....Ernest Lewis
Operations Director.....F. D. Coslett
Program Director.....Robert Schumacher
Chief Engineer.....Charles Sakoski, Sr.

WHWL—Wilkes Barre—1946

(See Nanticoke Listing)

WILK—Wilkes-Barre—1947 ABC

Frequency: 980 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By..Wyoming Valley Bcstg. Co.
Bus.-Studio Address.....88 No. Franklin St.
News Service .....AP
Transcription Service..... Thesaurus
Representative .....Avery-Knodel
Membership ..... NARTB
President .....Mitchell Jenkins
Exec. Vice President.....Roy E. Morgan
Treasurer.....Thomas P. Shelburne
Sales Prom. Mgr., Pub. Dir...Marlene Scaffido
Commercial Manager.....Luther Strittmatter
Program Director.....Tom Bigler
Chief Engineer.....Theodore French

WLYC—Williamsport—1951 KBC

Frequency: 1050 Kc.....Power: 1 Kw.
Owned By.....Lycoming Bcstg. Co.
Address .....331 Pine St., Box 389
News Service .....AP
Transcription ..... Standard
Represenative .....Donald Cooke
President.....John T. Keliher
V. P., Gen., Sta. Mgr.....W. Richard Carlson
Commercial Mgr.....Vince Campana
Sls. Prom. Manager.....Edward Kirchman
Program Dir.....Vern Hester
Pub. Dir.....W. Richard Carlson
Chief Engineer.....Norman Briggs

WRAK—Williamsport—1930 NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....WRAK, Inc.
Address .....1559 West 4th St.
News Service .....AP

Transcription Service .....Associated
Representative .....Everett-McKinney
Membership ..... NARTB
Pres., Gen. Mgr.....George E. Joy
Sta., Comm Mgr.....J. Wright Mackey
Program Manager.....Irving Berndt
Promotion Manager.....Everett W. Rubendall
Chief Engineer.....Glen L. Sherman

WWPA—Williamsport—1949 CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned..Williamsport Radio Bcstg. Assoc., Inc.
Address.....330 Government Pl
Representative .....Burn-Smith
News. Affil. .....Grit Publishing Co.
News Service .....UP
Transcription ..... World
Membership .....NARTB, RAB
President.....Harry J. W. Kiessling
Gen., Sta. Manager.....Woodrow W. Ott
Program Director.....Louis C. Cate
Comm., Sales Prom. Mgr.....Phil Lane
Publicity Director.....Albert Decker
Chief Engineer.....Carl Steinbacher

WNOW—York—1948

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Helm Coal Co.
Business-Studio Address.....25 S. Duke St.
Transcription Service .....Lang-Worth
Representative .....Robt. S. Keller
Membership ..... RAB
General Manager.....Lowell W. Williams
Program Director.....H. E. Daugherty
Comm. Mgr.....Richard E. Burg
Chief Engineer.....G. Winter

WORK—York—1932—NBC

Frequency: 1350 Kc....Power: 5000 d.; 1000 n.
Owned-Oper. By.....Associated Bcstrs.
Business-Studio Address.....13 S. Beaver St.
News Service .....AP
Transcription ..... Thesaurus
Membership ..... NARTB
Representative .....Robert Meeker
Station Executive.....Clair R. McCollough
Station Manager.....Clare I. Miller
Natl. Sales Mgr.....J. Robert Gulick
Program Director.....George M. Trout
Technical Director.....J. E. Mathiot

WSBA—York—1941 ABC-MBS

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By ..Susquehanna Bdctsg. Co.
Address .....Box 910
News Service .....AP
Transcription ..... World
Membership .....NARTB, RAB
Representative ..... Young
President .....Louis J. Appell
Comm., Sales Prom. Mgr., Pub. Dir..P. K. Eberly
Prog. Dir.....Robert Shipley
Chief Engineer.....Arthur Hafer

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WPRO...THE RADIO VOICE THAT IS KNOWN AND LIKED AND BELIEVED THROUGHOUT SOUTHEASTERN NEW ENGLAND

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Rhode Island

Pop. March 1 (Est.) 832,000—Families 252,000
Radio Homes 244,000—TV Homes 226,000—Stations in State 11

WADK—Newport—1948
KBS

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By..The Aquidneck Bcstg. Corp.
Address .....Box 367
News Service .....AP
Transcription Service .....World
Representative ..... Walker
Pres., Gen. Mgr.....Milton E. Mitler
Comm. Mgr.....Frank Booth
Sales Prom. Mgr.....George McNamara
Prog. Mgr.....Bill Sheridan
Chief Engineer.....Luigi Bianco

WPAW—Pawtucket—1950

Frequency: 550 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Roger Williams Bcstg. Co.
Address.....34 N. Union St.
News Service .....UP
Representative .....Nona Kirby
Membership ..... NARTB
Station Manager..... Allen Jones
Sales Manager.....Noel C. Breault

WEAN—Providence—1922
ABC-MBS-YANKEE

Frequency: 790 Kc.....Power: 5 Kw. d.
Owned.....Providence Journal Co.
Address.....75 Fountain St.
News. Affil.....Providence Journal-Bulletin
Station Rep.....Venard, Borgatti
President.....George P. Metcalf
General Manager.....H. William Koster
Comm. Manager.....Hervey C. Carter
Sales Prom. Mgr.....Arthur E. Lathrop, Jr.
Program Director.....Don Morton
Chief Engineer.....George W. Sharpe

WPRO—Providence—1924
CBS

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By....Cherry & Webb Bcstg. Co.
Bus-Stud. Add. ..24 Mason St., WPRO Bldg.
News Service.....AP, UP
Representative .....Blair
Membership .....NARTB, RAB
President.....William S. Cherry, Jr.
General Manager.....Arnold F. Schoen, Jr.
Commercial Mgr.....Kenneth Curto
Program Director.....John A. Owen, Jr.
Chief Engineer.....John V. Ferri

WRIB—Providence—1947

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....R. I. Bcstg. Co.
Address .....Water St.
Representative ..... Indie
News Service .....INS
Transcription .....Associated, SESAC
Commercial Mgr.....Earl Castleman
Gen., Sta. Manager.....Antonio Pace

WICE—Providence—1947

Frequency: 1290 Kc.....Power: 500 Watts
Owned.....Providence Radio, Inc.
Address .....209 Weybosset St.
News Service .....AP
Rep.....John E. Pearson, Harry Wheeler
Membership .....NARTB, RAB
President, Gen. Mgr.....Edwin T. Elliot
Station, Sales Prom. Mgr.....John F. Crohan
Comm. Mgr.....John F. Maurer
Program Director.....Sherm Strickhouser
Publicity Director.....Jim Mendes
Chief Engineer.....Paul Garver

WHIM—Providence—1947

Frequency: 1110 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Intercity Bcstg. Co.
Business-Studio Address.144 Westminister St.
Representative....Headley-Reed, Kettel-Carter
President.....Frank W. Miller, Jr.
General Mgr.....Robert T. Engles
Business Mgr.....John E. Metts
Comm. Mgr.....Harry L. Case
Sales Prom. Mgr.....Milo J. Berking
Prog. Director.....C. George Taylor
Pub. Director.....Bruce L. Williamson
Chief Engineer.....Carroll A. Philbrook

WJAR—Providence—1922
NBC

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By.....The Outlet Co.
Business-Studio Address....176 Weybosset St.
News Service .....AP, INS
Membership ..... NARTB
Representative .....Weed
Vice Pres., Treas.....George O. Griffith
General Manager.....David Shurtleff
Comm. Manager.....Arthur Gordon
Chief Engineer.....Thomas C. J. Prior

(See Page 274)

WERI—Westerly—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned Oper. By .....Radio Westerly, Inc.
Address.....34 Main St.
News Service .....UP
Representative ..... Walker
Pres., Gen. Mgr.....Ted Estabrook
Sls. Prom. Mgr.....Joe Corey
Comm. Mgr.....Dot Kidder
Chief Engineer.....Charles Austin

WNRI—Woonsocket—1954

Frequency: 1380 Kc.....Power: 1000 Watts
Owner.....Friendly Bcstg. Co., Inc.
Address.....814 Diamond Hill Road
News Service .....UP
Membership .....NARTB, RAB
President, Gen. Manager.....Joseph Britt
Comm. Manager.....John Thomas

WWON—Woonsocket—1946

Frequency: 1240 Kc.....Power: 250 Watts

Owned-Oper. By .....Woonsocket Bcstg. Co.
Business-Studio Address.....99 Main St.
News. Affil.....Evening Call Pub.
News Service .....AP
Transcription ..... World
Membership ..... NARTB
Station Rep.....Grant Webb, Nona Kirby

President.....Millicent S. Palmer
Sta. Mgr.....Zel Levin
Gen. Mgr.....Buell W. Hudson
Prog. Dir.....Frank E. Titus, Jr.
Chief Engineer .....Harold M. Belknap
Sales Director.....Eugene Mailloux

South Carolina

Pop. March 1 (Est.) 2,387,000—Families 588,000
Radio Homes 562,000—TV Homes 398,000—Stations in State 59

WAKN—Aiken—1952—KBS

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By Aiken Electronics Adv. Corp.
Address .....Box 811
News Service .....AP
Transcription Service.....World
Membership .....RAB
President .....John Mare
General Manager.....W. Randall Davidson
Commercial Mgr.....Wayne Mashburn
Program Director.....Ronald Martin
Chief Engineer.....Allen Askins, Jr.

WAIM—Anderson—1935 CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Wilton E. Hall
Address Trans. Loca.....321 Kingsley Road
News Service .....INS
Newspaper Affil.....Independent, Daily Mail
Transcription Service..... Lang-Worth
Representative ..... Headley-Reed
Owner .....Wilton E. Hall
Gen., Sta. Mgr.....Glenn P. Warnock
Commercial Mgr.....G. P. Browne
Sales Prom. Mgr.....V. Barath
Program Director.....Marshall Gailliard
Chief Engineer.....Earl Cosens

WANS—Anderson—1949 MBS-KBS

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....Carolina Bcstrs.
Address .....Box 211
Transcription Service .....Standard
Representative .....Devney
News Service .....UP
Pres., Gen. Mgr.....C. R. Johnson, Sr.
Program Director.....C. W. Martin
Comm. Mgr.....Carroll S. Lee
Chief Engineer .....Alfred W. Pratt

WBAW—Barnwell—1953

Frequency: 740 Kc.....Power: 500 Watts d.
Owned-Oper. By.....WBAW, Inc.
News Service .....UP
Representative .....Hil F. Best
Transcription Service .....World
Newspaper Affil.....Seneca Journal
President.....J. A. Gallimore
General Mgr.....Joe Wilder

WBEU—Beaufort—1954 KBS

Frequency: 960 Kc.....Power: 1 Kw.
Owned.....Beaufort Bcstg. Co.
Address ..... Beaufort
News Service .....UP
Trans. Service .....World
President.....John M. Trask
General Manager.....W. C. Bochman
Comm. Mgr.....Carson Rembert
Program Director.....Hugh Ward
Chief Engineer.....Don Shannon

WHPB—Belton—1955

Frequency: 1390 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Community Bcstg. Co.
Address.....P. O. Box 426
News Service .....UP
Transcription .....Associated, Standard
General Mgr.....James H. Lee
Program Director.....Charles Smith

WBSC—Bennettsville—1947 MBS

Freq.: 1550 Kc....Power: 10 Kw. d.; 5 Kw. n.
Owned-Oper. By.....Atl. Coast Ins. Co.
Business-Studio Address .....Box 639
News Service .....AP
Representative .....Indie Sales
Exec. Vice President....Y. W. Scarborough, Jr.
General Manager.....Neil Terrell
Chief Engineer.....John Gronert

WAGS—Bishopville—1954 KBS

Frequency: 1380 Kc.....Power: 1 Kw.
Owned.....Lee County Bcstg. Co.
Address .....P. O. Box 168
News Service .....AP
Trans. Ser. .....World
Station Rep.....Interstate
Partners.....J. F. Coggins, E. L. B. Osborne
Comm., Prom. Mgr.....John Martin
General Manager.....Joe Morris
Program Director.....William Fields
Chief Engineer.....Norbert Tessier

WACA—Camden—1948

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Station WACA
Address .....Camden

News Service .....UP
Transcription Service.....Thesaurus
President.....Haygood S. Bowden
General Manager.....Tom Richards
Commercial Manager.....C. Ballard
Program Director.....A. A. Amodio

WCSC—Charleston—1930 CBS

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Oper. By .....WCSC, Inc.
Address.....485 East Bay St.
News Service .....UP
Transcription Service .....World
Rep.....Peters, Griffin, Woodward, Inc.
Membership .....NARTB, RAB
President.....John M. Rivers
Gen. Mgr.....John B. Hearne
Program Director.....Al Stone
Pub. Dir., Nat. Sales Mgr.....Annie Lee Small
Prod. Co-ord.....Alexandria Dengate
Chief Engineer.....Wilbur Albee

WHAN—Charleston—1946 MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Charleston Bcstg. Co.
Business Address.....P. O. Box 183
News Service .....UP
Representative ..... Walker
Membership ..... NARTB
Pres., Gen. Manager.....H. C. Weaver
Program Director.....Ray Thomas
Comm. Mgr., Ch. Eng.....William P. Birchfield

WPAL—Charleston—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Speidel-Fisher Bcstng. Corp.
Business-Studio Address....149 Wentworth St.
Representative .....Forjoe, Dora-Clayton
Pres., Gen. Mgr.....Albert T. Fisher, Jr.
Sta., Comm., Sales Prom. Mgr., Pub. Dir.
Bob Chrystie
Program Director.....Louise Withrock
Chief Engineer.....Joe Sarko

WTMA—Charleston—1939 NBC

Frequency: 1250 Kc...Power: 5000 d.; 1000 n.
Owned-Oper. By.....Atlantic Coast Bcstg. Co.
Business Address .....133 Church St.
News Service .....AP
Representative .....Hollingbery
Pres., Gen. Mgr.....Charles E. Smith
Assistant Mgr.....Ralph J. Shade
Commercial Mgr.....H. J. Guzik
Program Dir.....Jack Gale

WQSN—Charleston—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Low Country Bcstg. Co.
Address.....42 10th Ave.
News Service .....UP
Representative ..... Pearson
President .....Sol Panitz
Gen., Sta. Manager.....E. H. Keown
Comm. Manager.....Barry Winton

WCRE—Cheraw—1953—KBS

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Cheraw Inc.
Address .....Box 631
Transcription ..... SESAC
Representative .....Ayers, Best, Keystone
News Service .....UP
President .....Roy F. Zess
Gen., Comm., Sales Prom. Mgr., Prog. Dir.
Jack L. Shiver
Chief Engineer.....Ralph Haneman

WGCD—Chester—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Dispatch Pub. Co.
Address.....128 Main St.
Newspaper Affil.....Dispatch Publ. Co.
Trans. Ser .....SESAC
Station Rep. .....McGillvra
President .....C. V. Sink
Gen., Sta., Comm. Mgr.....John T. Cashion
Sec'y-Treas. .....Joe Sink

WCOS—Columbia—1939 ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Columbia
Address.....Cornel Arms Bldg.
News Service .....AP
Transcription Service .....World
Representative .....Headley-Reed
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Charles W. Pittman
Sales Manager.....Hub Terry
Asst. Manager.....John Ropp
Chief Engineer .....Robert D. Lambert, Jr.

WIS—Columbia—1930—NBC

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By .....Bcstg. Co. of the South
Business-Studio Address .....1111 Bull St.
News Service .....AP
Transcription Service.....Thesaurus
Representative.Peters, Griffin, Woodward, Inc.
Membership ..... NARTB, RAB
President .....B. Calhoun Hipp
General Manager.....G. Richard Shafto
Managing Director.....W. Frank Harden
Dir. Admin. Services.....J. D. Saumenig
Sales Manager.....David A. Moss
Promotion Director.....Lillian Davis
Prod. Mgr.....Mackie Quave
Chief Engineer.....John W. Watts

WMSC—Columbia—1945 CBS

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....WMSC Radio, Inc.
Business-Studio Address.....1127 Lady St.

News Service ..... UP
Transcription Service ..... Standard, SESAC
Representative ..... H-R, Ayer
Membership ..... NARTB, RAB
Pres., Gen., Sta., Comm. Mgr. ..... C. W. Martin
Prog. Dir. ..... Gray Olive
Chief Engineer ..... C. E. Stone, Jr.

WNOK—Columbia—1947

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Palmetto Radio Corp.
Address ..... 1811 Main St., Box 5307
News Service ..... AP
Representative ..... Raymer
Membership ..... NARTB
Gen. Mgr. ..... H. Moody McElveen, Jr.
Commercial Manager ..... G. Quick
Program Director ..... Jack Cook
Chief Engineer ..... Charlton Bowers

WOIC—Columbia—1954

Frequency: 1470 Kc. ..... Power: 5 Kw., d.
Owned ..... Speidel Fisher Bcstg. Co.
Address ..... Barringer Bldg.
Representative ..... Walker, Dora-Clayton
Membership ..... NARTB, RAB
President ..... Albert T. Fisher, Jr.
Gen., Sta., Comm. Mgr. ..... Russell George
Sales Prom. Mgr. ..... Frankie Porter
Prog. Dir. ..... James Carter
Chief Engineer ..... William Bridges

WLAT—Conway—1945 MBS

Frequency: 1330 Kc. ..... Power: 1000 Watts
Owned ..... Coastal Broadcasting Co.
Address .... U. S. Highway 501 N.W., Box 799
News Service ..... AP
Representative ..... McGillvra
Membership ..... NARTB
Pres., Gen. Mgr. ..... L. M. Hawley
Comm. Mgr. ..... Jack E. Hawley
Program Director ..... Hamp Smith
Chief Engineer ..... H. L. Hanks

WPFD—Darlington—1955

Frequency: 1350 Kc. ..... Power: 500 Watts
Owned ..... Darlington Broadcasting Co.
Address ..... Box 277
News Service ..... UP
Transcription ..... Lang-Worth
Representatives ..... Hil F. Best
Membership ..... NARTB
President ..... Robert Hilker
Gen. Mgr. ..... J. Norman Young
Comm. Mgr. ..... Ted Y. Prevatte
Sls. Prom. Mgr. ..... Bill Hopkins
Program Director ..... Graham Caddell
Publicity Director ..... Jackie Sansbury
Chief Engineer ..... George Webb

WDSC—Dillon—1946—ABC

Frequency: 800 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Border Bcstg. Co., Inc.
Address ..... U. S. Highway 301
Representative ..... Gill-Perna
News Service ..... UP
Membership ..... NARTB
Pres., Gen. Mgr. ..... Joseph Martin
Station Mgr., Prom. Mgr. ..... Jim Murff
Comm., Prog. Mgr. ..... Lee Lumpkin
Sales Prom. Mgr. ..... David Loyd Rush
Publicity Director ..... Johnny Quick
Chief Engineer ..... H. C. Sanford

WELP—Easley—1951—KBS

Frequency: 1360 Kc. .... Power: 1000 Watts d.
Owned-Operated By . Pickens County Bcstg. Co.
Address ..... Box 522
Representative ..... Indie Sales
Membership ..... RAB
News Service ..... UP
Transcription ..... Associated, Standard
Pres., Gen. Mgr. ..... Cleatus Brazzell
Vice-President ..... H. O. McDonald, Jr.

WJMX—Florence—1947 ABC

Frequency: 970 Kc. .. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By ..... Atlantic Bcstg. Co., Inc.
Business Address ..... P. O. Box 1211
News Service ..... UP
Transcription Service ..... Thesaurus
Membership ..... NARTB, RAB
Representative ..... Walker, Dora-Clayton
President ..... Eugene E. Stone
Gen., Sta. Mgr. ..... Paul H. Benson, Jr.
Chief Engineer ..... Frank Jenne

WOLS—Florence—1937

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Florence Bcstg. Co., Inc.
Business-Studio Address .. 151 S. Dargan St.
Transcription ..... SESAC
Pres., Gen. Mgr. ..... Melvin Purvis

WFGN—Gaffney—1948

Frequency: 1570 Kc. ..... Power: 250 Watts d.
Owned-Oper. By .... Cherokee Radio Co., Inc.
Address ..... P. O. Box 759
News Service ..... UP
Representative ..... Radio-TV Promotion Synd.
President ..... A. Ray Godshall
Gen., Sta. Mgr. ..... Morton E. Green

WGTN—Georgetown—1949 MBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Operated By ... Georgetown Bcstg. Co.
Address, Trans. Loc. ..... 216 Fraser St.
Station Rep. ..... Donald Cooke
News Service ..... UP
Transcription ..... Lang-Worth
Membership ..... NARTB
Pres., Gen. Manager ..... J. B. Delzell
Commercial Manager ..... Allen Wester
Program Director ..... M. A. Delzell

WQOK—Greenville—1950 CBS

Frequency: 1440 Kc. ..... Power: 5 Kw., d.

Owned-Oper. By...Piedmont Bcstg. Co., Inc.
Address.....3 College St.
Transc.iption Service .....Associated
Representative .....Walker, Dora-Clayton
Membership .....NARTB
President.....Albert T. Fisher, Jr.
Managing Director.....James G. Meade
General Manager.....James K. Whitaker
Prog. Dir.....Jerry Mosteller

WESC—Greenville—1947

Frequency: 660 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Greenville Bcstg. Co.
Business-Studio Address.....1 College St.
News Service .....AP
Representative .....Rambeau, Brown
Membership .....NARTB, RAB
President.....(Mrs.) Christie K. Meade
General Mgr.....J. Davenport
Commercial Manager.....William Ingram
Program Diretcor.....B. A. Krieger
Publicity Director.....Betty Jo McGuire
Asst. Mgr.....I. Wayne Davis
Chief Engineer.....J. Harold White

WFBC—Greenville—1933 NBC

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By.....WMRC, Inc.
Bus.-Studio Address.....505 Rutherford St.
News Service .....AP
Newspaper Affil.....News-Piedmont
Transcription .....SESAC
Representative ..... Avery-Knodel
Membership .....NARTB, RAB
President.....R. A. Jolley
Sta. Mgr.....Bruce Buchanan
Comm. Mgr.....Keener Garett
Pub. Dir., Prom. Mgr.....Lidie Walters
Chief Engineer.....Bill Garrison

WMRB—Greenville—1954 ABC-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Paramount Bcstg. Co. Inc.
Address.....400 Mayberry St., Box 989
Station Representative.....Cooke
Pres., Gen. Mgr.....C. F. Cope
Comm. Mgr.....A. B. Robinson
Sls. Prom. Mgr., Pub. Dir.....Max Mace
Sta. Mgr., Prog. Dir., Chief Eng..W. T. Arrington

WMUU—Greenville—1949

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Bob Jones Univ.
Address ..... Greenville
Trans. Service.....SESAC, Lang-Worth
Station Rep. .....Continental
Membership ..... RAB
President.....Dr. Bob Jones, Jr.
General Manager.....R. K. Johnson
Station Manager.....Jim Ryerson
Comm. Manager.....David Yearick
Program Director.....Jack Buttram
Pub. Dir.....Elmer Rumminger
Chief Engineer.....Robert Devine

WCRS—Greenwood—1941—NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned..... Grenco, Inc.
Address.....P. O. Box 868
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Clark, Ayers
President .....Douglas Featherstone
Gen., Sta. Mgr.....Dan Crosland
Commercial Mgr. .....Ralph Norman

WGSW—Greenwood—1953 MBS-KBS

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned.....Radio Greenwood, Inc.
Address.....Edward Arms Bldg.
News Service .....UP
Representative.....Indie Sales; Dora-Clayton
President.....W. C. Woodall, Jr.
Manager.....George B. Cook, Jr.

WCKI—Greer—1955

Frequency: 1300 Kc.....Power: 1 Kw.
Owned-Oper. By.....Greer Radiocasting Co.
Address.....P. O. Box 431
Representative .....Best
Pres., Comm. Mgr.....Gibson Bruce
Gen. Mgr., Prog. Dir.....Vernon T. Fox
Sales Prom. Mgr.....F. G. Bennefield
Promotion Manager.....W. L. Southerland

WEAB—Greer—1947—KBS

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Greer Bcstg. Co.
Address .....Jones Rd.
News. Affil.....The Citizen
News Service .....UP
Transcription Service .....World
Pres., Gen. Mgr.....E. A. Burch
Sales Prom. Mgr.....James Roper
Program Director.....Betty Beers
Chief Engineer.....William Martin

WHSC—Hartsville—1946 MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Hartsville Bcstg. Co., Inc.
Address.....1306 College Ave.
News Service .....AP
Transcription Service .....Capitol
V.P., Gen. Mgr.....Raymond Caddell
Commercial Mgr.....Oby B. Lyles
Publicity Dir.....Eleanor Flowers
Chief Engineer.....J. E. Parker

WDKD—Kingstree—1949

Frequency: 1300 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Palmetto Bcstg. Co.
Address .....P. O. Box 450
News Service .....AP
Transcription Service .....Thesaurus
Pres., Prom., Gen. Mgr.....E. G. Robinson, Jr.
General Manager.....E. G. Robinson, Jr.
Comm. Manager.....Arnold Graham

Program Director.....Carroll Godwin
Pub. Director.....Glenn French
Chief Engineer.....Walter Turner

WJOT—Lake City—1953
MBS

Frequency: 1260 Kc.....Power: 1 Kw. d.
Owned.....Lake Bcstg. Corp.
Address.....10 S. Acline Ave.
News Service .....UP
Membership ..... NARTB
Representative.....Donald Cooke, Inc.
President, Gen. Mgr.....J. Olin Tice, Jr.
Sta. Mgr.....Harry Hyman
Comm. Mgr.....H. J. Palmer
Prog. Dir.....Frances M. Tice
Chief Engineer.....Clarence Jackson

WLCM—Lancaster—1951
KBS

Frequency: 1360 Kc.....Power: 1000 Wtts d.
Owned-Operated By.....Royal Bcstg. Co.
Address.....103 S. Catawba St.
News Service..... AP
Station Rep.....Media Sales
Transcription Service.....Thesaurus, World
President .....Charles Connelly
General Manager.....William Coble

WLBG—Laurens—1948

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Oper. By...Laurens-Clinton Bcstg. Co.
Business Address.....Box 642, Laurens
News Service .....UP
Membership .....RAB
Representative .....Indie Sales
President.....James R. Dalrymple, Jr.
General Manager.....C. W. Hogan
Program Director.....Paul Wynn
Chief Engineer .....Jack Taylor

WJAY—Mullins—1949—KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Mullins & Marion Bcstg. Co.
Address.....Highway 76, P. O. Box 41
News Service .....AP
Transcription Service.....Lang-Worth, SESAC
President.....W. G. Smith
Gen. Mgr.....James F. Ramsey
Prog. Dir.....Gene Lewis
Chief Engineer.....George Magera

WMYB—Myrtle Beach—1954
KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Coastal Carolina Bcstg. Corp.
Address.....Oak St. at 28th Ave.
News Service .....UP
Representative .....Cooke
President.....James Olin Tice, Jr.
Gen., Sta., Sls. Mgr., Pub. Dir..J. G. Kenworthy
Comm. Manager.....Phil Rice
Program Director.....Robert Thompson
Chief Engineer.....W. G. Griffin

WKDK—Newberry—1946
MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Newberry Bcstg. Co., Inc.
Address, Trans.....11 Radio Dr.
Representative..Interstate United Newspapers
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NARTB
President.....James F. Coggins

WDIX—Orangeburg—1946
ABC

Frequency: 1150 Kc.....Power: 5 Kw. d.
Owned-Oper. By.....WDIX, Inc.
Address.....Whitman St. Ext.
News Service .....AP
Station Rep.....Devney, Holman, Forjoe
Membership ..... NARTB
President.....Charles S. Henerey
General Manager.....Frank B. Best
Comm., Sls. Prom. Mgr...Norman M. Matthews
Program Director.....Gene Bardo
Chief Engineer.....Gus Browning

WTND—Orangeburg—1948
KBS

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....WTND, Inc.
Address .....1 Memorial Plaza
News Service .....UP
Representative .....Thos. F. Clark
Pres., Gen. Manager.....J. I. Sims
Prog. Dir.....L. R. Rhame
Engineers .....W. L. Styles, I. P. Herrington

WRHI—Rock Hill—1944
MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....York Co. Brdcg. Co.
Address.....Rock Hill Nat. Bk. Bldg.
News Service .....AP
Representative .....McGillvra
Gen. Mgr., Chf. Eng.....James S. Beaty, Jr.
Sta. Mgr., Prog. Dir. .....Wm. C. Beaty
Comm. Mgr., Sls. Mgr., Pub. Dir...H. S. Gault

WTYC—Rock Hill—1949

Frequency: 1150 Kc.....Power: 1 Kw. d.
Owned.....Tri-County Bcstg. Corp.
Address.....P. O. Box 1091
News Service .....UP
Representative .....Indie Sales
Membership ..... RAB
President.....T. Lamar Simmons
Gen., Sta. Mgr., Prog. Dir.....E. L. Burwell
Comm. Mgr.....Arnold Baynard
Sls. Prom. Mgr.....R. F. Adams
Pub. Dir.....Jack Howe
Chief Engineer.....Ed Roberts

WSNW—Seneca—1949

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Blue Ridge Bcstg. Co., Inc.
Address.....P. O. Box 443
Representative .....Best
Pres., Gen. Mgr.....J. A. Gallimore
Treasurer.....Virginia Gallimore

WJAN—Spartanburg—1953 ABC-MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Spartanburg Bcstg. Co.
Address.....101 Schuyler Bldg.
News Service .....AP
Trans. Ser. .....World
Membership .....NARTB
President.....W. Ennis Bray
Gen., Sta. Mgr., Prog. Dir...Raymond C. Starr
Commercial Manager.....W. Reid Bray
Publicity Director.....Anthony Brooks
Sales Prom. Mgr.....Joe Tillittson
Chief Engineer.....Clyde J. McClure

WORD—Spartanburg—1940 NBC

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Word, Inc.
Business-Studio Address.....291 E. Main St.
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Paul H. Raymer
President .....Irwin Kahn
Gen. Manager.....Edward G. Gardner
Comm. Manager.....Charles B. Parham
Program Director.....Buddy Womick
Chief Engineer.....James L. Tate

WSPA—Spartanburg—1929 CBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned.....Spartan Radiocasting Co.
Business-Studio Address.....224 E. Main St.
News Service .....UP
Transcription Service .....Standard
Membership .....NARTB, RAB
Representative ..... Hollingbery
President.....Walter J. Brown
Station Manager.....Roger A. Shaffer
Commercial Manager.....Ross M. Holmes
Program Director.....Henry Bussey
Chief Engineer.....H. R. Beckholt

WFIG—Sumter—1940 MBS-KBS

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Oper. By.....WFIG, Inc.
Business-Studio Address...Radio Center Bldg.
News Service .....AP
Transcription Service .....SESAC, Capitol
Membership .....NARTB
Representative.....Joseph Hershey McGillvra
President.....F. B. Creech, Sr.
General Manager.....T. Doug Youngblood
Comm. Manager.....Fulton B. Creech, Jr.
Program Director.....Paul Reidy
Chief Engineer.....Richard Elam

WSSC—Sumter—1953—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Sumter Inc.
Address .....Box 1342
Representative .....Best
President.....J. A. Gallimore
General Manager.....Ed Damron
Comm. Manager.....H. W. Fowler
Prog., Pub. Director.....Lillian Davis

WBCU—Union—1946—MBS

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Oper. By.....Bcstg. Co. of Union, Inc.
Address .....210 East Main St.
News Service .....UP
Transcription Service .....World
Station Rep.....Interstate United Newspapers
Pres., Gen. Mgr.....Edward L. B. Osborne
V.P., Sec'y.....James F. Coggins
Program Director.....Noel Belue
Chief Engineer.....Walker Carver

WALD—Walterboro—1947 MBS

Frequency: 1220 Kc.....Power: 1000 Watts
Owned-Oper. By.....Walterboro Bcstg. Co.
Studio Address.....Ft. Benson St.
News Service .....AP
General Manager.....Louis M. Neale

WYCL—York—1956

Frequency: 1580 Kc.....Power: 250 Watts
Owned.....York-Clover Broadcasting Co.
Address.....P. O. Box 398
News Service .....AP
Transcription .....World
Representative .....Continental
President.....C. B. Sigmon
General Manager.....Harvey Laughter
Commercial Manager.....Clyde Laughter

South Dakota

Pop. March 1 (Est.) 701,000—Families 198,000
Radio Homes 189,000—TV Homes 108,000—Stations in State 16

KABR—Aberdeen—1952

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By....Aberdeen Bcstg. Svc.
Address .....Box 173
News Service .....UP
Membership ..... NARTB
General Manager.....D. T. Hunt

KSDN—Aberdeen—1948
ABC

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By.....Aberdeen News Co.
Address.....12 Third Ave.
Newspaper Affil. .....American-News
Representative .....Weed
Membership .....NARTB
President.....Henry J. Schmitt
Gen. Mgr., Pub. Director....Byron McElligott
Commercial Manager.....Russa Osborne
Program Director.....E. C. Pieplow
Chief Engineer.....George Crocker

KBRK—Brookings—1955
KBS

Frequency: 1430 Kc.....Power: 500 Watts
Owned-Oper By.....Brookings Bcstg. Co.
Address.....Northwest Bank Bldg.
News Service .....AP
Transcription Service .....World
Pres., Sales Mgr., Prog. Dir., Chief Eng.
Robert Reimers
Gen., Comm. Mgr.....E. C. Stangland
Pub. Dir.....Eugene Platek

KDSJ—Deadwood—1946

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Oper. By....John, Eli & Harry Daniels
Address .....745 Main
Station Rep. .....Holman
Membership ..... NARTB
News Service .....UP
Gen., Bus. Manager.....Harry Daniels

KIJV—Huron—1947
NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..James Valley Bcstg. Co., Inc.
Bus.-Studio Address.....1726 Dakota St.
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB
Manager.....Max F. Staley
Comm. Manager.....Dwight Coursey

KORN—Mitchell—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Mitchell Bcstg. Assn.
Bus.-Studio Address.....217-219 N. Main
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NARTB
Pres., Gen., Sta. Mgr., Prog. Dir...R. V. Eppel
Comm., Sales Prom. Mgr.....M. Johnson
Chief Engineer.....J. R. Doherty

KGFX—Pierre—1916—KBS

Frequency: 630 Kc.....Power: 200 Watts d.
Owned-Oper. By.....Estate of Dana McNeil
Bus.-Studio Address.....203 W. Summit Ave.
News Service .....UP
Pres., Gen., Comm., Prom. Mgr., Prog., Pub. Dir. .....Ida A. McNeil
Chief Engineer.....Hugo Conrath, Jr.

KOTA—Rapid City—1936
CBS-KBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Oper. By ....Black Hills Bctsg. Co. of Rapid City
Business Address .....1819 W. St. Joe St.
News Service.....UP, AP
Representative .....Headley-Reed
Transcription Service .....Capitol
Membership .....NARTB, RAB
President, Gen. Mgr.....Helen S. Duhamel
Sales Prom. Mgr.....Jack A. Crowley
Prog., Pub. Dir.....Abner H. George
Business Manager.....William F. Turner
Farm, Ranch Dir.....Gene Taylor
Chief Eng.....Robert Musfeldt

KRSD—Rapid City—1953

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Heart of the Black Hills
Address.....P. O. Box 609
News Service .....UP
Trans. Ser. .....Thesaurus
General Manager.....Eli Daniels

KELO—Sioux Falls—1937
NBC

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By.....Midcontinent Bcstg. Co.
Bus.-Studio Addres.....Phillips Ave.—8th St.
News Service .....UP, AP
Transcription Service .....Capitol
Representative..H-R Reps., Bulmer & Johnson
Membership .....NARTB, RAB
President .....Joe Floyd
Gen., Comm. Manager.....Evans Nord
Program Director.....Will Carlson
Publicity Director.....Jim Molohon
Chief Engineer.....Lester Froke

KIHO—Sioux Falls—1948
MBS

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By.....Ware Bcstg. Corp.
Address .....218 South Main Ave.
News Service .....UP
Representative ..... Pearson
Trans. Ser. .....World
Pres., Gen. Mgr.....Les Ware

Sta., Comm. Mgr.....Ben Butler
Pub. Director.....Lloyd Revier
Chief Eng.....Ralph Maples

KISD—Sioux Falls—1948 KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KISD, Inc.
Bus.-Studio Address.....3631 W. 12 St.
News Service .....AP
Station Representative .....Cooke
Membership .....NARTB
Pres., Gen. Mgr., Prog. Dir.....Verl Thompson
Comm. Manager.....Roland Phillip
Sls. Prom. Manager.....Vyrne Linton
Publicity Director.....Vi Overby
Chief Engineer.....Dick Perry

KSOO—Sioux Falls—1927 ABC

Freq.: 1140 Kc.....Power: 10 Kw. d., 5 Kw. n.
Owned-Oper. By.Sioux Falls Bcstg. Asso., Inc.
Address.....317 S. Phillips Ave.
News Service .....AP
Membership .....NARTB
Station Representative.....Avery-Knodel,Inc.
President .....Morton Henkin
Vice Pres.....George R. Hahn
Comm. Mgr.....Orrin Melton
Prog. Dir.....Ray Loftesness
Chief Engineer.....Max E. Pierce

KWAT—Watertown—1940 MBS

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By..Midland Natl. Life Ins. Co.
Address ..... Watertown
News Service .....AP
Transc. Service .....Standard, World
Representative .....Gill-Perna
Membership .....NARTB, RAB
President.....H. Smith Hagen
Gen., Sta., Comm. Mgr.....Ross E. Case
Program Director.....Gene Branter
Sales Prom. Mgr.....B. J. Kinney
Pub. Director.....Rich Petershagen
Chief Engineer.....Francis Alwin

KYNT—Yankton—1955—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Yankton Bcstg. Co.
Address .....214½ W. 3rd St.
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB
President.....William M. Smith
Gen. Mgr., Exec. V.P.....William E. Johnson
Prog. Dir.....Lloyd Grant
Chief Engineer.....James Cope

WNAX—Yankton—1922—CBS

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....Cowles Bcstg. Co.
Bus.-Studio Address.....3rd & Mulberry Sts.
Newspaper Affil.....Des Moines Register & Tribune, Minn. Star Tribune
News Service .....AP, UP
Transc. Service.....Lang-Worth, Capitol, Cole
Representative .....Katz
Membership .....NARTB, RAB
President.....Luther L. Hill
General Manager.....Donald D. Sullivan
Asst. Manager.....Chris Mack
Commercial Manager.....Nick Bolton
Prom. Mgr., Pub. Dir.....George Greenwood
Program Director.....Roland Peterson
Chief Engineer.....Clifton M. Todd

Tennessee

Pop. March 1 (Est.) 3,494,000—Families 954,000
Radio Homes 905,000—TV Homes 647,000—Stations in State 87

WLAR—Athens—1946 KBS-MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Athens Bcstg. Co.
Business-Studio Address .....Athens
News Service .....UP
Newspaper Affil.....Daily Post-Athehian
Transcription Service....Thesaurus, Keystone
President.....Lowell F. Arterburn
Gen., Comm. Mgr.....Buell J. Charles
Program Director.....William P. Atkins
Chief Engineer.....Andrew Bates

WOPI—Bristol—1929—NBC

(See Also Bristol, Va.)

Frequency: 1490 Kc.....Power: 250 Watts
Owned.Radiophone Bcstg. Station, WOPI, Inc.
Address....Easley-Wright Bldg., 310 State St.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
Membership .....NARTB, RAB
Pres., Gen. Manager.....W. A. Wilson
Commercial Mgr.....James C. Wilson

WHLP—Centerville—1955 KBS

Frequency: 1570 Kc.....Power: 1000 Watts
Owned.....Tri-County Broadcasting Corp.
News Service .....UP
Representative .....Hil F. Best
Membership .....NARTB, RAB
President.....J. Gil Thompson
Gen., Sta., Prom. Mgr.....Earl Carney
Comm. Mgr., Prog. Dir.....John C. Kerr
Publicity Director.....Louise McCaleb
Chief Engineer.....J. W. Chessor

WAGC—Chattanooga—1946
MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WAGC Bcstg. Co.
Address .....Hotel Patten
News Service .....AP
Representative .....Jim Ayres
Membership .....NARTB, RAB
Pres.....P. F. Furlow
Gen., Sta. Mgr.....Cliff W. Bowers
Sales Mgr.....Barton T. Fellowes
Prog. Dir.....Harry Edelstein
Chief Engineer .....George McMurtrie

WAPO—Chattanooga—1934
ABC

Frequency: 1150 Kc.. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....WAPO Bcstg. Service
Business-Studio Address.....Read House
News Service .....UP
Transcription Service .....Thesaurus
Representative .....H-R Reps.
Pres., Gen. Mgr.....Ramon Patterson
Comm. Mgr.....Walter Stamper

WDEF—Chattanooga—1941
NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Oper. By.....WDEF Bcstg. Co.
Bus.-Studio Address.....425 Volunteer Bldg.
News Service .....UP
Transcription Service .....Capitol
Representative .....Branham
Membership .....NARTB, RAB
President.....Carter M. Parham
Gen. Sta. Comm. Mgr.....Ken Flenniken
Pub., Prog. Director.....Kenn Early
Chief Engineer.....B. C. Baker

WDOD—Chattanooga—1925
CBS

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By.....WDOD Bcstg. Corp.
Address.....Hamilton Natl. Bank Bldg.
News Service.....AP
Transcription Service .....Standard, World
Representative.....Paul H. Raymer
President, Gen. Mgr.....Earl W. Winger
General Manager.....Norman A. Thomas
Gen. Sales Mgr.....Bryan J. Bush
Program Director.....Earnest Feagans

WDXB—Chattanooga—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....French, Inc.
Representative .....Forjoe
News Service .....INS
Pres.....Stephen C. French

WMFS—Chattanooga—1951

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WMFS, Inc.
Address.....835 McCallie Ave.
Representative .....Pearson
Pres., Gen. Mgr.....B. F. J. Timm
Sls. Prom. Manager.....Alan Burke
Sta., Comm. Mgr., Prog., Pub. Dir.....F. Webb
Chief Eng.....Glenn Channells

WMCH—Church Hill—1954

Frequency: 1260.....Power: 1000 Watts
Owned-Oper. By.....Twin Cities Bcstg.
Address ..... P. O. Box 4
News Service .....AP
President.....Thales E. Wallace
Comm. Manager.....F. R. Gentry

WDXN—Clarksville—1954

Frequency: 540 Kc.....Power: 250 Watts
Owned.....Clarksville Bcstg. Co., Inc.
Address .....Bailey Bldg.
News Service .....UP
Representative .....Burns-Smith
Gen., Comm. Manager.....J. M. Cecil
Sta. Mgr., Prog. Dir., Ch. Eng....J. McDonough

WJZM—Clarksville—1941
MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Campbell & Shaftall
Business-Studio Address.....411 Madison St.
News Service .....AP
Transcription Service.....Thesaurus
Membership .....NARTB, RAB
Representative ..... Rambeau
Pres., Gen. Manager.....J. Parry Sheftall
Sta. Mgr., Chief Eng.....John Bailey
Program Director.....Ernest Simmons
Publicity Director.....William Brittain
Commercial Manager.....Charles Malone
Sls. Prom. Mgr.....John Berwind

WBAC—Cleveland—1945
MBS

Frequency: 1340 Kc.....Power: 250 Watts
Own.-Oper. By.....Fitch & Kile, Inc.
Business-Studio Address....180 Central Ave.
News Service .....UP
Rep. .....Dora-Clayton, Gill-Perna
Pres., Gen., Sta. Mgr.....Thad E. Fitch
Comm., Sls. Prom. Mgr.....Bland Sells
Prog., Pub. Director.....Paul Kirksey
Chief Engineer.....William D. Stuart

WKRM—Columbia—1946
MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Middle Tenn. Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address..P. O. Box 71
News Service .....AP
Transcription Service .....World, Thesaurus
Representative ..... Walker
Membership .....NARTB, RAB
Pres., Gen.-Sta. Mgr.....R. M. McKay, Jr.
Sls. Prom., Comm. Mgr.....Mel Dugger
Prog., Pub. Director.....Jim Keiran
Chief Engineer .....Cameron McKay

WHUB—Cookeville—1940
CBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WHUB, Inc.
Bus.-Studio Address .....Cookeville
News Service .....UP
Representative.....Continental Radio Sales
Membership .....NARTB, RAB
Pres., General Manager.....M. L. Medley
Sta. Mgr.....Stacey Mott
Prog. Dir.....John H. Carr
Chief Engineer.....Claude Haston

WKBL—Covington—1954

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned...Tipton County Broadcasting Co., Inc.
Address .....Roper Building
News Service .....AP
Pres., Gen. Mgr.....Ken Sparks
Sta. Mgr., Ch. Eng.....Bill Hoffman
Comm., Sales Prom. Mgr.....Jack Whitehorn
Program Director.....Bill Hazlerig
Publicity Director.....Dick Akers

WAEW—Crossville—1952
KBS

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Oper. By.....WAEW, Inc.
Address.....P. O. Box 278
News Service .....UP
Membership .....RAB
President, Gen. Mgr.....Arthur Wilkerson
V.P., Secretary.....Evelyn Wynn
Comm., Sta. Manager.....Clarence Stinnett

WDKN—Dickson—1955—KBS

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Dickson Co. Bcstg. Inc.
Address .....Box 71
News Service .....AP
Membership .....RAB
Pres., Gen., Sta. Mgr.....W. Potts
Comm., Sls. Prom. Mgr.....Warren Medley
Program Director.....Howell Smith
Chief Engineer.....Richard D. Essner

WDSG—Dyersburg—1946
MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....State Gazette Bcstg. Co.
Address ..... Box 58
Transcription Service .....World
News Service .....AP
Gen. Mgr., V.P.....Robert W. Ward

WBEJ—Elizabethton—1946
MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned .....WBEJ, Inc.
Business-Studio Address.....626½ Elk Ave.
Representative .....Dora-Clayton, Gill-Perna
News Service .....UP
Pres.....R. W. Turrentine, Jr.
Gen., Sta. Mgr.....William E. Hale
Comm. Mgr.....James P. Austin
Program Director.....Harold Henley
Chief Engineer.....Lynn R. Williams

WCPH—Etowah—1955

Frequency: 1220 Kc.....Power: 1 Kw., d.
Owned-Oper. By.....Morgan Bcstg. Co.
Address.....109 9th St.
Transcription .....World
Representative.....Hil F. Best
President, Gen. Mgr.....H. J. Morgan

WEKR—Fayetteville—1948
MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Fayetteville Bcstg. Co.
Business-Studio Address.....Box 625
News Service .....AP
Trans. Ser. .....Thesaurus
Membership .....NARTB, RAB
President.....John R. Crowder
General Manager.....James Porter Clark
Station Manager.....Jim Tate
Program Director.....Teddy Barnes
Chief Engineer.....Ernest Tucker

WAGG—Franklin—1953

Frequency: 950 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Williamson County Bcstg.
Address .....Mallory Rd.
News Service .....AP
President .....William Ormes
Gen. Mgr., Ch. Engineer.....Ellis F. Jones, Jr.

WHIN—Gallafin—1948

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Sumner County Bcstg. Co.
News Service .....UP
Transcription .....Capitol
Membership ..... NARTB
Gen. Mgr., Prog. Dir.....J. B. Thomas
Commercial Manager.....Charles Brewer

WGRV—Greeneville—1947
MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Greeneville, Inc.
Address .....Radio Bldg.
News Service .....UP
Manager .....Paul Metcalfe
Commercial Manager.....Hugh Pickel

WHBT—Harriman—1946—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Folkways Bcstg. Co., Inc.
Address.....Devonia & Crescent
News Service .....AP
Transcription Service.....Thesaurus
Representative .....Continental
Pres., Gen. Mgr.....William R. McDaniel

WIRJ—Humboldt—1949
KBS

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By....Gibson Co. Bcstg. Co., Inc.
Address.....210 N. 22nd Ave.
News Service .....AP
Newspaper Affil. .....Courier-Chronicle
President .....J. F. Warmath
Gen., Sta. Mr.....Howard E. Byrum
Comm., Sls. Prom. Mgr.....Carroll Wilson
Prog. Director.....Bill Carter
Chief Engineer.....Claude Bolton

WDXI—Jackson—1948
MBS

Freq.: 1310 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Dixie Bcstg. Co.
Business-Studio Address.....Box 391
News Service .....UP
Transcription Service .....World
Representative .....Headley-Reed
Membership .....NARTB
Pres., Gen. Mgr.....Aaron B. Robinson
Sales Manager.....Jack Murphy

WJAK—Jackson—1955

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Oper. By....Jackson Broadcasting Co.
Address.....416 Poplar St.
News Service .....UP
Rep. .....Hil F. Best, Dora-Clayton
Membership ..... NARTB
Pres.....Dr. Alexander Leech
Station Director.....Robert Blow
Comm., Sales Mgr.....Gerald R. Beilke
Program Director.....Winston C. Martindale
Chief Eng.....Henry S. Lesh

WTJS—Jackson—1931—ABC

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Sun Publishing Co.
Bus.-Studio Address.....104 Baltimore St.
News Service .....AP
Newspaper Affil.....Jackson Sun
Transcription Service..... Thesaurus
Representative .....Branham
Membership .....NARTB, RAB
V.P., Gen. Mgr.....A. A. Stone
Manager.....Frank S. Proctor
Asst. Mgr.....L. R. Brooks
Program Director.....Vince Tapler
Chief Engineer.....James Ellzey

WETB—Johnson City—1947

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Press, Inc.
Business Address.....Press Bldg.
Representative .....McGillvra
Transcription Service .....World
News Service .....AP
Membership .....NARTB, RAB
President.....Carl A. Jones
Manager .....Arthur Kelsey

WJHL—Johnson City—1938
CBS

Freq.: 910 Kc.....Power: 5 Kw. d., 1 Kw. n.
208——RADIO STATIONS—R.A.
Owned-Operated By.....WJHL, Inc.
Business-Studio Address.....145 W. Main St.
News Service .....AP, UP
Representative.....John E. Pearson
Membership .....NARTB
Pres., Gen. Mgr.....W. H. Lancaster, Jr.
Program Director.....Herbert Howard
Sta., Comm. Mgr.....K. Marsh
Sls. Prom. Mgr., Pub. Dir.....W. E. McDonald
Spvr. Engineer.....Rolland Medlar

WKIN—Kingsport—1951

Frequency: 1320 Kc.....Power: 5000 Watts
Owned & Operated.....WKIN, Inc.
Address.....Market & Wexler Sts.
News Service..... AP
Transcription Service..... World
Membership .....NARTB
Representative .....Walker
Pres., Gen. Mgr.....Cy N. Bahakel
Sta., Prom. Manager.....Phil Bahakel

WKPT—Kingsport—1940
NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Kingsport Bcstg. Co., Inc.
Business-Studio Address....222 Commerce St.
News Service .....AP
Transcription Service.....Thesaurus
Representative ..... Burn-Smith
Membership .....NARTB, RAB
President.....C. P. Edwards, Jr.
Gen., Sta. Manager.....Paul L. Overbay
Commercial Mgr.....Phil Weaver
Program Dir.....Martin Karant
Chief Engineer.....Thomas Phillips

WBIR—Knoxville—1941
ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station WBIR, Inc.
Business-Studio Address.....618 S. Gay St.
News Service .....UP
Transcription ..... Thesaurus
Representative ..... Gill-Perna
Membership .....NARTB, RAB
President, Manager.....John P. Hart
Station, Comm. Mgr.....Robert F. John
Program Director.....Robert Agee
Publicity Director.....Mrs. Gloria Fisher
Chief Engineer.....J. Rex Horton

WIVK—Knoxville—1953

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Dick Bcstg. Co.
Address.....319 N. Gay Street
Representative .....Forjoe, Dora-Clayton
Membership.....NARTB, RAB
Pres., Gen., Sta., Sls. Prom. Mgr.....J. A. Dick

WKGN—Knoxville—1947
MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WKGN Inc.
Bus.-Studio Address.....Box 1750
News Service .....AP
Station Representative .....Rambeau
Membership.....NARTB, RAB
Gen., Sta., Prog. Dir.....Guy L. Smith, III
Comm. Manager.....Glynn Theg
Chief Engineer.....Robert Goodman

WKXV—Knoxville—1953
KBS

Frequency: 900 Kc.....Power: 1000 Watts
Owner.....Knoxville Ra-Tel., Inc.
Address.....411½ W. Main St.
Representative .....Stars National
General Mgr.....H. Scott Killgore
Comm. Manager.....Marvin Thompson
Office Manager.....Mrs. Willie Day

WNOX—Knoxville—1921
CBS

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Oper. By..Scripps-Howard Radio, Inc.
Address.....4400 Whittle Springs Rd. N. E.
Newspaper Affiliation.....News Sentinel
News Service .....UP
Transcription Service .....Standard
Representative .....John Blair
Membership .....NARTB, RAB
President.....Jack R. Howard
Gen., Sta. Manager.....R. B. Westergaard
Publicity Director.....Gene Miller
Comm., Sts. Prom. Mgr.....O. L. Smith
Prog. Director.....C. A. McMahon
Chief Engineer.....Ray Evans

WATE—Knoxville—1927
NBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Oper. By.....WATE, Inc.
Business-Studio Address.....612 Gay St.
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NARTB, RAB
President .....Paul Mountcastle
Gen., Sta. Mgr.....W. H. Linebaugh
Commercial Manager.....J. T. McCloud
Program Dir.....Wayne Hudson
Sales Prom. Mgr., Pub. Dir.....Carl Hustex
Chief Engineer.....Fred Andrews

WLAF—Lafollette—1953
MBS-KBS

Frequency: 1450 Kc.....Power: 100 Watts
Owner.....LaFollette Bcstg. Co.
Address .....Piedmont Hotel
News Service .....AP
Transcription Service .....World
Gen. Mgr., Chief Eng.....Marvin L. Paul
Commercial Manager.....John H. Farmer

WDXE—Lawrenceburg—1951

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Lawrenceburg Bcstg. Co.
Address .....Locke Bldg.
News Service .....UP
Trans. Ser. .....World
Representative .....Headley-Reed
President.....Aaron B. Robinson
Gen., Sales Prom. Mgr.....Ken Marston
Comm. Mgr.....Bud Sawyer
Program Director.....Bryan F. Bellar
Publicity Director.....Frances Baxter
Chief Engineer.....Phil Kemper

WCOR—Lebanon—1949—KBS

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Operated By...Lebanon Bcstg. Co., Inc.
Address.....P. O. Box 300
News Service .....AP
Pres., Sta. Mgr.....Theo. F. Ezell, Jr.
Commercial Manager.....Jack Hendrickson
Program Director.....Walter Dillard
Chief Engineer.....William Johnston

WLIL—Lenoir City—1950
KBS

Frequency: 730 Kc.....Power: 1000 Watts d.
Owner .....WLIL, Inc.
Address.....P. O. Box 151
News Service .....UP
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....Arthur Wilkerson
V.P., Office Mgr.....Mrs. Evelyn Wynn
Commercial Manager.....Tommy Tuck

WJJM—Lewisburg—1947
MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Louis D. Lingner
Address .....East Hill
Trans. Ser. .....World
News Service .....AP
Representative.....Hil F. Best
Membership .....NARTB
Station Manager.....Bob Davidson

WDXL—Lexington—1954
KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Lexington Bcstg. Co.
Address.....Broad & Church
News Service .....UP
Station Representative..... Headley-Reed
General Manager.....Neal B. Bunn
Comm. Mgr., Chief Eng.....B. L. Enochs
Sales Prom. Mgr., Prog. Dir.....J. Williams

WGAP—Maryville—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Aluminum Cities Bcstg. Co.
Address .....318 Court St.

Membership .....NARTB, RAB
News Service .....AP
Transcription Service.....Thesaurus, World
Representative .....Hil F. Best
General Manager.....F. H. Corbett
Commercial Manager.....Horace McGill
Prog. Dir.....Ken D. Kribbs
Publicity Director.....Ken Johnson
Chief Engineer.....Henry McDonald, Jr.

WHDM—McKenzie—1954

Frequency: 1440 Kc.....Power: 500 Watts
Owned.....Tri-County Bcstg. Co., Inc.
Address.....P. O. Box 188
News Service .....AP
Trans. Ser. .....Thesaurus
Station Rep. .....Clark
Pres., Gen. Mgr.....Earl S. Nolting
Sec'y.-Treas. .....Gladys Nolting
Sta. Mgr., Prog. Dir.....Lance Beard
Comm. Manager.....Irene Morgan
Chief Engineer.....Martin Dill

WBMC—McMinnville—1955

Frequency: 960 Kc.....Power: 500 Watts
Owned-Oper....Cumberland Valley Bcstg. Co.
Address .....Box 270
News Service .....AP
Transcription Service .....Thesaurus
President.....Dr. W. W. Davis
General Manager.....Franklin H. Brown
Program Director.....James R. Eastman
Chief Engineer.....Roy E. Pearsall

WMMT—McMinnville—1947
MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..McMinnville Brdg. Co., Inc.
Address.....N. Chancery St.
News Service .....UP
Transcription .....World
General Manager.....Royce E. Richards

KWEM—Memphis—1946

Frequency: 990 Kc.....Power: 1000 Watts
Owned-Operated By.....KWEM, Inc.
Address .....Box 142
Representatives .....Stars National
Chairman, Board.....E. D. Rivers, Jr.
President.....W. H. Keller, Jr.
Manager.....Vincent L. Randolph

WLOK—Memphis—1951

Frequency: 1480 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....WLOK, Inc.
Address .....378 Beale St.
Rep.....Dora-Clayton, Forjoe, Clayton-Cosse
Pres. .....Jules Paglin
Gen., Sta., Comm. Mgr.....Eugene P. Weil
Chief Engineer.....William Jones

WDIA—Memphis—1947

Freq.: 1070 Kc.....Power: 50 Kw. d., 5 Kw. n.
Owned By.....Bluff City Bcstg. Co.
Business-Studio Address.....2074 Union Ave.
News Service .....UP
Representative .....Pearson
Membership .....RAB, NARTB
Pres.....John R. Pepper
General Manager.....Bert Ferguson
Commercial Manager.....Harold F. Walker

WHBQ—Memphis—1925
MBS-ABC

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By.....RKO Teleradio Pictures
Bus.-Studio Address.....Hotel Chisca
News Service .....UP
Representative .....H-R
Membership .....RAB
President.....Thomas F. O'Neil
Gen., Sta. Mgr.....John Cleghorn
Comm. Mgr.....Max Michel, Jr.
Prog. Director.....Charles Sullivan
Sales Service Mgr.....Jack Starr
Publicity Diretcor.....Gene Roper
Chief Engineer.....Welton Roy

WHER—Memphis—1955

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....Tri-State Bcstg. Service
Address.....972 S. Third St.
News Service .....UP
President.....Sam C. Phillips
Assistant Manager.....Dotty Abbott
Commercial Manager.....Bob Rodgers

WHHM—Memphis—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Mid-South Bcstg. Corp.
Business-Studio Address....930 Madison Ave.
News Service .....UP
Reps.....A. Young; C. Melville, J. S. Ayres
Membership .....RAB, NARTB
President.....P. E. Furlow
General Manager.....C. K. Beaver
Program Director.....Jay Black
Commercial Manager.....Allan Avery
Chief Engineer.....William Marsh

WMC—Memphis—1923—NBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....Memphis Publishing Co.
Business-Studio Address.....Third & Madison
News. Affil.....Memphis Pub. Co.
News Service .....UP
Representative .....John Blair
Membership .....NARTB, RAB
President .....Enoch Brown
General Manager.....H. W. Slavick
Station Manager.....Stan Torgerson
Sales Mgr.....Ray Gill
Program Director.....Harlan Judkins
Comm. Mgr.....Boone Nevin
Pub. Director.....Walter E. Frase
Chief Engineer.....E. C. Frase, Jr.

WMPS—Memphis—1925

Freq.: 680 Kc.....Power: 10 Kw. d.; 5 Kw. n.
Owned-Operated By.....WMPS, Inc.

Business-Studio Address.....112 Union Ave.
News Service .....UP
Transcription Service.....Standard, World
Representative .....Radio-TV Representatives
Membership .....NARTB
Pres., Gen. Mgr.....Harold R. Krelstein
Sta., Sls. Prom. Mgr.....Charles De Vois
Program Dir.....Gene Plumstead
Chief Engineer.....J. G. Deaderick

WREC—Memphis—1922—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....WREC Bcstg. Service
Business-Studio Address.....Hotel Peabody
News Service .....UP
Transcription Service.....Lang-Worth
Membership ..... NARTB
Representative .....Katz
Owner, General Manager....Hoyt B. Wooten
Commercial Manager.....Hollis R. Wooten
Program Director.....Jack Michael
Chief Engineer.....Wilson Raney

WKBJ—Milan—1955

Frequency: 1600 Kc.....Power: 1000 Watts
Owned.....West Tennessee Bcstg. Co.
Address ..... Milan
News Service .....AP
President .....Ben Ivey King
Gen., Station Mgr.....Jack Merrill
Sales Prom. Mgr.....W. G. Denney
Prog. Director.....Billy J. Haney
Chief Engineer.....Bill Markham

WCRK—Morristown—1947 MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Cherokee Bcstg. Corp.
Bus.-Studio-Transmitter Address..Radio Center
News Service .....AP
Trans. Ser. .....World
Representative .....Hal Holman
Membership .....NARTB
General Manager.....Howell Ashford

WGNS—Murfreesboro—1946 KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....WGNS, Inc.
Address .....Box 456
News Service .....AP
Representative .....Holman
Trans. Ser. .....Thesaurus
Membership .....NARTB
President, Gen. Mgr.....Cecil Elrod, Jr.
Sta. Mgr.....Betty Tenpenny
Comm. Mgr.....Joe Clayton
Sales Prom. Mgr.....Joe Overton
Prog. Director.....Bill Stamps
Publicity Director.....Hal Christenson
Chief Engineer.....William Dunn

WMTS—Murfreesboro—1953

Frequency: 860 Kc.....Power: 250 Watts
Owned.....Arthur D. Smith, Jr.
Address.....112 N. W. Broad St.
Trans. Service.....Standard, World
News Service .....UP
President, Gen. Mgr.....A. D. Smith, Jr.
Sls. Prom., Sta. Mgr.....Virgil Trimm
Commercial Mgr.....Charles Snoddy
Sales Prom. Mgr. .....Clyde Major
Prog. Dir. .....John Hood
Pub. Dir. .....Mable Brock
Chief Eng. .....John Wade

WKDA—Nashville—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Capitol Bcstg. Co.
Address.....American Natl. Bank Bldg.
Representative .....Stars National, Inc.
News Service .....AP
Trans. .....Capitol, Standard
Membership .....NARTB, RAB
President.....John W. Kluge
V. P., Gen., Sta., Comm., Sales Prom. Mgr., Pub. Dir. .....Harvey L. Glascock
Prog. Director.....Charles F. Walker
Chief Engineer.....Oscar C. Griffin, Jr.

WLAC—Nashville—1926 CBS

Frequency: 1510 Kc.....Power: 50,000 Watts
Owned..Life & Casualty Insurance Co., Tenn.
Bus.-Studio Address....Third Natl. Bank Bldg.
Transcription Service .....Thesaurus
Representative .....Katz
Membership ..... NARTB, RAB
V. P., Gen. Mgr. .....F. C. Sowell
Commercial Manager.....E. G. Blackman
Promotion Manager.....Thrace Warren
Program Director.....Paul Oliphant
Chief Engineer.....F. D. Binns

WMAK—Nashville—1948

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By....Volunteer State Bcstg. Co.
Address.....Maxwell House Hotel
Station Rep.....Broadcast Time Sales, Ayers
News Service .....UP
President.....Howard D. Steere
Comm., Sales Prom. Mgr....Blackstone Dozier
Gen., Sta. Mgr., Prog. Dir.....Robert Lyons
Pub. Dir.....Dave Steere
Chief Eng.....Homer Cole

WNAH—Nashville—1949 MBS-KBS

Frequency: 1360 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Hermitage Bcstg. Corp.
Address.....James Robertson Hotel
News Service .....UP
Representative .....Continental
Pres., Gen., Comm. Mgr.....Van T. Irwin, Jr.
Comm. Manager.....Herman Rippy
Program Director.....Dave Lyman
Pub. Dir.....William Connor
Chief Engineer.....Harold Woodard

WSIX—Nashville—1927 ABC

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....WSIX, Inc.
Address .....Nashville Trust Building
News Service .....AP
Station Representative..George P. Hollingbery
Membership .....NARTB
Pres., Gen. Mgr.....R. D. Stanford, Jr.
Comm. Mgr., Prom Mgr.....John M. Savage
Program Director.....Bob Larimer
Chief Engineer .....Charles R. Duke

WSM—Nashville—1925—NBC

Frequency: 650 Kc.....Power: 50,000 Watts
Owned-Operated By..Nat'l Life & Acc. Ins. Co.
Bus.-Studio Address.....7th & Union
News Service.....AP, INS, UP
Representative .....John Blair
Membership.....RAB, NARTB
Chairman of Board.....E. W. Craig
President.....John H. DeWitt, Jr.
V. P., Tech. Dir.....George Reynolds
Commercial Manager.....Irving C. Waugh
Sales Manager.....Bob Cooper
Dir. of Publicity.....Harrianne Moore
Program Director.....Jack Stapp
Chief Engineer.....Carl Jenkins

WSOK—Nashville—1951

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned-Operated By....Robert W. Rounsaville
Address.....400 Davidson St.
News Service.....AP
Representative .....Gill-Perna, Dora-Clayton
Pres., Gen. Mgr.....Robert W. Rounsaville

WLIK—Newport—1954—KBS

Frequency: 1270 Kc.....Power: 5 Kw.
Owned .....WLIK, Inc.
Address.....P. O. Box 270
News Service .....UP
Membership .....RAB
President, Gen. Mgr.....Arthur Wilkerson
V.P., Sta., Comm. Mgr.....Ira B. Crisp

WATO—Oak Ridge—1948 MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WATO, Inc.
Address.....253 Main St., E.
News Service .....AP
Transcription Service .....World
Representative .....Clarke Brown
General Manager.....Sam Thrower
Program Director.....Harry Deitrick
Comm. Manager.....Samuel P. Thrower, Jr.

WOKE—Oak Ridge—1951 KBS

Freq.: 1290 Kc...Power: 1000 W. d., 500 W. n.
Owned-Oper. By.....Air Mart Corp.
Address .....Box 2017
News Service .....AP
Representative.....Hil F. Best
General, Sales Manager..Owen J. McReynolds
Program Director.....Charles D. Pickel
Chief Engineer.....T. A. Lewis

WTPR—Paris—1947 KBS-MBS

Frequency: 710 Kc.....Power: 250 Watts d.
Owner.....Paris Bcstg. Co.
Address .....Davis Bldg.
News Service .....UP
Trans. Service..... World
Representative .....Headley-Reed
Membership .....NARTB
President, Gen. Mgr.....A. B. Robinson
Sta. Mgr., Prom. Mgr.....Will Coker
Commercial Manager.....D. A. Drumm
Prog., Pub. Dir.....Verne A. Brooks
Chief Engineer.....Don Somerville

WKSR—Pulaski—1947—ABC

Frequency: 1420 Kc.....Power: 1000 Watts
Owned.....Richland Broadcasting Co.
Address .....Radio Center
News Service .....UP
Transcription .....Thesaurus
Representative.....T. F. Clark
Membership .....NARTB
Pres., Gen., Sta. Mgr.....John R. Stephens
Commercial Manager.....Mrs. Alene Cane
Sales Prom. Mgr.....Mrs. John R. Stephens
Program Director.....George Martin
Publicity Director.....Nathan Street
Chief Engineer.....N. G. Morgan

WTRB—Ripley—1954—KBS

Frequency: 1570 Kc.....Power: 250 Watts
Owned.....West Tenn. Radio Bcstrs.
Address .....P. O. Box 302
News Service .....UP
Rep.....Hil F. Best
Partners....Hobson H. Daws, Harold L. Baker
Sta. Mgr.....Harold L. Baker
Gen., Comm., Sales Prom. Mgr., Pub. Dir.
Hobson H. Daws
Program Director.....Virginia Harrison
Chief Engr.....Harvey Inman

WRGS—Rogersville—1955

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Oper. By.....Rogersville Bcstg. Co.
Address .....Burem Pike
News Service .....UP
Transcription Service.....Thesaurus
Rep.....Hil F. Best
General Manager.....John E. Beal
Commercial Manager.....Charles W. Beal
Gen., Station Mgr.....George Beal
Pub. Dir., Prog. Dir., Chief Eng.....F. A. Berry

WORM—Savannah—1956

Frequency: 1010 Kc.....Power: 250 Watts
Owned.....Florence Broadcasting Co., Inc.
Address.....P. O. Box 368

News Service ..... AP
President ..... Joe T. Van Sandt
General Manager ..... Jack Pullen
Station Manager ..... Eddie Sharp

WSEV—Sevierville—1955

Frequency: 930 Kc. ..... Power: 1 Kw. d.
Owned-Oper. By .. Smoky Mountain Bcstg. Co.
Address ..... Box 192
News Service ..... UP
Representative ..... Wm. Rambeau Co.
Membership ..... RAB, NARTB
President ..... James McAfee
Gen., Sta., Comm. Mgr. ..... Clay Cline
Sales Promotion Mgr. ..... Frank Prater
Traffic Manager ..... Malcolm Hodges
Publicity Director ..... James Travis
Chief Engineer ..... Robert Carr

WHAL—Shelbyville—1946 MBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By .. Shelbyville Bcstg. Co., Inc.
Address ..... P. O. Box 241
News Service ..... UP
V.P., Gen. Mgr. ..... Charles Christian

WEPG—South Pittsburgh 1954

Frequency: 910 Kc. ..... Power: 500 Watts
Owned .. Marion County Broadcasting Service
Address ..... Railroad Street
News Service ..... UP
Transcription ..... World
President, Gen., Sta. Mgr. .. Eaton P. Govan, Jr.
Comm., Sales Prom. Mgr. ..... Hugh B. Patton
Prog., Pub. Dir. ..... Willard L. Howell
Chief Engineer ..... Richard Smith

WSMT—Sparta—1953

Frequency: 1050 Kc. .... Power: 1000 Watts d.
Owned-Oper. By ..... Sparta Bcstg. Co. Inc.
Address ..... Box 390
News Service ..... UP
Transcription ..... World
President ..... Sam J. Albritton
Gen., Sta. Comm., Sls. Prom. Prog. Dir.
B. L. Upchurch
Publicity Dir. ..... Virginia Upchurch
Chief Engineer ..... Gordon L. Moore

WDBL—Springfield—1950 KBS

Frequency: 1430 Kc. .... Power: 1000 Watts d.
Owned-Oper. By .... Springfield Bcstg. Co., Inc.
Address ..... P. O. Box 464
News Service ..... AP
Transcription Service ..... World
Membership ..... NARTB
Gen., Sta. Mgr. ..... Walter A. Duke
Comm., Mgr. ..... Bill Gray
Prog. Dir., Chief Eng. ..... Ann Duke

WDEH—Sweetwater—1955 KBS

Frequency: 800 Kcs. ..... Power: 500 Watts
Owned-Oper. By ..... WDEH, Inc.
Address ..... Highway 11
News Service ..... UP
Transcription ..... Thesaurus
Owner ..... F. L. Crowder
Manager ..... W. A. Mann
Commercial Manager ..... Lewis Penval
Program Director ..... Rhodes Robinson

WJIG—Tullahoma—1947

Frequency: 740 Kc. ..... Power: 250 Watts d.
Owned-Oper. By ..... Col. R L. Prescott, Jr.
Business Address ..... West End Drive
News Service ..... UP
Transcription Service ..... World
Gen. Mgr. ..... Col. R. L. Prescott, Jr.
Comm. Mgr. ..... Murray Chumbley
Sales Prom. Mgr. ..... Mary Prescott
Prog. Dir. ..... Bill Vanhook
Pub. Dir., Chief Eng. ..... Al Parsons

WENK—Union City—1946 MBS

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Operated By .. Union City Bcstg. Co.
Address ..... Clymer Furn. Bldg.
News Service ..... UP
Transcription Service ..... World
Representative ..... Headley-Reed
President., Gen. Mgr. ..... Aaron B. Robinson
Sta. Mgr., Comm. Mgr. .. Edwin F. Kallenberg, Jr.
Prog. Dir. ..... Virginia Osborne
Pub. Dir. ..... William King
Chief Engineer ..... Charles Holland

WCDT—Winchester—1948 ABC-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned .... Franklin County Radio & Bcstg. Co.
Address ..... P. O. Box 1103
News Service ..... UP
Transcription ..... World, Standard
President ..... Francis V. Frassrand
Gen., Comm., Prom. Mgr. .... Harry W. Sullivan
Program Director ..... James V. Webb, Jr.

KRBC—Abilene—1936—ABC

Freq.: 1470.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Abilene Radio & TV
Business Address.....4510 S. 14th St.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Paul H. Raymer
Membership .....NARTB, RAB
President, Gen. Mgr.....Dale Ackers
Station Manager.....Lloyd Barham
Comm., Sales Prom. Mgr.....Steve Cowan
Program Director.....Jim Ridgeway
Publicity Director.....Lynn Hall
Ch. Eng.....H. F. Ridgeway
Chief Engineer.....Troy Mallon

KWKC—Abilene—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Citizens Bcstg. Co.
Bus.-Studio Address.....25th & Butternut
News Service.....AP, UP
Transcription Service .....World
Rep.....Venard, Rintoul & McConnell, Melville
Membership .....NARTB
General Manager.....A. C. Etter

KBKI—Alice—1947

Frequency: 1070 Kc.....Power: 1000 Watts
Owned-Operated By.....Alice Bcstg. Co.
Business Address.....Box 731
News Service .....AP
Representative .....Pearson
Membership .....NARTB
General Manager.....Robert I. Grimes

KVLF—Alpine—1947
KBS-MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Big Bend Bcstrs.
Business Address .....Box 779
News Service .....UP
Representative.....Hil F. Best, Clark Brown
Pres., Gen., Sta., Comm. Mgr...Gene Hendryx
Program Director.....Phil Wayne
Chief Engineer.....Sherman Newsom

KAMQ—Amarillo—1947
MBS

Frequency: 1010 Kc.....Power: 5000 Watts d., 500 Watts n.
Owned....Top of Texas Broadcasting Co., Inc.
Address.....1301 Polk Street
News Service .....AP
Trans.....Thesaurus, Major Sound Effects
Representative .....Forjoe
President .....Hoyt Houck
General Manager.....Robert Houck
Sta., Comm., Prom. Mgr.....George Oliver
Prog., Pub. Dir.....Jerry Gardner
Chief Engineer.....Stewart Parsons

KFDA—Amarillo—1933
ABC-MBS

Fre.: 1440 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Amarillo Bcstg. Co., Inc.
Business-Studio Address.....Tee-Anchor Blvd.
News Service .....AP
Representative.....H-R, Brown
Membership .....RAB
President .....Gene L. Cagle
Station Manager.....Jim McClain
Sales Manager.....Doug Rains

KLYN—Amarillo—1947
CBS

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Oper. By.....Kenyon Brown
Address .....1014 West Seventh
Representative .....John Blair & Co.
Membership ..... NARTB, RAB
General Manager.....Willard L. Kline
Station Director.....Joe S. Ramay

KGNC—Amarillo—1922—NBC

Frequency: 710 Kc.....Power: 10,000 Watts
Owned-Oper. By ... Plains Radio Bdcstg. Co.
Address.....2000 N. Polk St.
News Service .....UP, AP
Newspaper Affil.....Globe-News
Transcription Service .....World
Representative .....Katz
Membership .....NARTB, RAB
President.....B. E. Walker
General Manager.....Wes Izzard
Business Manager.....Calvin Handy
Station Mgr.....Jack D. Liston
Asst. Gen. Mgr.....A. Jackson
Prog. Dir.....Bill Lane
Prom. Mgr., Pub. Dir.....Kin Raley
Chief Engineer.....W. H. Torrey

KRAY—Amarillo—1955

Frequency: 1360 Kc.....Power: 500 W., d.
Owned-Operated By.....R. D. Hollingsworth
Address.....233 Paramount Bldg.
News Service .....AP
Representative .....Melville
President.....R. D. Hollingsworth
General, Station Manager.....Don Hodges
Commercial Manager.....Doyle Henry
Program Director.....Fred Salmans

KZIP—Amarillo—1955

Frequency: 1310 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Panhandle Bcstg. Co.
Address.....808 Charlotte St.
Reps.....Broadcast Time Sales, Dora-Clayton
News Service .....AP
General Manager.....Ray Winkler
Comm. Manager.....Jess Richardson
Sales Manager.....Eric Ross

KACT—Andrews—1954

Frequency: 1360 Kc.....Power: 500 Watts

Owned-Oper. By.....Joseph E. Young
Address.....P. O. Box 638
News Service .....AP
Transcriptions .....World
Co.-Oner, Gen. Mgr., Ch. Eng.....J. E. Young
Promotion Manager.....J. Young
Sales Promotion Manager.....Weldon Kidd

KBUD—Athens—1948

Frequency: 1410 Kc.....Power: 250 Watts
Owned.....Henderson Cty. Bcstg. Co.
Address ..... Box 309
News Service .....UP
Gen. Mgr., Chief Eng.....J. B. McNutt, Jr.

KALT—Atlanta—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Ark-La-Tex Bcstg. Co.
Address .....Box 289
Transcription Service .....World
News Service .....AP
Representative.....Hil F. Best
President .....Herman H. Wommack, Jr.
Gen., Sta. Mgr., Chief Eng..David A. Wommack
Commercial Manager.....A. N. Dowd
Program Director.....George D. Womack
Publicity Director.....Jeane Wommack

KNOW—Austin—1927—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Pioneer Bcstg. Co., Inc.
Address.....520 Capital Nat. Bank Bldg.
News Service .....AP
Trans. Service .....Standard
Station Rep..... Avery-Knodel
Membership ..... NARTB
President .....Wendell Mayes
Gen., Sta. Mgr.....Louis R. Cook
Commercial Mgr.....M. H. Coleman
Program Dir.....Harvey R. Boyd
Chief Engineer.....J. E. Lewis

KTBC—Austin—1939—CBS

Freq.: 590 Kc...Power: 5000 W. d., 1000 W. n.
Owned-Oper. By.....The LBJ Company
Bus.-Studio Address.....P. O. Box 717
News Service .....UP
Representative ..... Raymer
Chairman of the Board....Claudia T. Johnson
Pres., Gen. Mgr.....J. C. Kellam
Sales Manager.....O. P. (Bob) Bobbitt
Sales Prom. Mgr.....Charles Brooks
Program Director.....Cactus Pryor
Pub. Dir.....Elmo Brown
Chief Engineer.....Ben Hearn

KTXN—Austin—1947

Frequency 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Station KTXN
Address ..... Box 1102
Rep.....Oakes, Clayton, O'Connell, National Time Sales
News Service .....UP
President.....Robert Pinkerton
V. P.....Ed Pool
Gen. Mgr.....W. Simpson
Merchand. Mgr.....Stanley Hudson
Program Director.....Juan Gilberto De Leon
Chief Engineer.....Buck Brown

KVET—Austin—1946—MBS

Frequency: 1300 Kc.....Power: 1 Kw., d.
Owned .....Austin Bcstg. Corp.
Address.....Box 1116
News Service .....UP
Representative .....Forjoe, Clarke Brown
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Willard Deason
Commercial Mgr.....H. W. Dunlop
Nat. Reg. Sales.....Dave Smith
Prog. Dir.....Glenn Brown
Chief Engineer.....Willis Morter

KRUN—Ballinger—1947 KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Runnels County Bcstg. Co.
Address ..... Box 351
News Service .....AP
Trans. Ser. .....World
Representative .....Best, Melville
General Manager.....R. F. McGarvey

KIOX—Bay City—1947 MBS

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By.....Bay City Bcstg. Co.
Business Address .....Box 1391
News Service .....UP
Representative .....Hil F. Best
President .....J. G. Long
Gen., Station Manager.....Harry L. Becker
Sls. Prom. Mgr., Comm. Mgr....Charles Arthur
Prog. Dir.....Jack D. Rhea
Pub. Dir.....John Nash
Cheif Eng.....Tom F. Lowe

KRCT—Baytown—1947 KBS

Frequency: 650 Kc.....Power: 250 Watts d.
Owned-Operated By.....Bay Bcstg. Co.
Address .....Box 629
News Service .....AP
Station Rep. .....Best
Membership .....NARTB
President.....W. D. Christmas
V. P., General Manager.....J. H. Touchstone
Treasurer.....Robert H. Jones
Secretary.....E. T. Wilson

KREL—Baytown—1947

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Tri-Cities Bcstg. Co.
Business Address.....Box 419
News Service .....UP
Representative.....Hil F. Best
President.....J. B. Blayton, Sr.
Vice President.....J. B. Blayton, Jr.
Station Manager.....Robert H. Brisendine
Sales Manager.....Zane P. Roden

KFDM—Beaumont—1924
ABC

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By ....Beaumont Bdcstg. Corp.
Address.....P. O. Box 2950
News Service .....UP
Transcription Service .....Lang-Worth
Representative.Peters, Griffin, Woodward, Inc.
Membership .....NARTB
President .....D. A. Cannan
Gen. Mgr.....C. B. Locke
Comm. Mgr.....Ed E. Carroll
Program Director.....Wes Wise
Publicity Director.....H. F. Caldwell
Chief Eng.....Harold W. Bartlett

KJET—Beaumont—1948

Frequency: 1380 Kc.....Power: 1 Kw.
Owned.....KPBX Bcstg. Corp.
Address .....P. O. Box 2673
News Service .....UP
Station Rep. .....Forjoe
Membership ..... NARTB
T anscription .....Capitol
V. P., Gen., Comm. Mgr.....Walter L. Rubens

KRIC—Beaumont—1938

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....The Enterprise Co.
Bus.-Studio-Trans. Address....3130 Blanchette
Newspaper Affiliation..."Enterprise", "Journal"
Representative .....Branham
News Service .....AP
Transcription .....World
V.P.....E. C. Davis
General Manager.....Al Tremble
Commercial Manager.....Tom Vaccarrello
Prog. Dir.....Gordon Clark

KTRM—Beaumont—1947

Frequency: 990 Kc.....Power: 1000 Watts
Owned-Operated By.....KTRM, Inc.
Business-Studio Address.....230 Orleans St.
Rep.....Adam Young, Clarke Brown
Pres., Gen. Mgr.....Jack Neil
Station Manager.....Roy D. Shotts

KIBL—Beeville—1949

Frequency: 1490 Kc.....Power: 250 Wts.,d. n.
Owned-Oper. By .....Bee Bdcstg. Co.
Address .....P. O. Box 650
News Service .....AP
Transcription Service .....World
Partners.....J. D., & V. L. Rossi
General Manager.....John D. Rossi
Station Manager.....James V. Rossi
Comm. Manager.....James M. Goodman
Prog. Dir.....William S. Bennett
Chief Engineer.....H. E. Bertram

KBST—Big Springs—1936
ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Big Spring Bcstg. Co.
Bus.-Studio Address.....702 Johnson St.
News Service .....AP
Representative .....Pearson
Trans. ..... Standard
Pres., Gen., Sta. Mgr., Comm. Mgr.
William J. Wallace
Sls. Prom., Pgr. Dir., Pub. Dir...J. N. Young, Jr.
Chief Engineer.....Andrew M. Jones

KTXC—Big Springs—1949
MBS-KBS

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Oper. By .....Big State Bdcstg. Co.
Address.....Big Spring City Park
Transcription Service .....World
News Service .....AP
Rep.....Hil F. Best, Clyde Melville
Membership .....NARTB
President, Gen. Mgr.....V. T. Anderson

KFYN—Bonham—1948

Frequency: 1420 Kc.....Power: 250 Watts d.
Owned-Oper.....Charles L. & Jessie Mae Cain
Bus.Studio Address.....903 E. Fourth St.
News Service .....UP
Transcription Service .....World
President, Gen. Mgr.....Charles Cain
Assistant Manager.....Jessie Mae Cain

KHUZ—Borger—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....KHUZ, Inc.
Business Address.....1431 Clayton St.
News Service .....UP
Transcription Service .....SESAC
Membership .....NARTB, RAB
President.....R. G. Hughes
Sta. Mgr., Prog., Pub. Dir.....Jack Roberts
Comm., Sls. Prom. Mgr...W. P. McLaughlin, Jr.
Chief Engineer.....Herman Kreiger

KNEL—Brady—1933—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Ruth Burns
Business-Studio Address.....Gibbons Bldg.
Representative.....Hil F. Best
President.....Gene M. Burns
Commercial Manager.....J. S. Sloane

KSTB—Breckenridge—1947

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Breckenridge
Business-Studio Address.....Miller Bldg.
News Service .....UP
Station Rep. .....Best
News, Affil. .....Hamilton Herald-News, Dublin Progress
Membership ..... NARTB
Transcription Service .....World
Gen. Mgr.....Coy Perry
Comm. Mgr.....Jim Miller
Chief Eng.....R. L. Smith

KWHI—Brenham—1947

Frequency: 1280 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....Tom S. Whitehead
Business Address.....108½ Main St.
Membership .....NARTB
Manager.....Tom S. Whitehead
Commercial Manager.....J. C. Price

KTFY—Brownfield—1949

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By .....Terry Cty. Bdcstg. Co.
Address .....Drawer 1032
News Service .....AP
Trans. Service.....Standard, Thesaurus
Membership .....NARTB
Representative .....Hil F. Best
Pres., Sta., Gen., Comm. Mgr...Mike A. Barrett
Assistant Manager.....Hal Roche
Program Director.....Crawford Taylor

KBOR—Brownsville—1949 ABC

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Brownsville Bcstg. Co.
Address.....Box 472
News Service .....AP
Trans. Service .....World, Thesaurus
Representative .....Best
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....M. J. Wilson
Commercial Manager.....Vance C. Wilson
Sales Prom. Mgr., Prog., Pub. Dir.....Bill Mack
Chief Engineer.....Willis A. Wilson

KBWD—Brownwood—1941 MBS

Freq.: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By.....Brown County Bcstg. Co.
Business-Studio Address....800 Hawkins St.
News Service .....AP
Representative .....Avery-Knodel
Transcription ..... World
Membership .....NARTB
Pres., Gen. Manager.....Wendell Mayes
Commercial Manager.....Bill Jamar

KEAN—Brownwood—1953

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Oper. By.....KEAN Radio Corp.
Address.....2220 Fisk Ave.
News Service .....AP
Transcription .....Lang-Worth
Representative ..... Best
President.....J. H. Childs
Manager .....Eddye Farren
Program Director.....Cile Farren

KORA—Bryan—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Bryan Bcstg. Co.
Bus.-Studio Address.....310 E. 25th St.
Station Rep..... Best
News Service .....INS
Trans.....World, SESAC
Membership ..... NARTB
Owner .....David C. Jones, Jr.
Comm. Manager..... .Mrs. Ambyr Buchanan
General Manager.....Mike Mistovich
Chief Eng.....James L. Harvey

KMIL—Cameron—1955

Frequency: 1330 Kc.....Power: 500 W., d.
Owned-Oper. By.....Milam Cty. Bcstg. Serv.
Address .....Box 432

KBEN—Carrizo Springs—1955

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Walter and Roy Herbort
Address.....104 S. 5th St.
News Service .....AP
General Manager.....Walter Herbort
Commercial Manager.....Roy W. Herbort

KGAS—Carthage—1955

Frequency: 1590 Kc.....Power: 1000 Watts
Owned.....Carthage Broadcasting Company
Address .....107½North St. Mary
News Service .....AP
Representative.....Hil F. Best
Co-Owner, General Manager...Thomas Alford
Co-Owner, Sta. Mgr., Prog. Dir.....F. E. Barr
Comm., Sales Prom. Mgr.....Bob Braziel
Publicity Director.....Calvin Hancock
Chief Engineer.....Don Runyon

KDET—Center—1949

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By..Center Bcstg. Co., Inc.
Address.....205 Austin St.
News Service .....UP
Transcription Service..... World
Representative.....Gill-Perna, Clarke Brown
Gen. Mgr.....Tom E. Foster
Sta., Comm. Mgr.....Jack Bell
Prog. Dir.....Mrs. Inez Brown
Chief Engineer.....Harlan Riley

KCTX—Childress—1947 MBS-KBS

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Oper. By..Golden West Bcstg. Co., Inc.
Bus.-Studio. Address.....200 Main St.
News Service .....AP
Transcription Service .....World
Representative.....Hil F. Best
President.....R. Malone Hagan
General Manager.....George E. Morey

KCAR—Clarksville—1955

Frequency: 1350 Kc.....Power: 500 Watts d.
Owned-Operated By.....Texo Bcstg. Co.
Address .....Box 609
Representative .....Best
News Service .....AP
Transcription .....World
Manager .....Robert Wagner
Comm. Manager.....Marion Wagner
Program Manager.....Bill Davis

KCLE—Cleburne—1947

Frequency: 1120 Kc.....Power: 250 Watts d.

Owned-Oper. By.....Marti, Inc.
Address.....919 N. Main
News Service .....AP
Representative.....Hil F. Best
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....George W. Marti
Commercial Mgr.....John Marti
Sales Prom. Mgr.....Frank H. Hardgrove
Program Director.....D'Voe Lee
Pub. Dir. .....Monroe Coston
Chief Engineer.....Walter C. Lacy

KVLB—Cleveland—1954

Frequency: 1410 Kc.....Power: 500 Watts
Owned-Oper. By.....Cleveland Bcstg. Co.
Address .....Box 487
Transcription .....Capitol
News Service .....AP
General Manager.....Harvard C. Bailes
Program Director.....Wally Wallington
Sales Manager.....H. C. Bailes

KSTA—Coleman—1947—KBS

Frequency: 1000 Kc.....Power: 250 Watts d.
Owned-Oper. By..Coleman County Bcstg. Co.
Business Address.....Box 432
News Service .....UP
Transcription Service .....World
Representative .....Melville
Manager .....Floyd Shelton
Comm. Manager.....Paul Johnson

WTAW—College Station—1922 KBS

Frequency:1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....A. & M. College of Tex.
Bus.-Studio Address .....College Station
News Service .....AP
Sta. Mgr.....Elsie Patranella
Commercial Manager...Chester A. O'Donnell
Sales Prom. Mgr.....Iris Bullard
Prog. Dir.....John Scogin
Chief Engineer.....Brent Mount

KVMC—Colorado City—1950 KBS

Frequency: 1320 Kc.....Power:1000 Watts d.
Owned.....Colo. City Bcstg. Co.
News Service .....AP
Trans. Ser. .....World
Representative .....Best
Membership ..... NARTB
Pres., General Manager.....Eldon Mahon
Sta., Sales Prom. Mgr., Prog., Pub. Dir.
Walter B. Grubbs
Comm. Mgr., Chief Eng.....P. A. Richardson

KMCO—Conroe—1951

Frequency: 900 Kc.....Power: 500 Watts d.
Owned.....Montgomery County Bcstg. Co.
Address.....324½ N. Main
News Service .....AP
Transcription ..... Standard
Rep. .....Hil F. Best

Membership ..... NARTB
President .....Reagan Smith
Prog. Dir.....James C. Dorrell
Gen., Sta., Comm., Mgr.....David L. Oglesby
Sls. Prom. Mgr.....Lee Meredith
Pub. Dir.....Hal Coley
Chief Engineer.....John W. Neathery, Jr.

KATR—Corpus Christi—1944

Frequency: 1030 Kc.....Power: 50 Kw. d.
Owned .....Broadcasters, Inc.
Address .....Box 898
Representative ..... Branham
News Service .....AP
Pres.....Glenn E. Alexander
Gen., Sales Prom. Mgr.....Harry H. Hayes
Sta. Mgr., Program Dir.....Edward W. Dunn
Comm. Mgr. .....Weldon Robinson
Pub. Dir.....Barbara Todd
Chief Engineer .....Paul Waller

KCCT—Corpus Christi—1954

Frequency: 1150 Kc.....Power: 1,000 Watts d.
Owned & Oper. By....International Radio Co.
Address.....403 South Staples
Representative.....O'Connell, Tracy Moore
News Service .....AP
President.....Dr. J. A. Garcia
Vice-President.....Dr. H. P. Garcia
Gen. Mgr., Chief Eng.....Mike Ferdin

KEYS—Corpus Christi—1941 CBS-MBS

Freq.: 1440 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Nueces Bcstg. Co.
Address.....P. O. Box 1460
Representative ..... Raymer
News Service .....UP
General Manager .....E. C. Hughes
Sta., Mgr.....Allan Dale
Comm. Mgr.....Bill Keck
Prog. Dir.....Alan Heacock
Chief Engineer.....Harold Griffith

KRIS—Corpus Christi—1927 NBC

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Gulf Coast Bcstg. Co.
Address.....P. O. Box 840
Representative.Peters, Griffin, Woodward, Inc.
Transcription .....Standard
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....T. Frank Smith
Commercial Manager.....William Elkner
Program Director.....Charles Nethery
Promotion Mgr.....T. F. Smith, Jr.

KSIX—Corpus Christi—1947 ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By Corpus Christi Bdstg. Co., Inc.
Address .....Show Room Bldg.
Representative.....Forjoe, Clarke Brown
News Service .....AP

Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....Vann M. Kennedy
Commercial Mgr.....Charles R. Manning
Program Director.....Eugene M. Looper
Sls. Prom. Mgr., Pub. Dir.....Claude Allen
Chief Eng.....Eric Beal

KUNO—Corpus Christi—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....KUNO, Inc.
Address-Trans. Loca.....406 19th St.
News Service .....AP
Representative .....Everett-McKinney, Inc.
Pres., Gen. Mgr.....Leslie C. Smith
Commercial Mgr.....Herb Garrett

KAND—Corsicana—1937 KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Alto, Inc.
Bus.-Studio Address.....609 W. 7th Ave.
News Service .....AP
Representative .....Branham
Membership ..... NARTB
President.....R. E. Lee Glasgow
General Manager.....Luther A. Johnson, Jr.

KIVY—Crockett—1949 KBS

Frequency: 1290 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Pioneer Bcstg. Co.
Address .....Box 670
News Service .....AP
Comm., Prom. Mgr., Chef Eng.....Bill Carter
Pres. Gen., Sta. Mgr., Prog. Dir.....J. H. Gibbs

KCFH—Cuero—1949

Frequency: 1600 Kc.....Power: 500 Watts d
Owned-Oper. By.....DeWitt Cty. Bcstg. Co.
Representative .....Best, Biddick
News Service .....UP
General Manager.....A. M. Respondek

KXIT—Dalhart—1948—KBS

Frequency: 1410 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Dalhart Broadcasters
Address .....Box 1350
Representative .....Best
Transcription Service .....World
News Service .....UP
Manager.....R. J. Beller

KGKO—Dallas—1953

Freq.: 1480 Kc...Power: 5 Kw. d., 500 Watts n.
Owned-Oper. By.....Lakewood Bcstg. Co.
Address.....P. O. Box 11747
Representative .....Avery-Knodel
News Service .....UP
General Manager.....T. A. (Buddy) Harris
Comm. Mgr.....Jack Howard
Prog. Dir.....Hal Bakke

KIXL—Dallas—1947

Frequency: 1040 Kc.....Power: 1000 Watts d.
Owned-Operated By....Variety Bcstg. Co., Inc.
Business-Studio Address....1401 S. Akard St.
News Service .....AP
Transcription Service.....Standard, Capitol, Associated, McGregor, Thesaurus
Rep. .....Webb, Melville Good Music Bdctrs.
Chairman of the Board.....Lee Segall
Pres. .....Julius Schepps
General Mgr.....Bob E. Tripp
Ass't. Gen. Mgr.....Cliffe Robinson
Prog. Dir.....Don Robinson
Pub. Dir.....Bob Putnam
Chief Engineer.....Bob E. Tripp

KLIF—Dallas—1947

Freq.: 1190 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By..McLendon Investment Corp.
Business-Studio Address.....2104 Jackson St.
News Service.....INS, UP
Representative .....John Blair
President .....Gordon McLendon
Sta., Comm. Mgr.....Bill Morgan
Program Director.....George Singer
Chief Engineer.....Glenn Callison

MORE NEWS
MORE FEATURES
MORE REGIONAL COVERAGE
AP
. . . and MORE
RADIO AND
TELEVISION STATIONS
depend on
The Associated Press

KRLD—Dallas—1926—CBS

Frequency: 1080 Kc.....Power: 50,000 Watts
Owned-Operated By.....KRLD Radio Corp.
Address .....Herald Square
News Service .....AP, UP
Trans. Service.....Standard, Thesaurus
Newspaper Affiliation.....Times Herald
Membership .....NARTB
President.....Clyde W. Rembert
Sta. Mgr., Gen., Comm. Mgr.....W. A. Roberts
Sales Prom. Mgr.....Lloyd Price
Program Director.....Ted Parrino
Publicity Director.....Jack Saunders
Chief Engineer.....B B. Honeycutt

KSKY—Dallas—1941

Frequency: 660 Kc.....Power: 1000 Watts d.
Owned-Operated By.....SKY Bcstg. Service
Address.....Hotel Stoneleigh
News Service .....UP
General Manager.....A. L. Chilton
Comm., Prom. Manager.....R. G. Terrill
Prog. Dir.....Leonard Holland
Chief Engineer.....Morris M. Ming

WFAA—Dallas—1922 NBC-ABC

Frequency .....820 Kc., 570 Kc.
Power .....50,000 W., 5000 W.
Owned-Oper. By.....A. H. Belo Corp.
Business-Studio Address..Young & Houston Sts.
News Service.....AP, UP
Newspaper Affil.....Morning News
Representative.....Edward M. Petry
Membership .....NARTB, RAB
President.....E. M. Dealey
General Manager.....Alex Keese
Comm. Mgr.....George K. Utley
Sales Prom. Mgr.....Stan Weinberg
Station Mgr.....Karl Lambertz
Publicity Director.....Barbara Elam
Prog. Dir., Prod. Mgr.....Dan Valentine
Chief Engineer.....Jim Webb Cooper

WRR—Dallas—1920—MBS

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By.....City of Dallas
Business Address.....Fair Park
News Service .....UP
Representative .....John Blair
Trans. .....Major Records
Membership .....NARTB, RAB
Gen., Mgr., Chief Engr.....Durward Tucker
Comm. Mgr.....Carolyn Moffett
Sales Prom. Mgr.....Charles Frauman
Publicity Dir.....Patricia Chandler
Program Director.....Richard Weeks

KDLK—Del Rio—1946—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Del Rio Bcstg. Co.
Business Address.....P. O. Box 1162
News Service .....UP
Station Manager.....Don R. Howard, Jr.

might as well face it....

KRLD is the only Full-Time 50,000 watt station in the Dallas-Fort Worth area

KRLD is the only 50,000 watt station operating in the Dallas-Fort Worth area not sharing its frequency with another station. Complete saturation, morning, afternoon and night, of this rich, rapidly expanding market, plus North Texas and Southern Oklahoma, is yours with just one order...on KRLD. Best of all...by not having to divide contracts with two stations...you earn greater frequency discounts ...maximum impact for minimum investment.

KRLD is the oldest CBS affiliate in Texas. Southwestern listeners are accustomed to tuning to 1080 for their favorite radio entertainment. Popular regional and top-rated CBS programs consistently make KRLD the No. 1 station for this vast audience...one of the highest income groups in the nation. To reach this group completely, effectively and economically, your basic advertising medium choice should be... MUST be...KRLD...Dallas.

KRLD Radio CBS Dallas

Owned and operated by KRLD-TV, televising with Maximum Power from the top of Texas' Tallest Tower, The Dallas Times Herald station, Herald Square, Dallas 2. The Branham Company, National Representatives.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

KDSX—Denison-Sherman 1948

Frequency: 950 Kc.....Power: 500 Watts
Owned-Oper. By.....KDSX, Inc.
Address .....P. O. Box 263, Denison
News Service .....AP
Sta. Rep.....Melville
President, Gen. Mgr.....B. V. Hammond, Jr.
Station Mgr.....L. L. Hendrick
Comm. Mgr., Sales Prom. Mgr.....Bill Jaco
Station Director.....William A. Duke
Pub. Dir.....Howard Mayes
Chief Engineer.....J. D. Knight

KDNT—Denton—1938

Freq.: 1440 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Harwell V. Shepard
Address .....Radio Center Bldg.
Membership .....NARTB, BAB
Owner & Manager.....Harwell V. Shepard

KDDD—Dumas—1947—KBS

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Oper. By....North Plains Bcstg. Corp.
Address .....Box 337
News Service .....AP
Membership ..... NARTB
Trans. ..... Standard
Representative .....Hil F. Best
President.....Lucian Spencer
Gen., Sta. Mgr.....Ken Duke
Comm. Manager.....John James
Prog. Dir.....Coy Jenson
Chief Eng.....G. Murphy

KERC—Eastland—1953

Frequency: 1590 Kc.....Power: 500 Watts d.
Owned.-Oper. By.....Tri-Cities Bcstg. Co. of Eastland Cty.
Address.....P. O. Box 590
News Service .....AP
Trans. Ser.....Capitol, Thesaurus
Representative.....Hil F. Best
General Manager.....Hugh Neeld
Commercial Manager.....Grover Lee
Program Director.....John Slaughter
Chief Engineer.....Dale Chick

KURV—Edinburg—1947

Frequency: 710 Kc.....Power: 250 Watts d.
Owned-Oper. By.....KURV, Inc.
Address .....Hiway 281
News Service .....UP
Rep. .....William G. Rambeau
President .....Rogers Kelley
Gen. Mgr., Comm. Mgr.....J. M. McDonald
Program Director.....Don Myers
Chief Engineer.....I. D. Williams

KULP—El Campo—1948

Frequency: 1390 Kc.....Power: 500 Watts d.
Owned-Oper. By..Wharton County Bcstg. Co.
Business Address.....Box 1390
News Service .....UP
Transcription Service .....Thesaurus
President .....Culp Krueger
Station, Comm. Manager.....V. Frank Jones
Sales Prom. Mgr.....Bill Pribble
Program Director.....Jerry H. Werlla
Chief Engineer.....Joe H. Miller

KELP—El Paso—1947

Freq.: 920 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....McLendon Inv. Corp.
Address.....4530 Delta St.
News Service .....UP
Representative .....H-R
President.....G. B. McLendon
Gen. Mgr.....Herb Golombeck
Comm. Manager.....Walt DePuy
Program Director.....Chuck Lay
Chief Eng.....Dave Mott

KEPO—El Paso—1948 ABC-MBS

Frequency: 690 Kc.....Power: 10,000 Watts
Owned-Oper. By.....KEPO, Inc.
Address .....2419 N. Piedras St.
News Service .....UP
Representative ..... Pearson
General Manager.....Frank Stewart

KROD—El Paso—1940—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Roderick Bcstg. Co.
Address .....2201 Wyoming St.
Membership .....NARTB, RAB
News Affil. .....Times
News Service .....AP
Representative .....Branham
Pres.....D. D. Roderick
General Manager.....Val Lawrence
Station Mgr.....Bruce Barnard
Comm. Manager.....Tom Wisehart
Prom. Mgr.....Gordon Phillips
Program Director.....Marlin Haines
Pub. Dir.....Gordon Phillips
Chief Eng.....Vince Roberts

KSET—El Paso—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Rio Grande Bcstg. Co.
Address .....904 Magoffin
Representative .....Melville, McGavren-Quinn
Transcription Service.....Capitol, World
Membership .....NARTB
President .....Fred Hervey
General Manager .....Tom R. McKenna
Sta. Mgr., C.E., Prog. Dir.....Ed Sullivan
Commercial Manager .....Warren Pullen

KTSM—El Paso—1929—NBC

Frequency: 1380 Kc. ...Power: 1000 d., 500 n.
Owned-Oper. By.....Tri-State Bcstg. Co., Inc.
Bus.-Studio Address.....801 N. Oregon St.
News Service .....UP
Transcription Service .....Thesaurus
Rep.....George P. Hollingbery, Clarke Brown
Membership .....NARTB
Pres., Gen. Mgr.....Karl O. Wyler

V.P., Sales Mgr.....Roy T. Chapman
Publicity Director.....John Phelan

KBLP—Falfurrias—1953

Frequency: 1260 Kc.....Power: 500 Watts d.
Owned & Oper. By.....Bob Hicks
Address.....104 North St. Mary's St.
News Service .....AP
Transcription .....Thesaurus
General Manager.....Bob Hicks
Station Manager.....Jimmy Ray

KFLD—Floydada—1951 KBS

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Operated By...West Texas Bcstrs. Inc.
Address.....P. O. Box 1006
News Service .....UP
Transcription Service .....Standard
Representative .....Continental
President.....B. A. Robertson
Gen., Sta., Comm. Mgr.....Carl Minor, Jr.
Program Director.....Glen Amburn
Traffic Manager.....Barbara McNeill
Chief Engineer.....W. M. Highfill

KFST—Ft. Stockton—1954 KBS

Frequency: 860 Kc.....Power: 250 Watts
Owned .....KFST, Inc.
Address .....Springherst Hotel Bldg.
News Service .....AP
Trans. ..... Capitol
Representative.....Hil F. Best
Membership .....NARTB
Pres. .....George Baker
Gen., Sta. Mgr.....H. Dennis Fisher
Prom. Mgr.....Nick Jimes
Prog. Dir.....Durwood Haddock
Chief Eng.....Martin Baze

KCNC—Fort Worth—1947

Frequency: 870 Kc.....Power: 250 Watts d.
Owned-Oper. By....Blue Bonnet Bcstg. Corp.
Bus.-Studio Address.....2212 East 4th St.
News Service .....UP
Membership .....NARTB
Pres., Gen., Sta. Mgr., Comm. Mgr...J. H. Speck
Sales Prom Mgr.....Jim Hoadly
Prog. Dir.....Walt Jones
Chief Engineer.....Chester Grubbs

KCUL—Fort Worth—1946

Frequency: 1540 Kc: Power: 10 Kw. d., 1 Kw. n.
Owned.....Dalworth Broadcasting Co.
Address.....3607 Camp Bowie Blvd.
News Service .....AP
Transcription ..... Thesaurus
Representative .....Charles Bernard
President.....Kurt A. Meer
Gen., Sta., Comm. Mgr.....Buddy E. Starcher
Program Director.....Jack Henderson...
Publicity Director.....Frances Henderson
Chief Engineer.....R. L. McAlister

KFJZ—Fort Worth—MBS

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Oper. By.....Tarrant Bcstg. Co.
Business-Studio Address....4801 W. Freeway
News Service .....AP
Representative .....H. R., Rep.
Membership .....RAB, NARTB
Pres., Gen. Mgr.....Gene L. Cagle
V. P., Sta. Mgr.....Charles B. Jordan
Comm. Mgr., Prom. Mgr.....Hazel Riley
Program Director.....Hazel Riley
Chief Engineer.....James T. Peterson

KNOK—Fort Worth—1946

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Assoc. Bcstrs. Inc.
Business-Studio Address.....P. O. Box 7116
News Service .....UP
Representative.....John E Pearson
President.....John Flood Jr.
Sta., Comm. Mgr.....J. R. Pipes

KXOL—Fort Worth—1947

Freq.: 1360 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....KXOL, Inc.
Bus.-Studio Address....3004 W. Lancaster St.
News Service .....AP
Representative ..... Avery-Knodel
Membership .....NARTB, RAB
President .....Wendell Mayes
Gen., Sta. Mgr.....E. Fletcher
Comm. Mgr.....Hewel Jones
Prom. Mgr., Pub. Dir.....Jerry Hahn
Prog. Dir.....Kent Burkhart.
Chief Eng.....Hugh McBeath

WBAP—Fort Worth—1922 NBC-ABC

Frequency.....820 Kc., 570 Kc.
Power.....50,000 W., 5,000 W.
Owned-Oper. By..Carter Publications, Inc.
Business Address.....Fort Worth
News Service .....AP
Newspaper Affiliation.....Star Telegram
Trans. Service..Associated, World M. M. Cole
Representative.Peters, Griffin, Woodward, Inc.
Membership .....NARTB
President.....Amon Carter, Jr.
Gen., Sta. Manager.....George Cranston
Commercial Manager.....Roy Bacus
Program Director.....A. M. Woodford
Pub. Director.....Margaret McDonald
Chief Engineer.....R. C. Stinson

KNAF—Fredericksburg—1947 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Gillespie Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 311
Representative.....Hil F. Best
Membership .....NARTB
President.....Arthur Stehling
Gen. Mgr., Chief Engr., Comm. Mgr.
Norbert A. Fritz
Program Director.....Alene Fritz

KBRZ—Freeport—1952

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Sta. KBRZ, Inc.
Address.....Box 1077
News Service.....AP
Trans. Ser.....Thesaurus
Representative.....Best
President.....William D. Schueler
Sta. Gen. Manager.....Kenneth Ferguson

KGAF—Gainesville—1947
KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Gainesville Bcstg. Co.
Address.....P. O. Box 222
News Service.....AP
Representative.....Clyde Melville
Membership.....NARTB, RAB
President.....Joe M. Leonard, Sr.
General Manager.....Joe M. Leonard, Jr.
Comm. Mgr.....Earl Leonard
Prog. Dir.....Bob Couch
Chief Eng.....J. O. Miller

KGBC—Galveston—1947

Frequency: 1540 Kc...Power: 1 Kw. d., 250 n.
Owned-Oper. By....The Galveston Bcstg. Co.
Business-Studio Address.....715 Marine Ave.
News Service.....AP
Station Representative.....John E. Pearson
Membership.....NARTB, RAB
Owner, Manager.....James W. Bradner, Jr.
Prog. Dir.....John Speciale
Chief Engineer.....Luke Stripling

KLUF—Galveston—1922

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....The KLUF Bcstg. Co.
Business-Studio Address.....Box 562
President.....Geo. Roy Clough
Traffic Manager.....Braden E. Clough
Chief Engineer.....Lee Clough

KSIJ—Gladewater—1949

Frequency: 1430 Kc. ...Power: 1000 Watts d.
Owned-Oper. By.....Gladewater Bcstg. Co.
Address.....T. W. Lee Bldg.
News Service.....AP
Trans. Ser.....Capitol
Representative.....Hil F. Best
Membership.....NARTB
Gen., Comm. Manager.....Tom Perryman
Program Director.....Dowell Bushnell
Chief Engineer.....Lloyd Johnson

KCTI—Gonzales—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Gonzales Bcstg. Co.
Business Address.....425 S. George St.
News Service.....AP
Representative.....Cooke
Gen., Comm. Mgr.....Lawrence M. Walshak

KSWA—Graham—1948

Frequency: 1330 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Webb Enterprises
Address.....Box 1050
News Service.....UP
Station Rep.....Clyde Melville
General Manager.....Gilbert Webb

KGVL—Greenville—1946
MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....KGVL, Inc.
Address.....1400 Wolfe City Drive
News Service.....AP
Representative.....Pearson
Pres., Gen. Manager.....Leo Hackney
Program Director.....James D. Jones
Chief Engineer.....Paul Daniels

KCLW—Hamilton—1948
KBS

Frequency: 900 Kc.....Power: 250 Watts
Owned.....Hamilton Broadcasting Co.
Aaddress.....Box 592
Newspaper Affiliation.....Herald-News, Dublin Progress
News Service.....UP
Tronscription.....World
Representative.....Keystone
Membership.....NARTB
Owners.....Coy Perry, C. M. Hatch
General Manager.....C. M. Hatch
Sta., Comm. Manager.....J. B. Miller
Sales Prom. Mgrs.....J. B. Miller, Al Scott
Program Directors.....Reed Harris, Mary Nell Manning
Publicity Dir.....Mary Nell Manning
Chief Eng.....Carl Knelly

KGBT—Harlingen—1941
CBS

Freq.: 1530 Kc....Power: 50 Kw d., 10 Kw. n.
Owned-Oper. By ...Harbenito Bcstg. Co., Inc.
Address.....1519 West Harrison
News Service.....AP, UP
Representative.....H-R, Clarke Browne
Membership.....NARTB
President.....McHenry Tichenor
Gen. Mgr.....Bob McDonald
Chief Eng.....S. Harold Jones

KGRI—Henderson—1947

Frequency: 1000 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Henderson Bcstg. Co.
Business-Studio Address.....P. O. Box 311
Representative.....Best
News Service.....AP
Transcription Service.....World, SESAC
President.....Roy B. Cannon
General Manager.....Cliff Crawford

KPAN—Hereford—1948

Frequency: 860 Kc.....Power: 250 Watts d.

Owned-Oper. By.....Hereford Bcstg. Co.
Address.....Skaggs Bldg., Plainview
News Service .....UP
Membership .....NARTB
Representative .....Best
President .....Marshall Formby
General Manager.....Clint Formby
Commercial Manager.....Chris Clark
Publicity Director.....Forrest Friedly

KHBR—Hillsboro—1948
KBS

Frequency: 1560 Kc.....Power: 250 Watts d.
Owned-Operated By....Hill County Bcstg. Co.
Station Rep.....Best, Melville
News Service .....UP
Transcription .....World
General Manager.....Nelson W. Galle

KCOH—Houston—1948

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Call of Houston Inc.
Business-Studio Address.....1 Main St.
News Service .....UP
Representative.....John E. Pearson
Membership .....NARTB
Owner, Gen. Manager.....Robert C. Meeker
Comm. Manager.....R. E. Mulvey

KLBS—Houston—1948—KBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By.....Howard Bcstg. Corp.
Address .....Milby Hotel
News Service .....UP
Representative .....Walker
Membership ..... NARTB
President .....Howard W. Davis
General Manager.....Glenn Douglas
Prog. Dir.....Bill Pelham
Comm. Mgr.....G. Weinman, Jr.
Sales Prom. Mgr., Pub. Dir.....Beverly Baird
Chief Eng.....Frank Maher

KNUZ—Houston—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Veterans Bcstg. Co.
Address .....4701 Caroline St., Box 2135
News Service.....UP
Representative .....Forjoe
Membership.....NARTB, RAB
President.....Max H. Jacobs
Gen., Sta. Mgr.....David Morris
Commercial Manager.....Bruno Leonardt
Sls. Prom. Mgr., Prog. Dir.....Ken Grant
Publicity Director.....Doris D. McCall
Chief Engineer.....J. E. Martin

KPRC—Houston—1926—NBC

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By .....The Houston Post Co.
Address.....P. O. Box 1234
Newspaper Affil.....Post
Membership .....NARTB, RAB
Representative .....Edw. Petry & Co.
Gen., Sta. Mgr.....Jack W. Harris
Commercial Manager .....Jack McGrew

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K-NUZ

BY AN EVEN WIDER MARGIN!

Hooper October and November, 1956

Monday thru Friday 7 A.M.— 12 Noon		Monday thru Friday 12 Noon—6 P.M.	
K-NUZ	25.8	K-NUZ	30.2
Net. Sta. "A"	10.4	Net. Sta. "A"	11.4
Net. Sta. "B"	9.2	Net. Sta. "B"	6.3
Net. Sta. "C"	15.3	Net. Sta. "C"	12.1
Net. Sta. "D"	14.1	Net Sta. "D"	9.0
Ind. Sta. "A"	6.7	Ind. Sta. "A"	8.2
Ind. Sta. "B"	5.1	Ind. Sta. "B"	6.3
Ind. Sta. "C"	6.3	Ind. Sta. "C"	10.7

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Southern Reps.: CLARKE BROWN CO. — Dallas • New Orleans • Atlanta

IN HOUSTON, CALL DAVE MORRIS, JAckson 3-2581

KTHT—Houston—1944—MBS

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....Texas Radio Corp.
Business Address....4005 Travis St., Box 3011
News Service .....UP
Transcription.....Associated, Capitol
Representative .....Raymer
V.P., Gen. Mgr.....Sam H. Bennett

KTRH—Houston—1930—CBS

Frequency: 740 Kc.....Power: 50,000 Watts
Owned-Operated By.....KTRH Bdcstg. Co.
Address .....Rice Hotel
News Service.....AP, INS
News, Affil.....The Chronicle
Transcription Service .....SESAC
Representative.....John Blair
Membership ..... NARTB
President .....B. F. Orr
General Manager.....W. C. Bryan
Commercial Manager.....Ray Bright
Pub. Dir.....Byron Beasley
Program Director .....Tom Jacobs
Engineer .....Lester Mullan

KXYZ—Houston—1930—ABC

Frequency: 1320 Kc. .....Power: 5000 Watts
Owned-Oper. By .....Shamrock Bdcstg.
Address .....Gulf Bldg.
News Service .....UP
Representative ..... Avery-Knodel
Membership .....NARTB, RAB
Chairman of the Board....Glenn H. McCarthy
Pres., General Manager.....Fred Nahas
Station Manager.....Ted Hills
Program Director.....Bob Blase
Prom., Pub. Director.....Phil Snyder
Comm. Mgr.....Ken Bagwell
Chief Engineer.....Gerald R. Chinski

KYOK—Houston—1947

Frequency: 1590 Kc.....Power: 5 Kw.
Owned .....KYOK, Inc.
Address .....412 Main St.
News Service .....UP
Rep.....Stars National, Dora-Clayton, Melville
President.....Jules J. Paglin
General Manager.....Stanley W. Ray, Jr.
Station Manager.....John W. Watkins

KSAM—Huntsville—1938 MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Huntsville Bcstg. Co.
Address .....Box 312
News Service .....AP
Transcription Service.....Capitol
General Manager.....Jack Nichols

KEBE—Jacksonville—1946 KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..... KEBE, Inc.

2 Great Stations in 2 Great Markets

KLBS Dial 610

HOUSTON'S BIG INDEPENDENT
Howard W. Davis, President

KMAC 29 YEARS OF SERVICE

SAN ANTONIO'S BIG INDEPENDENT
Howard W. Davis, Owner

ASK THE WALKER REPRESENTATION CO., INC

Address .....Box 1071
Transcription .....World
News Service .....UP
President, Gen. Mgr.....Mrs. Leita M. Laurie
Commercial Manager.....Jerry D. Spencer
Prog., Pub. Dir.....Ben Erle Laurie
Chief Engineer.....Dave Schmidt, Jr.

KTXJ—Jasper—1948

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Oper. By.....Jasper Bcstg. Co.
Address.....P. O. Box 6090
President.....Joe J. Fisher
Gen., Station Mgr.....H. G. Pendergast
Commercial Manager.....L. G. Robinson
Program Dir.....James Brasher
Chief Engineer, Pub. Dir.....Fred B. Smith

KMBL—Junction—1950—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.Kimble County Bcstg. Co.
Address .....Flat Rock Lane
Station Rep. .....Best
General Mgr.....Farrell M. Brooks

KENN—Karnes City-Kenedy 1954

Frequency: 990 Kc.....Power: 250 Watts
Owned.....The Camel Co.
Address .....Box 990, Kenedy
News Service .....AP
Representative ..... Avery-Knodel
President .....Charles W. Balthrope
Station Manager.....Ed C. Balthrope
Commercial Manager.....E. S. Richards
Program Director.....Chuck Martin
Chief Engineer.....Bill Porter

KERB—Kermit—1950—KBS

Frequency: 600 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KERB, Inc.
Address .....Hway. 302
Transcription Service.....Thesaurus, SESAC
Representative .....Best, Melville
Membership .....NARTB
President.....E. S. Walden
Sales Manager.....Ernie Allen

KERV—Kerrville—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Kerrville Bcstg. Co.
Address.....P. O. Box 791
News Service .....AP
Transcription Service .....World
Station Rep. .....Best
Pres., Gen., Sta. Mgr., Prog. Dir..A. G. Rodgers
Comm. Mgr.....Wanda Oster
Prom. Mgr.....C. L. McClish
Chief Eng.....Clyde Jones

KOCA—Kilgore—1936

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Sta. KOCA, Inc.
Address.....102½ E. North St.
President.....Roy G. Terry
Gen., Manager.....H. A. Degner
Commercial Manager.....Wayne Douglas

KLEN—Killeen—1955

Frequency: 1050 Kc.....Power: 250 W., d.
Owned-Operated By.....Highlite Bcstg Co.
Address ..... Box 935
News Service .....AP
Trans. ..... Thesaurus
Pres., Gen., Comm. Mgr., Chief Eng.
A. W. Stewart
Program Director.....Regina Mahramas
Promotion Manager .....Ladelle Drake
Comm. Mgr.....Rhett Sargent
Publicity Director.....Sammy Lillibridge

KINE—Kingsville—1948

Frequency: 1330 Kc. ....Power: 1000 Watts d.
Owned-Oper. By.....KINE, Inc.
Address.....205 E. King Ave.
News Service .....UP
Representative.....Hil F. Best
Membership .....NARTB
Pres.....James H. Clement
General Manager.....Ben A. Glusing
Comm., Sta. Mgr.....Eston R. Pace
Chief Eng.....R. T. Whitaker

KPET—Lamesa—1946—KBS

Frequency: 690 Kc.....Power: 250 Watts
Owned.....Lamesa Broadcasting Co.
Address.....P. O. Box 30
News Service .....AP
Membership ..... NARTB
President .....R. O. Parker
General Manager.....Bob Bradbury
Commercial Manager.....Paul Crow
Sales Promotion Manager.....Gene Campbell
Program Director.....Geneva Crutcher
Publicity Director.....Hal Fees
Chief Engineer.....Roland Ouellette

KCYL—Lampasas—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Lampasas Bcstg. Co.
Address .....H'way 281
News Service .....UP
Trans. Ser. .....Lang-Worth
Representative .....Best

KVOZ—Laredo—1952 MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Border Broadcasters, Inc.
Address.....P. O. Box 1498
News Service .....AP
Rep. .....Pearson, National Time Sales
President .....E. J. Harpole
General Manager.....Burney Jones
Comm. Mgr.....Neil Gilligan, Jr.
Sales Promotion Manager.....George Holt
Chief Engineer.....Frank Manuel

KLVT—Levelland—1949

Frequency: 1230 Kc.....Power: 250 Watts

Owned.....Herald Broadcasting Co.
Address .....Box 866
Newspaper Affiliation.....Daily Sun News
News Service .....AP
Transcription .....Thesaurus
Membership .....NARTB
President .....Forrest Weimhold
Station Manager, Ch. Eng.....Gil Patschke
Commercial Manager.....Barney Chadwick
Program Director.....M. Dwayne Grimes

KVOW—Littlefield—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwestern Bcstrs.
Business Address .....Littlefield
Owners.....J. B. McShan, J. C. Rothwell
General Manager.....J. B. McShan

KFRO—Longview—1934 ABC-KBS

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Oper. By.....Voice of Longview
Address.....Curtis Bldg., P. O. Box 792
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Donald Cooke
Membership.....NARTB, RAB
President.....James R. Curtis
Commercial Mgr.....John Allen
Program Director.....Howard Kuhn
Chief Engineer.....Leslie Hellum

KLTI—Longview—1948

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Operated By..LeTourneau Radio Corp.
Address .....P. O. Box 1866
News Service .....AP
Trans. Ser. .....Thesaurus, Standard, World
Representative .....Pearson
President.....R. G. LeTourneau
Gen. Manager.....Virgil Stone
Comm. Mgr.....Bill Pirtle
Sales Prom. Mgr.....Jim Curran
Prog. Dir.....Don Clark
Pub. Dir.....Lee Ann Ward
Chief Eng.....Robert A. Jones

KDAV—Lubbock—1953

Frequency: 580 Kc.....Power: 500 Watts
Owned .....KDAV, Ltd.
Address .....Box 270
News Service .....UP
Sta. Rep...Broadcast Time Sales, Clarke Brown
Membership ..... NARTB
Gen. Manager.....D. P. Pinkston
Sales Prom. Manager.....Ralph Cercy
Comm. Mgr.....Gerald Sanders
Prog. Dir., Chief Engineer.....Walt Lawson

KDUB—Lubbock—1954

Frequency: 1340 Kc.....Power: 250 Watts
Owned & Oper. By....Texas Telecasting Inc.
Address.....7400 College Avenue
Representative ..... Bramham
News Service.....AP, INS
Membership ..... NARTB
Transcription .....Standard
Pres., Gen. Manager.....W. D. Rogers
Station Manager.....John Kreiger
Sls. Prom. Mgr.....W. H. Shipley
Program Director.....Eddie Gale
Publicity Director.....Duncan Ellison
Chief Engineer.....Ruby Starnes

KCBD—Lubbock—1946—NBC

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By
Bryant Radio & Television, Inc.
Address .....P. O. Box 1507
News Service.....UP, AP
Transcription Service .....Standard
Representative ..... Raymer
Membership .....NARTB, RAB
Presdent, Gen. Mgr.....Joe H. Bryant
Sta., Comm. Mgr.....Robert L. Synder
Program Director.....Al Goodnight
Sales Prom. Mgr.....Ray Poindexter
Pub. Dir.....Joan Prigmore
Chief Engineer.....Frank Lee

KFYO—Lubbock—1927—CBS

Frequency: 790 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By..Plains Radio Bcstg. Co., Inc.
Business-Studio Address.....914 Ave. J
News Service.....AP, UP
Newspaper Affil.....Avalanche Journal
Trans. Service.....Standard, Thesaurus
Representative .....Katz
Membership .....NARTB
President.....W. B. Walker
Gen., Sta. Mgr.....Gordon Thompson
Sales Prom. Mgr.....Dan Tarpley
Prog. Dir., Pub. Dir.....Robert A. Nash
Chief Engineer.....W. S. Bledsoe

KSEL—Lubbock—1946—ABC

Freq. 950 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Lubbock Bcstg. Co.
Business Address.....1916 Avenue Q
News Service .....AP
Transcription Service .....World
Representative .....Rambeau, Melville
President.....Walter G. Russell
Gen., Sta. Mgr., Pub. Dir.....M M. Rochester
Business Manager.....W. N. McDowell
Comm., Sales Manager.....R. C. Hughes
Prog. Director.....D. G. Opheim
Chief Engineer.....Roger V. Hively

KLLL—Lubbock—1953—KBS

Frequency: 1460 Kc.....Power 1000 Watts d.
Owned-Oper. By..R. B. McAllister, G. F. Mapes
News Service .....UP
Membership ..... NARTB
Pres., Gen. Manager.....R. B. McAlister
Station Manager.....E. E. Mark
Comm. Mgr.....Lowell Cato
Sales Prom. Mgr.....Wendell Bagwell
Chief Eng.....Alvis Woolam

KRBA—Lufkin—1938
ABC-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Darrell E. Yates
Address .....Lufkin
Representative.....Continental Radio Sales
Membership .....NARTB
Owner, Prom. Mgr.....Darrel E. Yates

KTRE—Lufkin—1947—MBS

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Oper. By.....Forest Capitol Bcstg. Co.
Address .....P. O. Box 701
News Service .....AP
Transcription Service .....World
Rep.....Venard, Rintoul & McConnel, Melville
Membership .....NARTB
President.....R. W. Wortham, Jr.
Gen., Sta. Mgr.....Richman G. Lewin
Commercial Manager.....Royce Christenson
Pub. Dir.....Tom Hooser
Prog. Dir., Sales Prom. Mgr....Boyd Porter, Jr.
Chief Engineer.....E. C. Gresham

KMLW—Marlin—1953

Frequency: 1010 Kc.....Power: 250 Watts
Owned .....KMLW, Inc.
Address.....P. O. Box 335
News Service .....AP
Representative .....Hil F. Best
President.....Charles E. Reagan
Gen., Sta., Comm. Mgr.....Duane W. Ramsey
Program Director.....Jerry S. Hughes
Chief Engineer.....Paul Wagenschein

KMHT—Marshall—1947
KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned .....Harrison Cunty Broadcasting Co.
Address..408 Marshall National Bank Building
News Service .....AP
Representative ..... Continental
Membership ..... NARTB
President.....E. W. Mahone, Jr.
Gen., Sta. Mgr.....H. A. Bridge, Jr.
Comm., Sales Prom. Mgr.....Vinson Stevens
Prog., Pub. Dir.....Sam Stringfellow
Chief Engineer.....Brad Redfearn

KRIO—McAllen—1947
ABC-MBS

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Valley Bdcsing Co.
Business Address.....500 E. Beaumont St.
Rep.....Everett-McKinney, Clarke Brown
Membership ..... RAB
News Service .....AP
President.....Gene L. Cagle
VP. .....Charles B. Jordan
Manager .....Chuck McKasson

KCMR—McCamey—1954
MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Sprayberry Bcstg. Co., Inc.
Address.....101 East 5th St.
News Service .....UP
Representative .....Hil F. Best
Membership ..... NARTB
President.....Jack W. Hawkins
General Manager.....John Whitmore
Prog. Dir., Chief Eng.....Claud Barnett

KMAE—McKinney—1947

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned.....McKinney Air Enterprises, Inc.
Bus.-Studio Address.....218 E. Virginia St.
News Service .....AP
Transcription .....World
Owner.....George W. Smith, Jr.
Comm. Manager.....Melvin Belew
General Manager.....Mrs. Denise Smith

KBUS—Mexia—1956

Frequency: 1590 Kc.....Power: 500 Watts
Owned.....Bi-Stone Broadcasting Company
Address .....P. O. Box 227
News Service .....UP
Owner, Gen. Mgr.....J. B. McNutt, Jr.
Station Manager.....Ralph Weedon
Chief Engineer.....William F. Jones

KCRS—Midland—1935
ABC

Freq.: 550 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned.....Clarence & Ruth Scharbauer, Jr.
Business-Studio Address.....Box 1072
Representative.....William G. Rambeau
News Service .....UP
Membership ..... NARTB
President.....Clarence Scharbauer, Jr.
Gen., Sta. Mgr.....Wallace R. Jackson
Comm. Mgr.....Eleanor McDonald
Sls. Prom. Mgr.....Royce Collier
Program Director.....Dean Orton
Publicity Director.....Jonn Drummond
Chief Engineer.....Tom Yates

KJBC—Midland—1950—KBS

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Jack Cecil
Address.....S. Lamesa Rd.
News Service .....UP
Transc. Serv.....World, Standard, Keystone
Representative ..... Best
Membership .....NARTB, RAB
Pres., Gen. Mgr., Chief Engr.....Jack Cecil
Commercial Mgr.....Naomi Boswell
Program Director.....Keith Ward

KORC—Mineral Wells—1946

Frequency: 1140 Kc.....Power: 250 Watts d.
Owned-Operated By.....J. Elroy McCaw
Address .....Crazy Hotel
Transcription Service .....World
Representative .....Continental, Melville
General Manager.....Harry A. Riley
Sales Manager.....R. B. Dill, Sr.

KVKM—Monahans—1946
MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Monahans Bcstrs., Inc.
Address .....Radio Center
Membership .....NARTB, RAB
Representative .....Hil F. Best
Pres., Gen., Sta. Manager.....J. R. Rucker
Commercial Manager.....Ken Rutledge

KIMP—Mount Pleasant—1948
KBS

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mt. Pleasant Bcstg. Co.
Business Address.....Box 990
News Service .....AP
Transcription Service.....Thesaurus
Membership .....NARTB, RAB
Owner, Gen., Sta. Mgr.....Winston O. Ward
Commercial Manager.....Derral Tucker
Program Director.....Ruby Stanley

KOSF—Nacogdoches—1947
ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Stone Fort Broadcasting Co.
Address ..... Box 8
News Service .....UP
President ..... Kelly Bell
Gen., Sta. Mgr., Pub. Dir.....J. C. Stallings
Comm. Mgr., Program Dir.....R. C. Atherton
Chief Engineer.....Frank Murray

KSFA—Nacogdoches—1947

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By ...Nacogdoches Br. Co., Inc.
Address.....2107 North St.
News Service .....AP
Transcription Service .....Thesaurus
Pres., Gen. Manager.....Wilbur C. Fouts

KGNB—New Braunfels—1950
KBS

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Comal Bcstg. Co.
Address .....184 Castell
Newspaper Affiliation .....Herald
Transcription Service .....Thesaurus
News Service .....AP
Exec. Dir., Gen., Comm., Prom. Mgr., Pub. Dir. F. T. Wilson
Prog. Dir.....A. E. Moeller, Jr.
Chief Eng.....Bob Stewart

KECK—Odessa—1947

Freq.: 920 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By..Ector County Bcstg. Co.
Business Address.....120 W. 3d
News Service .....AP
Transcription Service .....Standard
Representative .....Forjoe
General Manager.....Ben Nedow
Comm., Sls. Prom. Manager.....Roy Elsner
Program Director.....Art Holt

KOSA—Odessa—1947
CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Odessa Bcstg. Corp.
Business-Studio Address.....1300 South Crane
News Service .....AP
Transcription Service .....World, Capitol
Representative.....John E. Pearson
Membership .....NARTB, RAB
President, Gen. Mgr.....Cecil L. Trigg
Station Manager, Pub. Dir.....Doyce Elliott
Program Director.....Jack Foster
Comm., Prom. Mgr.....Lou Lindsay
Chief Engineer.....James Simpson

KRIG—Odessa—1946
MBS-KBS

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By....Oil Center Bcstg. Co., Inc.
Address .....Box 231
News Service .....UP
Representative.....Hil F. Best
Membership .....NARTB
President.....R. O. Canon
General Manager.....Kenneth Bond
Station Manager.....Marguerite LaRue
Sales Prom. Mgr.....Carl Boone
Program Director.....John Logan
Chief Engineer.....Harold Whatley

KOGT—Orange—1948—KBS

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By....Sabine Area Brcstg. Corp.
Address .....Orange
Station Rep. .....Best
Membership .....NARTB, RAB
News Service .....UP
Trans. .....Lang-Worth, World
President .....M. L. Jacobs
Exec. V.P., Gen. Manager.....Ed Lovelace
Prog. Dir.....Betty Klein
Chief Engineer.....Hulan Smith

KNET—Palestine—1936
KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Palestine Bcstg. Corp.
Business-Studio Address.....P. O. Box 649
News Service .....UP
Trans. ..... World
Pres., Gen., Sta. Mgr.....Allen E. Vinson
Comm., Mgr.....Milton M. Evans
Sales Prom. Mgr.....Don Norton
Program Director.....Marvin Crain
Publicity Director.....Errol Coker, Jr.
Chief Engineer.....James K. Richardson

KPAT—Pampa—1951

Freqcency: 1230 Kc.....Power: 250 Watts
Owned .....Pampa Broadcasting Co.

Address.....P. O. Box 1779
News Service .....AP
Representative ..... Continental
President .....Bob Bradbury
Gen., Sta., Comm., Sales Prom. Mgr.
John A. Mingus
Prog., Pub. Dir.....Delores Cooper
Chief Engineer.....Dan Daniels

KPDN—Pampa—1936—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Top O' Texas Bcstg. Co.
Address .....Hughes Bldg.
News Service .....UP
Transcription Service .....World
Station Rep. .....Best
Membership .....NARTB
General Manager, Pub. Dir.....Coy Paimer
Sta. Mgr., Prog. Dir.....Warren Hasse
Chief Engineer.....Bill Spiller

KFTV—Paris—1950

Frequency: 1250 Kc.....Power: 500 Watts d.
Owned-Operated By.....Lamar Bcstg. Co., Inc.
Address.....210 First Nat'l Bank Bldg.
Station Rep. .....Best
News Service .....UP
General Manager.....James F. Hendrix
Assistant Manager.....E. B. Parker

KPLT—Paris—1936 ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....North Star Broadcasting Co., Inc.
Address ..... Highway 24
News Service .....AP
Representative.....John E. Pearson
President, Gen., Sta. Mgr.....Fred Kincaid
Sales Promotion Manager.....Hal Raphael
Program Director.....John Kunsak
Publicity Director.....Virginia Jessee
Chief Engineer.....Jeff Methven

KLVL—Pasadena—1950

Freq.: 1480 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Felix H. Morales
Address.....1811 Pasadena Blvd.
Representative....Oakes, National Time Sales
General Manager.....Felix H. Morales
Sales Manager.....Johnny P. Hernandez
Program Director.....Joe Martinez Morales

KIUN—Pecos—1935 MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Jack Hawkins, Barney Hubbs
Business-Studio Address.....Kiun Bldg.
News Service .....UP
Representative .....Hil F. Best
Membership ..... NARTB
General Manager.....Jack Hawkins
Station Manager.....David Martin
Program Director.....Frank Cummings
Commercial Manager.....Don Boston
Chief Engineer.....Harry W. Boehnemann

KEYE—Perryton—1948—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Great Plains Bcstg. Co.
Address.....P. O. Box 917
News Service .....AP
Transcription Service .....Lang-Worth
Membership ..... NARTB
President .....Carl Ellis
Gen., Sta. Mgr.....Irving R. Buchanan
Comm. Mgr.....G. K. Rupprecht
Program Director.....Kenneth Roller
Chief Engineer.....Don Smith

KVOP—Plainview—1944 MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....KVOP, Inc.
Address.....1100 W. 24th St.
News Service .....AP
Membership .....NARTB
Gen., Sta. Manager.....Kermit Ashby
Comm. Manager.....Tut Tawwater

KBOP—Pleasanton—1950 KBS

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Atascosa Broadcasting Co.
Address.....P. O. Box 247
Representative .....Best
News Service .....AP
General Manager.....Ben L. Parker
Comm., Prom. Mgr.....Tom Everitt
Prog. Dir.....W. M. Hilburn
Chief Eng.....Mona Parker

KOLE—Port Arthur—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Port Arthur Bcstg. Co.
Address.....400 4th St.
News Service .....UP, AP
Trans. Ser. .....Lang-Worth
Membership .....RAB
General Manager.....Socs Vratis
Station Manager.....Mary A. Petru
Sales Manager.....Bob Tucker

KPAC—Port Arthur—1934 MBS

Freq... 1250 Kc.....Power: 5 Kw. d, 1 Kw. n.
Owned-Oper. By.....Port Arthur College
Business-Studio Address.....P. O. Box 511
News Service .....AP
Transcription Service .....Standard
Representative .....Pearson
Membership .....NARTB
Sta., Gen. Manager.....Marjorie R. Vickers
Commercial Manager.....George Crouchet
Prom. Mgr.....Mack Newberry
Pub., Program Director.....Corinne Enos

KRWS—Post—1955—KBS

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Operated By
Wallace Simpson & Bob Garrison

Address.....206 E. Main St.
News Service .....UP
Membership .....NARTB
General Manager.....Bob Garrison
Program Director.....Lou Garrison
Chief Engineer.....Jerry White

KOLJ—Quanoh—1952—KBS

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Operated By.....Orville L. Jenkins
Address .....Quanoh
News Service .....AP
Station Rep. .....Best
Transcription Service .....World
Owner.....Orville L. Jenkins

KFRD—Rosenberg—1948

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Ford Bend Bcstg. Co.
Business Address.....P. O. Box 832
News Service .....UP
Membership .....NARTB
General Manager.....Jim Hairgrove

KTLU—Rusk—1955

Frequency: 1580 Kc.....Power: 500 W., d.
Address.....P. O. Box 316
Representative ..... Best
News Service .....AP

KGKL—San Angelo—1928 ABC

Freq.: 960 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By
Angelo Broadcasting-Telecasting Inc.
Business-Studio Address.....Box 850
News Service .....AP
Representative.....John E. Pearson
Membership .....NARTB
Pres., General Manager.....Lewis O. Seibert
Commercial Manager.....Tom Campbell
Program Director.....Franklin Rainey
Chief Engineer.....William Poteet

KTXL—San Angelo—1947 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Wes-Tex Bcstg. Co., Inc.
Address.....1015 E. 28th St.
News Service .....UP
Trans. Service .....World
Representative
Melville; Venard, Rintoul & McConnell, Melville
Membership ..... NARTB
General Manager .....J. Harley Hubbard
Radio Director.....Al Cobb

KWFR—San Angelo—1954

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By..Solar Broadcasting Co., Inc.
Address.....421 W. 26th St.
News Service .....AP
Rep.....Clarke-Brown, Thomas F. Clark
President.....Arthur Foster
General Manager.....Walton Foster
Comm. Mgr.....Corwin Riddell
Program Director.....Jack Du Blon
Chief Eng.....Alvin Wood

KPEP—San Angelo—1954

Frequency: 1420 Kc.....Power: 1000 Watts
Owned.....C. H. Treadway & David Pinkston
Address .....Box 1350
News Service .....UP
Representative.....Hil F. Best
Membership ..... NARTB
General Manager.....C. H. Treadway
Comm., Sales Prom. Mgr.....Richard Dean
Program Director.....A. N. Peters
Publicity Director.....Jonny Thurman
Chief Engineer.....Robert Featherston

KCOR—San Antonio—1945

Freq.: 1350 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned .....KCOR, Inc.
Address.....111 Martinez St.
Rep....O'Connell; Dora-Clayton, Tracy Moore
Membership .....NARTB
President.....Raoul A. Cortez, Sr.
General Mgr.....Nathan Safir
Station Mgr. .....Raoul A. Cortez, Jr.
Commercial Manager.....Ben Tamborello
Program Dir.....Oscar Arguemdo

KENS—San Antonio—1926 CBS

Freq.: 680 Kc.....Power: 50 Kw. d., 10 Kw. n.
Owned-Oper. By.....Express Publishing Co.
Business-Studio Address.....Ave. E & 4th St.
News Service .....AP
Newspaper Affil.....Express, News
Representative.Peters, Griffin, Woodward, Inc.
Membership .....NARTB, RAB
President.....Frank Huntress, Jr.
General Mgr. .....Albert D. Johnson
Commercial Manager.....Bill Joekel
Program Director.....Harold Carr
Promotion Manager.....Robert Miller
Chief Engineer.....Bill Jackson

KEXX—San Antonio—1953

Frequency: 1250 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Leal Bcstg. Co., Inc.
Address.....403 N. Flores St.
Pres., Gen. Mgr.....Manuel D. Leal
Commercial Mgr.....M. Davila
Asst. Gen. Manager.....Louis M. Muro
Program Director.....R. Chavez

KITE—San Antonio—1947

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Station KITE
Business-Studio Address....310 Transit Tower
Representative ..... Avery-Knodel
News Service .....AP, UP
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Charles W. Balthrope
Station Manager.....Alex A. Coe
Commercial Mgr.....Kelly Wofford
Prog. Mgr.....Stanley Nelson
Sls. Prom. Mgr., Pub. Dir.....Glenn Krueger
Chief Engineer.....John Siercovich

KIWW—San Antonio—1948

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Radio KIWW, Inc.
Address.....518 W. Houston St.
News Service .....UP
Representative.....Nat'l Time Sales, Oakes
President .....Robert N. Pinkerton
General Manager.....James F. Anderson
Prog. Dir.....Juan Gattas
Pub. Dir.....Rogelio Frias
Chief Eng.....William Ellis

KMAC—San Antonio—1926
MBS

Frequency: 630 Kc.....Power: 5,000 Watts
Owned-Oper. By.....Howard W. Davis
Address.....22-224 W. Commerce
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Howard W. Davis
Program Director.....A. S. (Tony) Bessan
Pub. Dir.....Carol Lay
Chief Eng.....Al Knight

KONO—San Antonio—1927

Frequency: 860 Kc.....Power: 5000 d., 1000 n.
Owned-Operated By.....Mission Bdcstg. Co.
Address.....317 Arden Grove
News Service .....AP
Representative.....H-R, Clarke-Brown
Membership .....NARTB, RAB
Pres., Owner .....Eugene J. Roth
General Manager.....James M. Brown
Commercial Manager.....Bob Roth
Sales Prom. Mgr.....Jack Roth

KTSA—San Antonio—1928

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By.....Sunshine Bcstg. Co.
Business-Studio Address.....1130 Broadway
News Service.....AP, UP
Representative ..... Raymer
General Manager.....Bill Weaver
Program Director.....Don Keyes
Chief Engineer.....Glenn Cook

WOAI—San Antonio—1922
ABC-NBC

Frequency: 1200 Kc.; Power: 50,000 Watts d.,n.
Owned-Oper. By....Southland Industries, Inc.
Address .....1031 Navarro St.
News Service .....AP, INS, UP
Representative .....Edward Petry & Co., Inc.
Trans. ..... World
President .....Hugh A. L. Halff
General Manager.....James M. Gaines
Commercial Manager.....Rex Preis
Sales Prom. Mgr.....Bill N. Yancy
Program Director.....Robert Reed
Publicity Director .....Imogene Stanley
Chief Engineer .....Charles L. Jeffers

KCNY—San Marcos—1948
KBS

Frequency: 1470 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Central Brcstg. Co.
Address.....1105 McKie St.
News Service .....AP
Representative.....Hil F. Best
President.....Lawrence Walshak
Vice President.....Frank T. Wilson, Jr.
Commercial Manager.....Mel Ammerman
Program Director.....Elward Ruffin

KWED—Seguin—1948

Frequency: 1580 Kc. ...Power: 1000 Watts d.
Owned-Oper. By.....Seguin Bdcstg. Co.
Business-Studio Address.....200 S. Camp St.
News Service .....UP
Representative .....Hil F. Best
Membership ..... NARTB
Presdient, Gen. Mgr.....Garfield Kiel
Com., Sta. Mgr., Prom. Mgr.....Stan McKenzie
Prog. Dir.....Henry Lehnhoff
Pub. Dir.....Faye Chessher
Chief Engineer.....Louis Sowder

KSML—Seminole—1954—KBS

Frequency: 1250 Kc.....Power: 1000 Watts d
Owned-Oper. By.....Seminole Bcstrs.
Address.....402 South Main St.
News Service .....UP
Co-Owner.....Clint, Marshall Formby
General Manager.....Hal Blymiller

KSEY—Seymour—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....W. C. Moss, Jr.
Address .....Lubbock Hy.
News Service .....AP
Station Manager.....W. C. Moss, Jr.

KEVA—Shamrock—1949
KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By....Shamrock Tex. Bcstg. Co.
Address .....Box 21
Newspaper Affil.....Texan
News Service .....UP
Representative .....Best
Manager, Program Director.....Bill B. Day

KRRV—Sherman-Denison
1936—MBS

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.Red River Valley Bcstg. Corp.
Address..Box 94 (Denison), Box 665 (Sherman)
Representative .....Pearson
General Manager.....Tom E. Spellman

KTAN—Sherman—1947
KBS

Frequency: 1500 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Groves Ccstg Co.

Address.....P. O. Box 661
News Service .....AP
Representative .....Hil F. Best
General Mgr.....J. L. Groves

KANN—Sinton—1954

Frequency: 1590 Kc.....Power: 1 Kw. d.
Owned.....San Patricio Bcstg. Co.
Address.....Box 1366, Simon
News Service .....AP
Transcription .....World
Representative .....Melville
Membership .....NARTB
Pres., Gen. Mgr.....Tom C. Fleet
Assistant Manager.....Princess J. Fleet
Commercial Manager.....Fred Mayhew
Ch. Eng., Prog. Dir.....Ernie Wood

KSNY—Snyder—1949 MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Snyder Bdcstg. Co.
Address .....Box 1468
Station Rep. .....Continental
Pres., Gen. Mgr.....J. T. Hughes

KDWT—Stamford—1946 MBS

Frequency: 1400 Kc.....Power: 250 Watts
News Service ..... UP
Pres., Gen., Sta. Mgr., Pub. Dir....David Ratliff
Comm., Sales Prom. Mgr.....Phil Keener
Program Director.....Elton Higgs
Chief Engineer.....Harold McDonald

KSTV—Stephenville—1947

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned.....O. H. Halvorson & O. Folkvord
Address.....P. O. Box 102
News Service .....UP
Co-Owner, Mgr.....O. H. Halvorson
Co-owner .....Olaf Folkvord

KSST—Sulphur Springs—1947 MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Hopkins County Bcstg. Co.
Business-Studio Address.....P. O. Box 284
News Service .....AP
Membership ..... NARTB
Pres., Gen., Sta. Mgr.....William E. Bradford
Comm. Mgr.....Clovis Pinion
Sales Prom. Mgr.....Buddy Funderburke
Program Director.....Margaret Thomas
Publicity Director.....Lou Erck
Chief Engineer.....Bill Bradford

KXOX—Sweetwater—1939 KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...F. L. Ledbetter & Myrl Stein
Bus.-Studio-Transmitter Address.....Box 570
News Service .....AP
Representative .....Hil F. Best, Melville
Membership ..... NARTB
President .....F. L. Ledbetter
Gen. Mgr.....Myrl Stein
Comm. Manager.....Elwood Fritsch
Program Director.....Faye Broadwell
Chief Engineer.....Walter D. Tabler

KTAE—Taylor—1949—KBS

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KTAE, Inc.
Business Address.....P. O. Box 191
News Service .....UP
Representative .....Keystone
Membership .....NARTB
General Manager.....Graham Gillis Conoley
Sta. Mgr., Prog. Dir.....Harry Gaines
Commercial Manager.....John Wehby
Sales Prom. Mgr.....Mame Steadman
Publicity Director.....Joe Hegar
Chief Engineer.....Gordon Rainey

KTEM—Temple—1936—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Bell Broadcasting Co., Inc.
Address.....17 South Third
Newspaper Affiliation.....Daily Telegram
News Service .....UP
President .....Frank W. Mayborn
General Manager.....Harry O'Connor
Program Director.....Bob Sunderland
Chief Engineer.....Dalton Sanders

KTER—Terrell—1950

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Terrell Bcstg. Corp.
Address.....Walnut & State Sts.
Transcription Service .....Thesaurus
News Service .....AP
Membership .....RAB
Pres., Gen. Mgr.....Paul A. Wnorowski
Commercial Manager.....Bill Collins

KCMC—Texarkana—1932 ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....KCMC, Inc.
Business-Studio Address.....315 Pine St.
Newspaper Affil..Texarkana Newspapers, Inc.
Representative .....Venard, Melville
News Service.....AP
Memgership .....NARTB, RAB
General Manager.....Frank O. Myers
Chief Engineer.....Harvey Robertson

KTFS—Texarkana—1946 KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....KTFS, Inc.
Business-Studio Address...4305 Stateline Ave.
News Service .....UP
Transcription Service .....World
Representative .....Indie, Clarke-Brown
Membership ..... NARTB

Pres., Gen. Manager.....R. S. Bieloh
Sta. Mgr., Prog., Pub. Dir.....Les Eugene
Chief Engineer.....J. H. Crawford

KTLW—Texas City—1947 KBS

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Texas City Bcstg. Ser.
Business-Studio Address.....Show Boat Bldg.
News Service .....UP
Sta. Rep. .....Best
Station Mgr., Prog. Dir.....Roy E. Hanson

KTUE—Tulia—1954—KBS

Frequency: 1260 Kc.....Power: 1 Kw. d.
Owned-Operated By.....Tulia Bcstg. Co.
Address.....110 N. Armstrong
Representative .....Best
News Service .....UP
Owners.....Clint and Marshall Formby
Manager .....Tom Hulsey

KDOK—Tyler—1956

Frequency: 1330 Kc.....Power: 500 Watts
Owned.....Dana W. Adams
Address.....808 Peoples Bank Building
News Service .....AP
Membership ..... NARTB
President, General Manager..Dana W. Adams
Commercial Manager.....Pat Morgan
Sales Promotion Manager.....Toby Durst
Program Director.....Jay Dodson
Chief Engineer.....Robie Morgan

KGKB—Tyler—1930—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Lucille Lansing
Address .....Box 957
Representative .....O'Connell, Brown
Membership .....NARTB
President .....Lucille Lansing
General Manager.....Gerry Lansing

KTBB—Tyler—1947—ABC

Freq.: 600 Kc.....Power: 1000 Watts
Owned-Operated By....Blackstone Bcstg. Co.
Business-Studio Address.....311 N. Broadway
News. Affil.....Courier Times Telegraph
News Service .....UP
Representative .....Venard, Melville
Membership .....NARTB, RAB
President.....Mrs. C. N. Clyde
Gen., Sta. Mgr., Pub. Dir.....M. Danbom
Comm. Mgr., Sales Prom. Mgr...Bill Whitworth
Prog. Dir.....Don Tausch
Chief Engineer.....R. A. Wileman

KVOU—Uvalde—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
News Service .....UP
Gen. Mgr. .....Edward J. Harpole
Commercial Manager.....Jim Kennington
Program Director.....Bill Woods
Chief Engineer, Sta. Mgr.....Al Mason

KVWC—Vernon—1939

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Johnson-Garrison Co.
Address .....1813½ Wilbarger
Representative .....Clark, Melville
President .....Bobo Johnson
General Manager.....Joe Garrison
Commercial Manager.....Aubrey Rummel

KNAL—Victoria—1949

Frequency: 1410 Kc.....Power: 500 Watts
Owned-Operated By.....Victoria Bcstg. Co.
Address .....Box 1410
Representative.....Hil F. Best
Gen., Sta. Manager.....James A. Traber
Commercial Mgr.....Warren Dentler

KVIC—Victoria—1939—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....KVIC Bcstg. Co.
Business Address.....Box 725
News Service .....UP
Membership ..... RAB
President.....J. G. Long
Gen., Sta., Comm. Mgr.....William C. Burks
Commercial Manager....Vernon L. Townsend
Program Dir., Pub. Dir.....Wilburn H. Jackson
Chief Engineer.....Vic Boldt

KWTX—Waco—1946—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KWTX Bcstg. Co.
Business-Studio Address.....P. O. Box 3128
News Service.....AP, INS
Representative .....Pearson
Membership .....NARTB
President.....M. N. Bostick
Gen. Mgr. .....C. L. Hinkle
Commercial Manager.....J. M. Brinegar
Program Director.....Joe Saragusa
Pub. Dir.....Chuck Hardin
Chief Engineer.....William Moore

WACO—Waco—1922 ABC-MBS

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Operated By.....Waco Bcstg. Co.
Business Address.....3620 Franklin Ave.
News Service .....AP
Representative.....Weed, Brown
President .....Wendell Mayes
V. P., Gen. Mgr.....R. Lee Glasgow
Chief Engineer.....Jack Vinson

KBEC—Waxahachie—1955 KBS

Frequency: 1390 Kc.....Power: 500 W., d.
Owned-Operated By..Richard Tuck Enterprises
Address .....Hwy. 287 E.
News Service .....AP
Representative ..... Melville
Pres., Gen. Mgr.....Richard Tuck
Commercial Manager.....Leon Joslin
Prog. Dir.....Faye Tuck
Chief Engineer.....Edwin Zoch

KRGV—Weslaco—1927
NBC

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By.....Taylor Radio & TV Corp.
Bus.-Studio-Transmitter Address..201 Border St.
News Service .....AP
Transcription Service.....World, SESAC
Representative .....Pearson
Membership .....RAB, UARTB
Exec. Gen. Manager.....O. L. (Ted) Taylor
News Director.....Brad H. Smith

KSYD—Wichita Falls—1947
ABC-MBS

Freq.: 990 Kc.....Power: 10 Kw. d., 1 Kw. n.
Owned-Oper. By.....Grayson Enterprises
Address.....P. O. Box 2130
News Service .....AP
Trans. Ser. .....World
Station Rep.
Venard, Rintoul & McConnell, Clarke Brown
Membership ..... NARTB
President.....Sydney A. Grayson
Gen. Mgr.....George Craig
Prog. Dir.....Jim Risner
Chief Engineer.....Herb Wiley

KTRN—Wichita Falls—1949

Freq. 1290 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Texoma Bcstg. Co.
Address.....917½ Scott St.
News Service .....AP
Representative .....Pearson
Membership .....NARTB
General Manager.....Boyd Kelley
Program Director.....Roger Stoner

KWFT—Wichita Falls—1939
CBS

Frequency: 620 Kc.....Power: 5000 Watts
Owned .....Kenyon Brown
Address .....P. O. Box 420
News Service .....UP
Transcription ..... Standard
Representative .....John Blair
Membership .....NARTB, RAB
President, Gen. Mgr.....Kenyon Brown
Sta. Mgr., Prog. Dir.....H. B. Cornwell, Jr.
Commercial Manager.....A. L. Pierce
Publicity Director.....Mrs. Owanah Shelton
Chief Engineer.....Melvin O. Harrison

Utah

Pop. March 1 (Est.) 817,000—Families 226,000
Radio Homes 215,000—TV Homes 177,000—Stations in State 21

KBUH—Brigham City—1948
KBS

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Oper. y.....Ravella M. Bone
Address.....948 W. Forest Rd.
Owner.....Ravella M. Bone
General Manager.....Wade M. Ebeling
Prog. Director.....Mel Richardson

KSUB—Cedar City—1937
CBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....So. Utah Bcstg. Co.
Address.....189 N. Main St.
News Service .....UP
Rep. .....Western Bcstng. Sales
Membership .....NARTB, RAB
President .....Ivor Sharp
Gen., Sta. Mgr., Prog. Dir.....Arthur Higbee
Sales Manager.....W. V. Lowe
Chief Engineer.....Richard Gunn

KLGN—Logan—1954

Frequency: 1390 Kc.....Power: 1,000 Watts d.
Owned-Oper. By.....Atlas Engineering, Inc.
Address.....1870 Atkin Ave.
News Service .....AP
Representative.....Weed, Inc.
President, Gen. Mgr.....Prof. O. C. Haycock
Station Manager.....Melvin M. Richardson
Commercial Manager.....Dee F. Jensen
Program Director.....Merlin Bowen

KVNU—Logan—1938
MBS-KBS-IMN

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By.....Cache Valley Bcstg. Co.
Address .....1393 N. Main St.
News Service .....UP
Representative ..... Avery-Knodel
Transcription Service .....World
President .....Herschel Bullen
Gen., Sta. Mgr., Sls. Prom. Mgr...Reed Bullen
Commercial Manager.....W. W. Kirkland
Program Director.....Maye Meservy
Chief Engineer.....W. L. Jones

KMUR—Murray—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....O. J. Wilkinson
Address.....333 Clark St.
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NARTB
Owner.....O. J. Wilkinson
Gen., Sta. Mgr.....D. R. Stringfellow
Comm., Prom. Mgr.....Vern T. Bruggeman
Prog., Uub. Dir., Eng.....Dorain R. Hale

KLO—Ogden—1924
MBS-INTERMOUNTAIN

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Oper. By.....Interstate Bcstg. Corp.
Address.....Hotel Ben Lomond
News Service .....UP

Representative .....Avery-Knodel
Membership .....NARTB, RAB
President .....Edris Glasmann
Sta. Mgr.....W. Kimball Ward
Prog. Dir.....Rex Wallgren
Chief Eng.....Wayne Moss

KKOG—Ogden—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KOPP, Inc.
Address.....W. 12th St.
News Service .....UP
Rep. .....Peggy Stone
President .....William Lindsey
General Manager.....Robert K. Hansen
Comm., Sales Prom. Mg .....Roger Thomsen
Program Director.....Lee Jorgensen
Publicity Director.....Mary Ketts
Chief Engineer.....Hirshel Urie

KVOG—Ogden—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....United Bcstg. Co.
Business Address.....1538 Gibson Ave.
Representative .....Webb
News Service .....AP
Transcription .....Thesaurus
Pres., Gen. Mgr.....Arch G. Webb

KOAL—Price—1936
MBS-KBS-IMN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Utah Bcstg. Co.
Address .....Price
Representative .....Avery-Knodel
Commercial Manager.....Jack Richards

KEYY—Provo—1949—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Mid Utah Bcstg. Co.
Address.....Box 205
News Service .....AP
President.....D. Spencer Grow
Gen. Mgr.....E. A. Niehay

KIXX—Provo—1947—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Central & Utah Bcstg. Co.
Address.....P. O. Box 550
Representative.....Hollingbery, Webb
News Service .....UP
Transcription .....Standard, Capitol
Gen. Manager.....Harold E. Van Wagenen

KOVO—Provo—1939—MBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By.....KOVO Bcstg. Co.
Business-Studio Address.....16 E. 3rd N.
News Service .....UP
Membership .....NARTB, RAB
President.....Ashley L. Robison
Gen. Mgr.....Glenn Shaw
Comm. Mgr.....L. H. Curtis
Publicity Dir.....Wayne Carle

KSVC—Richfield—1947
INTERMOUNTAIN

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By..Sevier Valley Bcstg. Co.
News Service.....UP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NARTB, RAB
President .....Homer Bandley
General Manager.....Arthur Tucker
Sales Manager.....Ralph Ross
Nat'l. Sales Manager.....Lynn Meyer

KALL—Salt Lake City—1945
MBS-IMN

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Salt Lake City Bcstg. Co.
Business-Studio Address.....146 S. Main St.
Newspaper Affil....Ogden Standard-Examiner
Representative.....Avery-Knodel, Inc.
Membership .....NARTB, RAB
Pres., Gen. Mgr.....George C. Hatch
Sta., Comm. Mgr.....Homer K. Peterson
Sls. Prom. Mgr., Pub. Mgr.....Dick Westman
Program Director.....Clark Lobb
Chief Engineer .....W. D'Orr Corzens

KDYL—Salt Lake City—1922
NBC

Frequency: 1320 Kc.....Power: 5000 Watts
Owned ....Intermountain Bcstg & Telev. Corp.
Bus.-Studio Address.....130 Social Hall Ave.
Representative .....Katz
Membership .....NARTB, RAB
News Service .....UP
Transcription .....Thesaurus
President, Gen. Mgr.....G. Bennett Larson

KNAK—Salt Lake City—1945

Freq.: 1280 Kc.....Power: 5 Kw. d., 500 W. n.
Owned.....Granite District Radio Bcstg. Co.
Business-Studio Address.....1042 So. 6th W.
News Service .....UP
Representative .....Forjoe
President, Chief Eng.....Howard D. Johnson
Gen., Comm. Mgr.....William Wright
Program Director .....Mildred Baker

KSOP—Salt Lake City—1955
KBS

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Oper. By.....Seagull Broadcasting Co.
Address.....Box 2557
News Service .....UP
Trans. ..... SESAC
Representative.....Gill-Perna
Membership .....NARTB
Gen. Manager.....M. H. Hilton
Commercial Manager.....Gil Hilton
Prog. Dir.....Sam Moil
Sales Prom. Mgr.....Garth Wheeler
Publicity Director.....Jim Carroll
Chief Engineer.....Lyle Wahlquist

KSL—Salt Lake City—1922 CBS

Frequency: 1160 Kc.....Power: 50,000 Watts
Owned-Oper. By..Radio Service Corp. of Utah
Bus.-Studio Address.....145 Social Hall Ave.
News Service.....AP, UP
Transcription Service .....World
Representative.....CBS Radio Spot Sales
Membership .....NARTB, RAB
President.....J. Reuben Clark
General Manager.....Jay W. Wright
Director of Operation.....J. Allen Jensen
Commercial Manager.....Joseph A. Kjar
Program Manager.....Rex L. Campbell
Program Director.....J. Allen Jensen
Prom. Manager.....Robert G. Murdock
Chief Engineer.....Vincent Clayton

KLUB—Salt Lake City—1938

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By.....KLUB Radio Co.
Business-Studio Address..165 Social Hall Ave.
News Service .....UP
Representative .....Hollingbery
Membership ..... NARTB
President, General Mgr.....Frank C. Carman
Commercial Mgr., Prom. Mgr....Allan Thomas
Chief Eng.....Delbert Williams

KWHO—Salt Lake City—1955

Frequency: 860 Kc.....Power: 1 Kw., d.
Owned-Operated By.....Reese C. Anderson
Address.....345 S. State St.
News Service .....UP
Trans. ..... SESAC
Membership ..... NARTB
Pres., Gen. Mgr.....Reese C. Anderson
Prog. Dir.....Cherie Johnsen
Chief Engineer.....Carl Spencer

KVEL—Vernal—1946—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Uintah Bcstg. Co.
Address .....120 E. Main St.
Trans.....Standard, Capitol, MacGregor, Cole
Manager.....Lee Walker

Vermont

Pop. March 1 (Est.) 369,000—Families 107,000
Radio Homes 104,000—TV Homes 76,000—Stations in State 13

WBTN—Bennington—1953

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Catamount Bcstrs. Inc.
Address ..... Bennington
News Service .....UP
Representative .....McGillvra, Kirby
Membership ..... RAB
Pres., Gen. Mgr., Chief Eng.....J. G. Keyworth
Sta., Comm. Mgr.....Benjamin A. Hubley

WTSA—Brattleboro—1950 ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Tri-State Area-Bcstg. Corp.
Address.....Box 819
News Service .....UP
Representative ..... Walker
President .....Theodore Feinstein
Gen., Sta., Comm. Mgr.....Phillips Terhune

WCAX—Burlington—1931 CBS

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Oper. By.....WCAX Radio, Inc.
Business-Studio Address.....135 Main St.
News Service .....UP
Representative .....Weed
Membership .....NARTB, RAB
President, Sta. Mgr.....C. P. Hasbrook
Prog. Dir.....W. C. Dow
Chief Engineer.....James W. Tierney

WDOT—Burlington—1954

Frequency: 1400 Kc.....Power: 250 Watts
Owned .....WDOT, Corp.
Address.....109 S. Winooski Ave.
News Service .....UP
Membership .....NARTB
Station Representatives..... Walker
President, Gen., Sta.....Val Carter
Comm. Mgr., Prom. Mgr.....V. J. D'Acuti
Chief Engineer.....Glendon Fleury

WJOY—Burlington—1946 ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Vermont Bcstg. Corp.
Bus.-Studio-Transmitter Location..633 Main St.
News Service .....AP
Trans. ..... World
Representative.Everett-McKinney, Kettel Carter
Membership .....RAB, NARTB
Station Manager.....Frank A. Balch
Prog. Dir.....Ted Barker
Chief Eng.....Don Wheatley

WSKI—Montpelier-Barre 1947—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Montpelier-Barre Bcstg. Co.
Bus. Address..Union Mutual Bldg., Montpelier
News Service.....AP
Representative .....Nona Kirby
Membership .....NARTB
President .....Paul Perreault
V.P., Gen. Mgr.....Arthur Tacker
Commercial Manager.....Harry C. Perrigo

WIKE—Newport—1952

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By..Memphremagog Bcstg. Co.
Address .....Box 586
Transcription Service .....World
News Service .....UP
Membership .....RAB
Reps.....McGillvra, Walker, Alexander
President .....E. Dean Finney
Gen. Mgr., Chief Eng., Pub. Dir.....D. Thurston
Commercial Manager.....Helen Bowman
Sales Promotion Manager.....Melvin Carter
Program Director.....William Graham

WHWB—Rutland—1949

Frequency: 1000 Kc.....Power: 1000 Watts
Owned...Central Vermont Broadcasting Corp.
Address.....West Proctor Road
News Service .....AP
Transcription ..... World
Representative ..... Gill-Perna
General Manager.....John H. Bennett
Commercial Manager.....Frank McCormack
Program Director.....David J. Corey
Chief Engineer.....Vail Church

WSYB—Rutland—1930
KBS-MBS-YANKEE

Frequency: 1380 Kc..Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Philip Weiss Music Co.
Bus.-Studio Address.....35 Washington St.
Representative .....McGillvra, Walker
Gen., Comm. Manager.....Philip Weiss
Business Manager.....J. H. Weiss

WWSR—St. Albans—1941
YANKEE

Frequency: 1420 Kc.....Power: 1000 Watts
Owned.....Vermont Radio Corp.
Address.....75 North Main Street
News Service .....UP
Transcription ..... World
Representative ..... Walker
President, General Manager...Lloyd S. Squier
Sales Promotion Manager.....Ceci Fahl
Program Director.....Bob Leavitt
Chief Engineer.....Ted Boisvert

WTWN—St. Johnsbury—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Twin State Bcstrs. Inc.
Address .....Concord Ave.
News Service .....UP
Transcription Service .....World
Membership .....NARTB, RAB
Representative .....McGillvra
Pres., Gen. Mgr.....E. Dean Finney
Commercial Manager.....John Byrne
Prog. Dir., Ch. Eng.....Guy O. Austin
Publicity Manager.....Robert Smith

WNIX—Springfield—1954

Frequency: 1480 Kc.....Power: 1 Kw.
Owned.....Conn. Valley Bcstg. Co., Inc.
Address.....106 Park St.
News Service .....UP
Trans. Ser.....Thesaurus, World
Station Rep.....McGillvra, Walker
President, Gen. Mgr.....E. Dean Finney
Sta. Mgr.....Frederick C. Stearns, Jr.
Program Director.....Edwin A. Ellis
Chief Eng.....D. W. Churchill

WDEV—Waterbury—1931
MBS-YANKEE

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Oper. By.....Lloyd E. Squier
Address.....9 Stowe St.
News Service .....UP
Transcription Service .....World
Membership ..... RAB
General Manager.....Lloyd E. Squier
Comm. Mgr., Pgm. Dir.....Craig S. Parker
Chief Engineer.....Warren Chase

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MORE FEATURES
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RADIO AND
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depend on
The Associated Press

Virginia

Pop. March 1 (Est.) 3,693,000—Families 956,000
Radio Homes 916,000—TV Homes 743,000—Stations in State 72

WPIK—Alexandria—1945

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Potomac Bcstg. Corp.
Address.....Virginia Theatre Bldg.
Representative.....Breen & Ward
News Service .....AP
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Carl L. Lindberg
Comm. Mgr., Prog. Dir.....John C. Moran
Sales Prom. Mgr.....Robt. E Lee Moore

WARL—Arlington—1946

Frequency: 780 Kc.....Power: 1000 Watts
Owned....Northern Virginia Broadcasters, Inc.
Address.....5232 Lee Highway
News Service .....UP
Representative ..... Charles Bernard
President .....Cy Blumenthal
General Manager.....Ray Armand
Station Manager.....George Crump
Commercial Manager.....Robert Cobbins
Sales Promotion Manager.....James Clark
Program Director.....John Galloway
Publicity Director.....Jack Laurence
Chief Engineer.....James Petty

WEAM—Arlington—1947

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Oper. By..Arlington Fairfax Bcstg. Co.
Address.....1300 G. St., N.W.
News Service .....AP
Trans. ..... Standard
Rep. ..... McGillvra
President.....Harold H. Thoms
Gen., Sta., Comm. Mgr.....Sidney Magelof
Prog. Dir. .....Jay Perri
Pub. Dir.....Nat Albright
Chief Eng.....Ray Mills

WBLT—Bedford—1950

Frequency: 1350 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Bedford Bcstg. Corp.
Address.....P. O. Box 406
News Service .....AP
Transcription Service.....Thesaurus
Membership ..... NARTB
Pres., Gen., Sta. Mgr.....J. E. Synan
Commercial Manager.....Douglas B. Catlin
Program Director.....Robert A. Scott, Jr.
Chief Engineer.....J. P. Loughlin

WLSD—Big Stone Gap—1953

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Gap Bcstg. Co.
Address .....Box 244
News Ser. .....AP
Trans. Ser. .....World
Membership .....NARTB, RAB
Gen., Comm. Manager.....W. H. Wren, Jr.
Commercial Manager.....Larry Dean
Prog Dir., Ch. Eng.....James J. Gilmore
Promotion Director.....Baker Fraley

WKLV—Blackstone—1947
MBS

Frequency: 1490 Kc.....Power: 250 watts
Owned-Oper. By.....Blackstone Bdcstg. Corp.
Address .....Community Bldg.
Transcription Service.....Thesaurus
News Service .....AP
President, Gen. Mgr.....H. L. Umstead
Chief Engineer.....Cosby A. Draper, Jr.

WCYB—Bristol—1946—ABC

Frequency: 690 Kc.....Power: 10,000 Watts d.
Owned-Oper. By....Appalachian Bcstg. Corp.
Address .....Box 1009
News Service .....AP
Transcription Service .....World
Station Rep. .....Weed
Membership .....NARTB, RAB
President, Gen. Mgr.....Robert H. Smith
Sales Mgr.....J. Fey Rogers
Prog., Pub. Dir.....Francis R. Russell
Chief Engineer.....R. V. Robinson

WFHG—Bristol—1946
MBS-KBS

Frequency: 890 Kc:.....Power: 5000 Watts
Owned-Oper. By.....Bristol Bcstg. Co.
Address .....Valley Drive
News Service .....UP
Membership ..... NARTB
Trans. Ser. .....Thesaurus
Station Rep. .....Walker
Pres.....W. C. Nininger
Gen., Sta. Mgr.....W. L. Nininger
Prog., Pub. Dir.....Basil Saffer
Chief Eng.....John Hughlett, Jr.
Comm. Mgr., Sales Prom. Mgr.....Jack Martin

WCHV—Charlottesville—1933
ABC

Frequency: 1260 Kc..Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Barham & Barham
Bus.-Studio-Transmitter Address..Rose Hill Dr.
News Service .....AP
Representative .....Clark
Membership ..... RAB
Owner.....Charles Barham, Jr.
Gen., Sta., Comm. Mgr.....Robert C. Walker
Prog., Pub. Dir.....R. G. Sketchley
Promotion Manager.....Charles Smith
Chief Engineer.....Ken Colby

WINA—Charlottesville—1949
MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Charlottesville Bcstg. Corp.
Address .....P. O. Box 1230
News Service .....UP
Transcription Service...Standard, Lang-Worth
Station Representative.....Walker
Membership .....RAB

Pres., Gen. Mgr.....Donald G. Heyne
Comm. Mgr.....Thomas M. Behrendt
Prog. Dir.....Edward Desmond

WBCR—Christianburg—1954
KBS

Frequency: 1260 Kc...Power: 1000 Watts d.
Owned-Oper. By.....Montgomery Bcstg. Co.
Address.....P. O. Box 96
Representative .....Indie Sales
News Service .....AP
Transcription Service.....Lang-Worth
President.....Dr. Vernon H. Baker
Gen., Comm. Mgr., Sta. Mgr...Durwood Powell
Prog. Dir.....Frank Starling
Pub. Dir.....Bob Mitchell
Chief Eng.....Vernon Baker

WCFV—Clifton Forge—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...Clifton Forge Bcstg. Corp.
Address .....Fairview Hts
Transcription Service .....Standard
News Service .....AP
General Manager.....T. V. Stevens

WKEY—Covington—1941
ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Earl M. Key
Address.....P. O. Box 710
News Service .....UP
Transcription Service .....Thesaurus
Representative ..... Devney
Membership ..... NARTB
Gen., Sta. Mgr.....Earl M. Key
Comm., Prom. Mgr., Pub. Dir..Kenneth L. Bryant
Program Director.....John L. Davis
Chief Engineer.....Grover K. Fulk

WSVS—Crewe—1946

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....So. Virginia Bcstg. Corp.
Business Address.....Melody Lane
News Service .....AP
Transcription Service.....World
Representative....Interstate United News, Inc.
President .....Calvin S. Willis
Station Manager.....F. H. Watkins, Jr.
Prog. Director.....Robert B. Richards

WCVA—Culpeper—1949
KBS-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Culpeper Bcstg. Co.
Address .....Radio Bldg.
News Service .....UP
Trans. Ser.....Standard, Lang-Worth
Representative .....Indie
Membership .....NARTB
President.....Leonard T. Preston
Gen. Mgr.....John T. Rogers
Commercial Manager.....Philip T. Butler

WBTM—Danville—1930
ABC

Freq.: 1330 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By....Piedmont Bcstg. Corp.
Bus.-Studio Address.....710 Grove St.
Representative .....Gill-Perna
News Service .....AP
Membership .....NARTB, RAB
Manager .....Milton Adams
Comm. Manager.....George Lund
Program Director.....Earl Stogner
Prom. Mgr., Pub. Dir.....Eddie Allgood
Chief Eng., Asst. Mgr.....L. C. Motley

WDVA—Danville—1947
MBS-KBS

Freq.: 1250 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By....Va.-Carolina Bcstg. Corp.
Address ..... Lexington Ave.
News Service .....UP
Transcription Service.....Thesaurus
Representative ..... Robert S. Keller
Membership .....NARTB, RAB
President.....J. D. Pruitt
VP & Gen. Mgr.....Emerson J. Pryor
Commercial Mgr.....Stover Morris, Jr.
Sales Prom. Mgr.....Norman J. Waugh, Jr.
Program Director.....Richard Campbell
Chief Engineer.....Howard Clendenon

WEVA—Emporia—1952

Frequency: 860 Kc.....Power: 1000 Watts
Owned.....Stone Broadcasting Corp.
Address.....Washington & Delaware Streets
News Service .....AP
Transcription ..... Standard
Pres., Gen., Sta. Mgr.....Maxey E. Stone
Comm., Sales Prom. Mgr.....Sallie J. Whitlock
Program Dir.....Will Stone
Publicity Director.....Eddie Anderson
Chief Engineer.....Elton A. Short

WFCR—Fairfax—1955

Frequency: 1310 Kc.....Power: 500 Watts
Owned.....OK Broadcasting Corp.
Address ..... Box 67
News Service .....AP
Representative.....Hil F. Best
Membership ..... NARTB
Pres., Prom. Mgr.....George E. Oleson
Gen., Comm. Mgr.....Arthur Kellar
Program Director.....Jules Henry
Publicity Director.....Jack Heaton
Chief Engineer.....Joe Terrien

WFAX—Falls Church—1948
KBS

Frequency: 1220 Kc.....Power: 500 Watts d.
Owned-Operated By.....Lamar A. Newcomb
Address .....Tower Square
News Service .....UP
General Manager.....Lamar A. Newcomb
Comm. Manager.....Jack James

WFLO—Farmville—1947

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Colonial Bcstg. Co.
Business Address.....Cumberland Rd.
Representative .....Clark
News Service .....UP
Transcription .....Thesaurus
Membership .....NARTB, RAB
General Manager.....Carla B. Keys
Station Manager.....John D. Wilson

WFVA—Fredericksburg 1939—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Fredericksburg Bcstg. Corp.
Business Address.....P. O. Drawer 269
News Service .....UP
Exec. Vice-Pres.....Richard Lewis
Gen., Sta., Comm. Mgr., Ch. Eng...J. C. Morgan
Sls. Prom. Mgr.....Jack H. Tucker
Prog., Pub. Dir.....Arch Harrison

WFTR—Front Royal—1948 KBS-MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By ....Sky—Park Bcstg. Corp.
Address.....P. O. Box 192
News Service ..... AP
Transcription ..... World
Membership ..... NARTB
General Manager.....Kenneth Gordon
Program Director.....Tom Gibson

WBOB—Galax—1946 MBS-KBS

Frequency: 1360 Kc.....Power: 1000 Watts
Owned...Carroll-Grayson Broadcasting Corp.
Address.....Poplar Knob Road
News Service .....AP
Representative.....Continental Radio Sales
Membership .....NARTB
President.....Robert V. Morris
Gen., Sta. Mgr.....Joe P. Crockett
Comm., Prom. Mgr.....Brice Parks
Program Director.....Muriel M. Bell
Publicity Director.....Marguerite Vass
Chief Engineer.....Edward Boyer

WNRG—Grundy—1955

Frequency: 1250 Kc.....Power: 1 Kw., d.
Owned-Oper. By.....Va.-Ky. Bcstg. Co., Inc.
Address .....Box 245
News Service .....UP
President.....H. G. Dotson
Gen., Mgr., Chef Eng., Sta. Mgr....D. B. Jordan
Asst. Mgr.....Aubry Garber

WVEC—Hampton—1948 NBC

Frequency: 1490 Kc.....Power: 250 Watts d.
Owned-Operated By.....Peninsula Bcstg. Co.
Studio-Trans. Address.....1490 Pembroke
News Service.....AP
Transcription Service.....World, Standard
Representative ..... Avery-Knodel
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Thomas P. Chisman
V.P. & Dir. Sls.....Harrol A. Brauer, Jr.

WSVA—Harrisonburg—1935 NBC

Frequency: 550 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned..Shenandoah Valley Broadcasting, Inc.
Address.....P. O. Box 789
News Service .....AP
Transcription ..... Standard
Rep.....Peters, Griffin, Woodward, Inc.
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....Hamilton Shea
Comm. Mgr.....Howard C. Evans
Prom. Mgr., Pub. Director.....N. L. Royster
Program Director.....Alvin Mullenax
Chief Engineer .....J. Maxwell Foley

WHAP—Hopewell—1949 KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..The Hopewell Bcstg. Co.
Business Address.....Box 621
News Service .....UP
Membership ..... NARTB
Representative .....Indie Sales
Pres. .....C. S. Willis
Sta. Mgr.....William R. Craig
Comm. Manager.....Sally Lowry
Prog., Pub. Director.....William H. Woody, Jr.
Chief Engineer.....Everett Wilson

WREL—Lexington—1948 NBC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Rockbridge Bcstg. Co.
News Service .....AP
Representative .....Indie Sales
Membership ..... NARTB
Gen., Comm. Manager.....Milton B. Henson
Program Director .....Joseph E. Lynn, Jr.

WLVA—Lynchburg—1930 ABC

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Lynchburg Bcstg. Corp.
Address .....925 Church St.
News Service .....AP
Transcription Service.....Lang-Worth
Representative.....George P. Hollingbery
Membership ..... NARTB
President.....Edward A. Allen
Gen., Comm. Manager.....Philip P. Allen
Sls. Prom., Prog. Dir.....Warren Uttal
Pub. Dir.....Rod Lea
Chief Engineer.....John T. Orth

WWOD—Lynchburg—1947 NBC

Freq.: 1390 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By
Lynchburg Independent Bcstrs., Inc.
Address.....P. O. Box 1300
News Service .....UP
Representative .....Walker
Membership .....NARTB
Pres.....Cy N. Bahakel
Sta. Mgr., Chief Eng.....F. J. Pinkerton
General Manager.....Henry Hughes

WMEV—Marion—1948 ABC-KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By.Mountain Empire Bcstg. Corp.
Address.....Park Boulevard & Rt. 737
News Service .....AP
Transcription Service .....World
Representative ..... Indie Sales
Membership .....NARTB, RAB
Pres., Gen., Comm. Mgr., Sales Prom. Mgr.
Robert C. Wolfenden
Pub. Dir.....Bob Wolfenden
Pgm. Dir., Sta. Mgr.....Stella D. Wolfenden
Chief Engineer.....Edward Surface

WHEE—Martinsville—1954

Frequency: 1370 Kc.....Power: 1000 Watts
Owned.....Mechlenburg Bcstg. Corp.
Address .....Set-Back Bldg.
News Service .....UP
Representative.....Stars National
Membership .....NARTB
Pres., Sta., Gen. Mgr.....John W. Shultz
Pub. Dir., Comm. Mgr.....Charles F. Adams
Promotion Manager.....Thomas W. Patterson

WMVA—Martinsville—1941 NBC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Martinsville Bcstg. Co., Inc.
Address .....Chatham Heights
News Service .....AP
Representative .....McGavren-Quinn
Membership ..... NARTB
Transcription .....Keystone
President .....H. Grady Moore
Gen., Sta. Mgr., Pub. Dir..Maynard E. Dillaber
Commercial Mgr.....Lester Williams
Sls. Prom. Mgr.....J. W. Bouldin, Jr.
Program Director.....Barbara Zimmerman
Chief Engineer.....B. E. Boyer

WSIG—Mount Jackson—1954

Frequency: 790 Kc.....Power: 1000 Watts
Owned.....Richard F. Lewis, Jr., Inc.
Address.....Mount Jackson
News Service .....UP
Membership .....NARTB, RAB
President.....Richard F. Lewis, Jr.
Gen., Sta., Comm., Prom. Mgr., Chief Eng.
H. T. Van Derwerker
Program Director.....Edward Madden
Publicity Director.....Arthur Barrett

WNRV—Narrows—1953

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Giles Bcstg. Co.
Address .....Route 100
News Service .....AP
Transcription ..... World
President.....H. J. Romanus
General Manager.....Tom Hicks
Commercial Mgr.....John Holland

WYOU—Newport News—1947

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Eastern Bcstg. Corp.
Business-Studio Address.....114 W. 24th St.
Representative....United Bcstg., Dora-Clayton
President .....Richard Eaton
Station Manager.....Joseph Gathings
Commercial Manager.....Carson Brooks

WGH—Norfolk-Newport News 1928—ABC

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By..Hampton Roads Bcstg. Corp.
Bus.-Studio Address....739 Boush St., Norfolk
News Service .....AP
News. Affil.....Daily Press, Times-Herald
Representative ..... Forjoe
Membership .....NARTB, RAB
President.....William R. Van Buren, Sr.
Gen. Manager, V.P.....Edward E. Bishop
Station Manager.....Dan E. Hydrick
Commercial Manager.....Jack Whitehead
Sls. Prom. Mgr.....Ambert Dail
Prog. Dir.....Edward Meyer
Publicity Director.....Robert Calvert
Chief Engineer.....George Sokol

WCMS—Norfolk—1954

Frequency: 1050 Kc.....Power: 1000 W. d.
Owned-Oper. By.....Cy Blumenthal
Address .....Helena Building
News Service .....UP
Rep. .....Charles Bernard
President .....Cy Blumenthal
General Manager.....George Crump
Station Manager.....Roy La Mere
Commercial Manager.....Charles K. Bentz
Program Director.....Lon Backman
Chief Engineer.....Ted Spivey

WLOW—Norfolk—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.Winston-Salem Bstg. Co., Inc.
Bus.-Studio Addr....21st & Manteo Sts., Norfolk
News Service .....UP
Representative..Venard, Rintoul & McConnell
President .....James Coan
General Manager.....W. M. Carpenter
Sta. Mgr.....J. B. Hatthews
Comm. Mgr.....W. Voight
Prog. Dir.....Robert G. Drepperd
Pub. Dir.....Nancy Fentress
Chief Eng.....Howard Hatcher

WNOR—Norfolk—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Norfolk Bcstg. Co.
Address.....1019 Boissevain Ave.
Transcription Service .....Lang-Worth
Representative ..... Weed
News Service .....AP
President.....Louis H. Peterson
Gen. Manager.....Earl Harper

WRAP—Norfolk—1952

Frequency: 850 Kc..Power: 5 Kw., d.; 1 Kw., n.
Owned-Operated By.....Rollins Bcstg., Inc.
Address.....300 Portlock Bldg.
Representative .....Pearson, Rollins
President.....O. Wayne Rollins
Sta., Comm. Mgr.....James H. Mayes, Jr.
Prog. Dir.....Libby Taylor
Chief Eng.....Glen Frazier

WTAR—Norfolk—1923—CBS

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....WTAR Radio Corp.
Bus.-Studio Address.....720 Boush St.
News Affil.....Norfolk Newspapers, Inc.
Membership .....NARTB, RAB
News Service .....AP
Trans. .....Standard, World
Representative .....Edward Petry
Pres., Gen. Mgr.....Campbell Arnoux
Asst. Gen. Mgr.....John C. Peffer
Gen. Sales Mgr.....Robert M. Lambe
Radio Sls. Mgr.....Jack Black
Prog. Dir.....William Johnson
Pub. Dir.....Hal Powell
Chief Eng.....R. L. Lindell

WNVA—Norton—1945
MBS-KBS

Frequency: 1350 Kc.....Power: 5000 Watts
Owned .....Radio-Wise, Inc.
News Service .....UP
President, General Manager.....R. B. Helms
Sta., Comm., Promotion Mgr.....Jack Helms
Program, Publicity Dir.....Jack Darnell
Chief Engineer.....Gene Tommerdahl

WJMA—Orange—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..James Madison Bcstg. Corp.
Address .....Box 271
News Service .....UP
Membership ..... NARTB
Transcription Service .....World
President.....Woodbury S. Ober
General Manager.....Bob C. Wagner
Commercial Manager.....R. H. MacCallum
Chief Engineer.....E. V. Bossieux, Jr.

WCLA—Petersburg—1955

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By....Harry A. Epperson, Jr.
Address.....Archer Ave., Colonial Hts., Va.
News Service.....UP
Transcription Service .....Lang-Worth
Representative.....Thomas F. Clark
Mgr., Owner.....Harry A. Epperson, Jr.
Program Director.....Olive P. Epperson
Promotion Manager.....Ray Frazier

WSSV—Petersburg—1945
MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Southside Virginia Bcstg. Corp.
Business-Studio Address.....112 W. Tabb St.
News Service .....AP
Transcription .....Capitol
Membership .....NARTB
President.....Louis H. Peterson
General Manager.....Ray L. Moss

WAVY—Portsmouth—1943
NBC

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Oper. By
Hampton Roads Teleradio, Inc.
Address.....709 Boush St., Norfolk
Representative .....H-R Reps., Inc.
News Service .....AP
Membership .....NARTB, RAB
President.....Hunter C. Phelan
Gen., Sta. Mgr.....Carl J. Burkland
Comm., Sls. Prom. Mgr.....H. Stanley
Prog., Pub. Dir.....E. G. Sheridan
Chief Engineer.....William Manrov

WPUV—Pulaski—1946

Frequency: 1580 Kc.....Power: 5000 Watts
Owned-Oper. By.....Southwest Bcstg. Corp.
Address .....Box 351
News Service .....AP
Transcription Service .....World
Representative ..... Dora-Clayton
Pres., Gen. Mgr.....Mason C. Deaver
Asst. Mgr., Prog. Dir., Ch. Eng...J. A. Columbus
Commercial Manager.....Larry Schoenfeld
Publicity Director.....Carolyn Farmer

WRAD—Radford—1950

Frequency: 1460 Kc.Power: 5 Kw. d., 500 W. n.
Owned-Oper. By.....Highlands Bcstg., Inc.
News Service .....AP
Representative ..... Robert S. Keller, Inc.
President.....Dr. Perry E. Gresham
Gen., Sta., Comm. Mgr.....Wendell H. Siler

WRIC—Richlands—1951

Frequency: 540 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Clinch Valley Bcstg. Corp.
Address.....P. O. Box 218
Transc. Service.....Thesaurus, World, SESAC
Membership ..... NARTB
Gen. Mgr., Prog. Dir.....Lindy Seamon

WANT—Richmond—1951

Frequency: 990 Kc.....Power: 1000 Watts
Owned.....United Broadcasting Co.
Address.....513 East Main Street

News Service ..... UP
Rep. ..... Oakes, United Broadcasting Co., Dora-Clayton
President ..... Richard Eaton
General Manager, Chief Eng. ..... S. J. Bell
Program Director ..... Bernice W. Armstead

WLEE—Richmond—1945 NBC

Frequency: 1480 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Lee Bcstg. Corp.
Business-Studio Address ... 6200 Broad St. Road
News Service ..... AP
Representative ..... Forjoe, Kettell-Carter
Membership ..... RAB
President ..... Thomas G. Tinsley, Jr.
Gen. Mgr. ..... Irvin G. Abeloff
Station, Commercial Mgr. ..... H. L. Hudson
Sales Prom. Mgr., Pub. Dir. ... James W. Evans
Program Director ..... S. A. Ludgate
Chief Engineer ..... Thomas J. Kita

WLLY—Richmond—1955

Frequency: 1320 Kc. ..... Power: 1000 Watts
Owned ..... WLLY, Inc.
Address ..... Broad-Grace Arcade
News Service ..... AP
Representative ..... John E. Pearson
Membership ..... NARTB
President ..... Louis Adelman
Gen., Sta., Comm. Mgr. ..... Melvin E. Whitmire
Sales Prom. Mgr., Prog. Dir. ..... Gene Creasy
Publicity Director ..... Harriet Meyer
Chief Engineer ..... Kenith Shelton

WMBG—Richmond—1926 ABC

Frequency: 1380 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Havens & Martin, Inc.
Bus.-Studio Address ..... 3301 W. Broad St.,
News Service ..... UP
Membership ..... RAB
Representative ..... Bolling Co.
Pres., Gen., Sta. Mgr. ..... Wilbur M. Havens
Commerical Mgr. ..... Walter A. Bowry, Jr.
Sales Prom. Mgr. ..... William J. Filer
Prog. Dir., Pub. Dir. ..... Frank Wilson
Chief Engineer ..... James Kyle

WRNL—Richmond—1937 ABC

Frequency: 910 Kc. ..... Power: 5000 Watts
Owned-Oper. By .. Richmond Newspapers, Inc.
Business-Studio Address ..... 111 N. Fourth St.
News Service ..... AP
Newspaper Affil. . News Leader; Times Dispatch
Trans. Serv. ..... Standard, Thesaurus, SESAC
Representative ..... Edward Petry
Membership ..... NARTB
President ..... D. Tennant Bryan
Station Manager ..... E. S. Whitlock
Sales Manager ..... Frank Soden
Prog. Dir. ..... Charles R. Maillet
Publicity Director ..... Miss Fan Cox
Chief Engineer ..... E. V. Wolstenholme

WRVA—Richmond—1925 CBS

Frequency: 1140 Kc. ..... Power: 50,000 Watts
Owned-Oper. By ..... Larus & Brother Co.
Business Address ..... Hotel Richmond
News Service ..... UP
Transcription Service ..... Lang-Worth
Representative ..... CBS Radio Spot Sales
Membership ..... NARTB, RAB
General Manager ..... John B. Tansey
Asst. Gen. Mgr. ..... W. R. Preston
Sales Manager ..... Harold Barre
Promotion Manager ..... Irby N. Hollans, Jr.
Program Manager ..... Raymond L. Kennedy
Production Manager ..... Harold Phillips
Pub. Rel. Mgr. ..... W. R. Bishop
Chief Engineer ..... Rudolph W. Raabe

WXGI—Richmond—1947

Frequency: 950 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Radio Virginia, Inc.
Bus.-Studio Address ..... 100 W. Franklin St.
Representative ..... Burn-Smith
News Service ..... UP
Membership ..... NARTB
President ..... Douglas H. Robertson
General Mgr. ..... David M. Wilburn

WDBJ—Roanoke—1924—CBS

Frequency: 960 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Times-World Corp.
Address ..... P. O. Box 150
News Service ..... AP
News. Affil. ..... Times, World News
Transcription Service ..... World
Representative . Peters, Griffin, Woodward, Inc.
Membership ..... NARTB, RAB
President ..... M. W. Armistead, III
V.P., Managing Dir. ..... Ray P. Jordan
Program Director ..... Paul E. Reynolds
Sales Director ..... Frank E. Koehler
Promotion Director ..... Katherine Griffey
Chief Engineer ..... J. Edward Newman

WRIS—Roanoke—1953

Frequency: 1410 Kc. ... Power: 5000 Watts d.
Owned ..... Roanoke Independent Bcstrs. Inc.
Address ..... Box 702
News Service ..... AP
Representative ..... Walker
Membership ..... NARTB
General Mgr. ..... Cy Bahakel
Asst. Gen. Mgr. ..... Frank Tirico

WROV—Roanoke—1946 ABC

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... WROV Bcstrs., Inc.
Bus.-Studio Address ... 15th & Cleveland Ave.
News Service ..... UP
Representative ..... Burn-Smith
Trans. ..... Standard
Membership ..... RAB
Pres., Gen. Mgr., Comm. Mgr. ..... Burton Levine

Pub. Dir. ..... Barbara Felton
Chief Engineer ..... Stephen J. Hart

WSLS—Roanoke—1940
NBC-MBS

Frequency: 610 Kc. ..... Power: 1000 Watts
Owned ..... Shenandoah Life Stations, Inc.
Business-Studio Address ..... Radio-TV Center
Transcription Service ..... Thesaurus
Representative ..... Avery-Knodel
President ..... Paul C. Buford
Exec. Vice President ..... James H. Moore
Prom. Mgr. ..... F. L. Corstaphney
Commercial Manager ..... Horace Fitzpatrick
Sls. Prom. Dir. ..... C. R. Garrison
Program Manager ..... G. W. Chernault, Jr.
Chief Engineer ..... J. P. Briggs

WHLF—South Boston—1947
ABC-KBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Halifax Bcstg. Co.
News Service ..... AP
Membership ..... NARTB
Transcription Service ..... World
Gen., Comm. Mgr. ..... John L. Cole, Jr.

WJWS—South Hill—1953

Frequency: 1370 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Old Belt Bcstg. Corp.
Address ..... P. O. Box 216
Transcription Service ..... Lang-Worth
President ..... C. D. Pennington, Jr.
Gen., Sta., Comm. Mgr. ..... W. Hofler
Publicity, Program Director ..... A. W. Walthall
Chief Engineer ..... Charles E. Brown

WAFC—Staunton—1954

Frequency: 900 Kc. ..... Power: 1 Kw. d.
Owned ..... Am. Home Bcstg. Corp.
Address ..... P. O. Box 396
News Service ..... UP
Trans. Ser. ..... SESAC
Station Rep. ..... Clark
General Manager ..... Lloyd Gochenour

WTON—Staunton—1946
ABC

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Charles P. Blackley
Business-Studio Address ..... Morrison Bldg.
Transcription Service ..... Lang-Worth
General-Station Mgr. ..... Charles P. Blackley
Comm.-Sales Prom. Mgr. ..... Charles F. Seebeck
Program Director ..... Ray H. Honaker, Jr.
Chief Engineer ..... Rex C. Houser

WLPM—Suffolk—1940
ABC-KBS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Suffolk Bcstg. Corp.
Business-Studio Address ..... Radio Bldg.
News Service ..... AP
Pres., General Mgr. ..... Fred L. Hart
Comm. Mgr. ..... L. Earl Hundley
Chief Eng. ..... Veryl W. Rupp

WBOF—Virginia Beach—1954

Frequency: 1600 Kc. ..... Power: 1 Kw.
Owned ..... Va. Beach Bcstg. Corp.
Address ..... Box 36
Rep. ..... Hil F. Best
Membership ..... NARTB, RAB
Pres., Gen., Sta. Mgr., Prom. Mgr. ..... Leo Hoarty
Prog. Dir. ..... Frank Roberts
Comm. Mgr. ..... William Vidal
Pub. Dir. ..... Harry Doggette
Chief Engineer ..... Thane S. Garrison

WNNT—Warsaw—1949—KBS

Frequency: 690 Kc. ..... Power: 250 Watts d.
Owned ..... Grayson Headley
Address ..... Warsaw
Transcription Service ..... Standard
Pres., Gen. Mgr. ..... Grayson Headley
Commercial Mgr. ..... Ruth R. Rouzie
Sales Prom. Mgr. ..... Bill Allison
Prog. Dir. ..... Chris Naumann
Pub. Dir. ..... Pat Parker
Chief Engineer ..... W. Dean Loudy

WAYB—Waynesboro—1947
MBS-KBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Waynesboro Bcstg. Corp.
Address ..... 526 Main St.
Rep. ..... Donald Cooke
Membership ..... NARTB
Transcription ..... World
Pres., Gen., Sta., Comm. Mgr. ..... N. Wilbur Kidd
Sales Manager ..... Albert C. Schmick
Chief Engineer ..... Donald D. Curtis

WINC—Winchester—1941
ABC-KBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Richard Field Lewis, Jr., Inc.
Business Address ..... Box 605
Membership ..... NARTB
President, Gen. Mgr. ..... Richard Field Lewis, Jr.
Sta. Mgr. ..... James Holder
Comm., Prom. Mgr. ..... Wally Hankin
Program Director ..... Phil Potter
Chief Engineer ..... Phil Whitney

WYVE—Wytheville—1949
KBS

Frequency: 1280 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Wythe County Bcstg. Co.
Address ..... P. O. Box 534
Membership ..... NARTB
Transcription Service ..... Lang-Worth
General Manager ..... A. M. Gates, Jr.
Program Director ..... Frank Lindamood
Chief Engineer ..... Jack Fleming

Washington

Pop. March 1 (Est.) 2,713,000—Families 839,000
Radio Homes 824,000—TV Homes 615,000—Stations in State 64

KBKW—Aberdeen—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....KBKW, Inc.
Address.....701 E. Heron St.
News Service .....AP
Transcription ..... World
Representative .....Feltis, McGillvra
Membership ..... NARTB
President .....Archie Taft, Jr.
Manager .....Mahlon R. Taft

KXRO—Aberdeen—1927 MBS-KBS

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By .....KXRO, Inc.
Address .....207½ E. Market St.
News Service .....UP
Rep.....Walker, Ayres, Art Moore
Membership.....NARTB, RAB
President.....Harry R. Spence
General Manager.....Fred G. Goddard
Station Mgr.....John B. Waitkus
Program Director.....Phillip M. Wacker
Comm. Mgr. .....Roy Johnson
Sales Prom. Manager.....Monte Cook
Publicity Director.....Fred Hepner, Jr.
Chief Engineer .....Philip True

KPUG—Bellingham—1948 MBS-KBS

Frequency: 1170 Kc.....Power: 1000 Watts
Owned-Operated By.....KPUG, Inc.
Business Address.....P. O. Box 655
News Service .....UP
Newspaper Affil.....Burley (Id.) Herald, St. Helena (Ore.) Mist, Othello (Wa.) Outlook
Rep.....Headley Reed; Hunt; Moore
Trans. ..... Lang-Worth
Membership ..... NARTB
President .....Jessica L. Longston
Gen. Mgr.....Robert E. Pollock
Station Manager.....John DiMeo
Comm. Mgr.....Oscar Lundgren
Publicity Dir.....Dorothy Jacobson
Sls. Prom. Mgr.....Richard Z. Thompson
Program Director.....John K. Munroe
Chief Engineer.....Donald R. Pinney

KVOS—Bellingham—1927 ABC

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....KVOS, Inc.
Bus.-Studio Address.....KVOS Bldg.
News Service .....UP
Representative .....Forjoe, Stovin
President .....Rogan Jones
Gen. Mgr. ..... Alex de Schweinitz
Station Manager.....Loyal H. Vickers
Nat. Sales Manager.....Fred Elsethagen

KBRO—Bremerton—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Bremerton Broadcast Co.
Address.....205 Washington Ave.
News Service .....UP
Transcription ..... Standard
Representative .....Hugh Feltis
Membership ..... NARTB
Owner .....Bruce Bartley
General Manager.....Linc Perry
Office Manager.....Shirley Seid
Sales Prom. Mgr.....Bruce Perry
Program Director.....Bill Luckhurst
Chief Engineer.....Dick McCabe

KELA—Centralia-Chehalis 1937—MBS-DON LEE

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Oper. By.....Central Bcstg. Corp.
Business Address.....P.O. Box 720, Centralia
News Service .....UP
Rep..Walker, O'Connell, McGavren, Art Moore
Membership .....RAB
President.....J. Elroy McCaw
Sec.-Treas.....Mabel A. Gwinn
Gen., Sta. Mgr.....Joe Chytil
Asst. Mgr.....Lee Stottlemyre
Sales Prom. Mgr.....William Tilton
Program Director.....Donald Younghans
Publicity Director.....Richard Dawson
Chief Engineer.....Lloyd Hannah

KITI—Chehalis-Centralia 1954

Frequency: 1420 Kc.....Power: 1 Kw. d.
Owned-Operated By.....KITI Corp.
Address.....804 Market St.
Newspaper Affil.....Daily Chronicle
News Service.....UP
Transcription .....World
Representative.....Best; Moore; Feltis; Cox
Membership .....NARTB, RAB
Pres., Gen., Sls. Prom. Mgr.....D. Whitman
Commercial Manager.....Jack Luetjen
Chief Engineer.....Harold C. Singleton

KCLX—Colfax—1949—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Adrian De Vries
Address .....Box 710
News Service .....AP
Representative.....Best; Art Moore
Owner, Gen., Sta. Mgr.....Adrian De Vries

KCVL—Colville—1955—KBS

Frequency: 1480 Kc.....Power: 1 Kw. d.
Owned-Operated By.....Colville Bcstg. Co.
Address.....P. O. Box 208
Representative.....Best, Art Moore
News Service .....UP
Gen. Mgr., Prog Dir., Chief Eng.
Merle B. Peterson
Commercial Manager.....Jerry V. Fountain

KGDN—Edmonds—1954

Frequency: 630 Kc.....Power: 1000 Watts
Owned...Garden of the King Enterprises, Inc.
News Service .....UP
Transcription .....SESAC
President .....A. B. Martin
Manager.....A. Orville Helgeson
Program Director.....Gerald Swanson
Comm. Mgr.....George W. Boucher
Chief Eng.....Bob Nichols

KXLE—Ellensburg—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Central Washington Bcstrs.
Bus. Add. Trans. Loc.....Box 600
Transcription Service.....Associated, World
Representative .....McGillvra
Membership .....NARTB
President.....Goodwin Chase, Jr.
Gen., Sta. Manager.....Joe Kendall
Commercial Manager.....Bill Hanning
Sls. Prom. Mgr.....Bill Allen
Publicity Director.....Ron Forsell
Chief Engineer.....Robert I. Sampson

KULE—Ephrata—1949

Frequency: 730 Kc.....Power: 1000 Watts
Owned.....Columbia Basin Broadcasting Co.
Address.....118 "B" Street Northwest
News Service .....UP
Transcription ..... Standard
Membership ..... RAB
President.....R. E. Billingsley
Gen., Sta., Comm., Prom. Mgr.....Bob Moore
Program Director.....Dorothy McCue
Chief Engineer.....Len Brown

KRKO—Everett—1920—MBS

Frequency: 1380 Kc. .....Power: 1000 Watts
Owned-Oper. By....The Everett Bcstg. Co., Inc.
Address.....P. O. Box 916
News Service .....AP
Representative.....McGillvra, Art Moore
Membership ..... RAB
General Manager.....William R. Taft
Sales Manager.....Warren Johnson
Chief Engineer.....Dave Foley

KFDR—Grand Coulee—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Ralph A. Nachtmann
Address .....Box 395
News Service .....UP
Representative.....Best, Art Moore
General Manager.....R. A. Nachtmann
Program Director.....Alcuin Theisen
Chief Engineer.....Frank Van Hemert

KLOG—Kelso—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By ...N.W. Public Services, Inc.
Address .....P. O. Box 90
News Service .....UP
Representative.....Feltis, Ayres, Best
President .....Roscoe A. Day, Jr.
General Manager.....John Carlson
Chief Engineer.....Jay Erisman

KWIE—Kennewick—1949
CBS

Frequency: 610.....Power: 5000 Watts
Owned-Oper. By .....KWIE, Inc.
Address .....11 S. Cascade St.
Representative.....Art Moore, Robert Meeker
Membership .....NARTB
News Service .....AP
President, Gen. Mgr.....Harold A. Clark
Comm. Mgr., Chief Eng.....C. J. McCredie
Program Director.....Mar Jean Matthews

KNBX—Kirkland—1947
KBS

Frequency: 1050 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Eastside Bdcstg. Co.
Address Trans. Loca. .....Civic Center
News Service.....UP
Representative.....Best, Art Moore
General Manager.....G. A. Wilson
Program Director.....R. Anita Busek

KBAM—Longview—1955

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Altru Bcstg. Co.
Address.....Box 31
News Service.....INS
Rep.....Holman, H. S. Jacobson
Membership ..... RAB
Partners.....W. Gorden Allen & John Truhan
General Manager.....Arne G. Peterson
Commercial Manager.....Lowell Bryan
Prom. Mgr.....William Hoftyzer
Pub. Dir.....Gary Burns
Program Director.....Charles Nelson
Chief Engineer.....Kenneth Vancil

KWLK—Longview—1938
DON LEE-MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Twin City Bcstg. Corp.
Bus.-Studio Add..Natl. Bank of Commerce Bldg.
News Affil.....Daily News
News Service .....UP
Transcription Service .....World
Representative.....W. S. Grant, Art Moore
Membership ..... RAB
Pres.....J. M. McClelland, Jr.
Gen., Sta. Mgr.....Marvin E. Johnston
Prog. Dir.....Doyle Seeley

KSEM—Moses Lake—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KSEM, Inc.
Address .....Box 276
News Service .....UP
Representative .....Headley-Reed
Manager .....James Schroeder

KWIQ—Moses Lake—1956

Frequency: 1260 Kc.....Power: 1000 Watts

Owned.....Central Basin Broadcasting Co.
Address .....Box 1133
News Service .....AP
Representative .....Hugh Feltis
President.....Robert S. McCaw
Gen., Sta. Mgr.....Doug Setterberg
Commercial Manager.....C. Nat Harris
Chief Engineer.....James N. Soyk

KBRC—Mount Vernon—1946

Freq.: 1430 Kc.....Power: 1000 Watts
Owned-Operated By.....Beckley Radio Co.
Bus.-Studio Address.....P.O. Box 240
News Service .....UP
Rep. .....McGillvra, Art Moore
Membership ..... NARTB, RAB
Pres., Gen., Sta. Mgr.....Leo H. Beckley
Commercial Mgr.....Frank Snyder
Prog. Dir.....Joe Armey
Pub. Dir.....Dick Buffum
Chief Engineer.....Walt Bjerke

KGY—Olympia—1922 MBS-DON LEE-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....Tom Olsen
Address Trans. Loca.....P. O. Box 710
News Service .....UP
Representative.....George Clark, Art Moore
Membership .....RAB, NARTB
General Manager.....Tom Olsen
Sta., Comm. Mgr.....Herb Anderson
Sls. Prom., Prog Dir.....Don Jones
Publicity Director.....Robert Cummings
Chief Engineer.....Charles Roark

KITN—Olympia—1956

Frequency: 1440 Kc.....Power: 500 Watts d.
Owned .....KITN Corp.
Address.....610 Columbia Street
News Service .....UP
Representative .....Best, Feltis
Pres., Gen., Sales Prom. Mgr.....D. Whitman
Commercial Manager.....J. Harris Dorr
Chief Engineer.....Dave Hubert

KOMW—Omak—1947

Frequency: 680 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KOMW, Inc.
Business-Studio Address.....Box 151
News Service ..... UP
Representative .....Feltis; Ayres
Membership .....NARTB
President.....R. L. McNett
General Manager .....Dean Nichols
Comm. Mgr.....Jerry Weaver
Prog. Dir.....Marilyn Moomaw
Chief Eng.....Milton Kristensen

KZUN—Opportunity—1955

Frequency: 1270 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Voice of Spokane Valley
Address.....P. O. Box 123
News Service .....AP
Representative.....W. S. Grant
General Manager.....Robert L. Swartz
Co-Manager.....Arthur R. MacKelvie
Sales Manager.....Richard White

KPKW—Pasco—1945—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By .....Western Radio Corp.
Address.....P. O. Box 233
News Service .....UP
Representative .....Feltis
Transcription Service .....Capitol
Pres., Gen. Mgr.....V. B. Kenworthy
Sta. Mgr.....Don Heinen
Comm. Mgr.....Bob White
Prog. Dir., Chief Engineer.....Robert Rockne

KONP—Port Angeles—1945 KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Radio Pacific Inc.
Address.....313 West First Street
Newspaper Affiliation.....Evening News
News Service .....UP
Transcription ..... World
Representative .....Art Moore
Membership ..... RAB
President.....C. N. Webster
Station Manager.....Keith E. Patterson
Commercial Manager.....Jack K. Proctor
Chief Engineer.....Frederick F. Fields

KOFE—Pullman—1950

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Bayton & Hicks
Address.....Pullman-Colfax Hy.
Representative ..... Ayres, Best
News Service .....UP
Station Mgr. .....J. Ronald Bayton
Promotion Mgr.....B. J. Bayton

KAYE—Puyallup—1952 KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Radio "K" Inc.
Address.....P. O. Box 271
News Service .....UP
Representative .....Art Moore
President, Program Director.....Gale Mix
General, Sta. Manager....Warren D. Peterson
Commercial Manager.....Jack Delauney
Sales Promotion Manager.....Don Broughman
Publicity Director.....E. C. Herold
Chief Engineer.....Henry Perozzo

KAPA—Raymond—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Willapa Bcstg. Corp.
Address .....P. O. Box 626
Representative .....Walker, Art Moore
Sta. Mgr.....R. E. Claunch
Comm. Mgr.....J. W. Reavley
Chief Engineer .....Robert Sheetz

KLAN—Renton—1952

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By .....Interlake Bdcstg. Corp.

Address Trans. Loca.....Box 449
News Service .....UP
President .....Ralph Sander
General Mgr. .....Clifford H. Hansen
Commercial Mgr.....Ray Pounder
Pub. Dir.....Fred Grant
Chief Engineer.....Earl Bayne

KALE—Richland—1950

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By.....KALE, Inc.
Address.....P. O. Box 367
Representative .....Headley-Reed
President.....R. S. McCaw
Gen., Comm. Mgr.....L. G. Dix

KAYO—Seattle—1926

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. d.
Owned-Operated By...Wash. Telecasters, Inc.
Add., Trans. Loca.....2939 Fourth Ave. So.
News Service .....UP
Rep.....Headley-Reed, Art Moore
President.....Jessica L. Longston
Exec. Vice-Pres.....R. E. Pollock
Sta. Mgr.....Jim Hamstreet
Comm. Mgr.....Charles Sullivan
Sales Prom. Mgr.....Ted Bell
Prog. Dir.....Russ Norman
Pub. Dir.....Bob Engler
Chief Eng.....Tad Jones
Sales Prom. Mgr., Pgm. Dir.....Ben H. Harkins
Chief Engineer.....Verle Jones

KING—Seattle—1947—ABC

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned-Oper. By.....KING Bcstg. Co.
Address.....320 Aurora Ave.
Representative .....Blair
News Service.....UP, INS
Membership .....NARTB, RAB
President.....Mrs. A. Scott Bullitt
V.P., Gen. Mgr.....Otto P. Brandt
Sta. Sales Mgr.....Frederick Von Hofen
Merchandise Manager.....G. W. Parker
Pub. & Prom. Mgr.....M. A. Anderson
Operations Manager.....Paul H. Smith
Chief Engineer.....A. A. Shultz

KIRO—Seattle—1927—CBS

Frequency: 710 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Queen City Bcstg. Co.
Bus.-Studio Address...1530 Queen Anne Ave.
News Service .....UP
Transcription .....Columbia
Representative.Peters, Griffin, Woodward, Inc.
Membership .....NARTB
President .....Saul Haas
Comm. Manager.....William F. Tucker
Station Manager.....Lincoln W. Miller
Publicity Director.....John Shield
Program Director.....Warren McCloy
Chief Engineer.....James Upthegrove

KJR—Seattle—1923

Frequency: 950 Kc. .....Power: 5000 Watts
Owned-Oper....Mt. Rainier Radio & TV Bcstg.
Business-Studio Address....2600 26 Ave. S.W.
News Service .....UP
Transcription Service .....Standard
Representative.Branham, McGavren, Jacobson
Membership .....RAB
Pres., Gen Mgr.....Lester M. Smith
Commercial Manager, Gen. Sales Mgr.
Gaylen S. Blackford
Pgm. Director.....Homer Pope
Chief Engineer.....Don M. Anderson

KOL—Seattle—1922

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By.....Seattle Bcstg. Co.
Bus.-Studio Address.....1100 W. Florida St.
News Service.....UP, INS
Representative .....Bolling
Membership .....RAB
President.....Marie S. Taft
General Manager.....Archie Taft, Jr.
Asst. Mgr.....W. L. Simpson
Commercial Manager.....Gil Bond
Program Director.....Phyllis O. Miller
Chief Engineer.....Perry Lind

KOMO—Seattle—1926—NBC

Frequency: 1000 Kc.....Power: 50,000 Watts
Owned-Oper. By....Fisher's Blend Station, Inc.
Bus.-Studio Address.....100 4th Ave. No.
News Service .....UP
Transcription Service.....Associated
Representative .....NBC Spot Sales
Membership .....NARTB, RAB
President.....O. W. Fisher
Gen. Mgr., Exec. V. P.....W. W. Warren
Comm. Manager.....King Mitchell
Sls. Prom. Mgr.....Bill Cathey
Program Manager.....F. J. Patterson
Pub. Dir.....Margaret Frey
Chief Engineer.....C. E. Miller

KTIX—Seattle—1956

Frequency: 1590 Kc.....Power: 5000 Watts
Owned.....KTIX Broadcasting Co.
Address.....101 Bellevue Ave., N.
News Service .....INS
Representative .....Forjoe
Membership .....NARTB, RAB
President.....W. Gordon Allen
Gen., Comm. Mgr.....Tom Kelly
Sales Prom. Mgr.....Paul C. Law
Program Dir.....Keith M. Samples
Publicity Director.....Doris Holman
Chief Engineer.....Kenneth Vancil

KTW—Seattle—1920

Frequency: 1250 Kc.....Power: 1000 Watts
Owned.....The First Presbyterian Church
Address.....7th Ave. & Spring St.
Pres.....Glenn T. Whitney
Gen. Mgr., Ch. Eng.....James S. Ross
Sta., Comm., Prom. Mgr.....Don Bevilacqua
Prog., Pub. Dir.....Bill Lehnoff

KVI—Seattle—1929—MBS

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By..Puget Sound Bcstg. Co., Inc.
Business Address.....Camlin Hotel

News Service ..... AP
Transcription Service ..... Thesaurus
Representative ..... H-R Reps.
Membership ..... NARTB
President, Gen. Mgr. ..... Mrs. Vernice Irwin
Commercial Mgr. ..... Earl T. Irwin
Sales Promotion Manager ..... Evelyn Egan
Program Dir. ..... Harry Long
Chief Engineer ..... D. M. McDonough

KXA—Seattle—1926

Frequency: 770 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... KXA, Inc.
Bus.-Studio Address ..... 320 Second Ave., W.
News Service ..... AP
Representative ..... Meeker
Membership ..... NARTB, RAB
President ..... Wesley I. Dumm
Comm. Mgr. ..... G. A. Wellington
Gen. Mgr., Chief Eng. ..... John Dubuque

KGA—Spokane—1926—ABC

Frequency: 1510 Kc. ..... Power: 50,000 Watts
Owned-Oper. By .... Bankers Life and Casualty
Bus.-Studio Address .... Moran Prairie, Box 141
News Service ..... UP
Transcription ..... Thesaurus, World
Representative ... Everett-McKinney, O'Connell
General Manager ..... Jack Wells
Managing Director ..... Ray J. Williams

KHQ—Spokane—1922—NBC

Frequency: 590 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... KHQ, Inc.
Bus.-Studio Address ... 700 Radio Central Bldg.
News Service ..... AP
Representative ..... Katz
Membership ..... NARTB, RAB
Pres., Gen. Sta. Mgr. ..... Richard O. Dunning
Comm. Mgr. ..... William Merrill
Prog. Dir. ..... John Fahey
Sls. Prom., Pub. Dir. ..... Rex Gerlach
Chief Engineer ..... A. G. Sparling

KNEW—Spokane—1947
MBS-DON LEE

Frequency: 790 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Inland Empire Bcstg. Co.
Address ..... 57th & Helena
Representative ..... Weed
Membership ..... NARTB
Pres., Gen. Mgr. ..... Burl C. Hagadone
Station Manager ..... C. E. Rodell

KREM—Spokane—1947

Freq.: 970 Kc. ..... Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By ..... Louis Wasmer
Address ..... 4103 South Regal
News Service ..... AP
Membership ..... RAB
Representative ..... Forjoe
Gen., Sta., Sales Prom. Mgr. .. Robert H. Temple
Program Director ..... E. A. Moseley
Chief Engineer ..... Hommer W. Mead

KSPO—Spokane—1922

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Williams and Cody
Address, Trans. Loca. ..... Realty Bldg.
Membership ..... NARTB
Representative ..... Grant Webb
General Manager ..... Gene Williams

KXLY—Spokane—1922
CBS

Frequency: 920 Kc. ..... Power: 5,000 Watts
Owned-Oper. By ..... No. Pacific Radio Corp.
Address ..... W. 315 Sprague Ave.
Rep. ..... Avery-Knodel, Art Moore
Trans. ..... Standard
Membership ..... NARTB
Pres. ..... Norman Alexander
General Manager ..... Richard E. Jones
Sales Mgr. ..... James Agostino
Program Director ..... George Anthony
Prom. Mgr., Prog. Mgr. ..... Robert Moore
Chief Eng. ..... George Langford

KREW—Sunnyside—1950

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Cole E. Wylie
Address ..... 7th & Decatur
News Service ..... AP
Representative ..... Tracy Moore
Membership ..... RAB
President ..... Cole E. Wylie
General Manager ..... Don G. Bennett
Program Director ..... Jean Runyan
Chief Engineer ..... John Berg

KMO—Tacoma—1926

Frequency: 1360 Kc. ..... Power: 5 Kw.
Owned ..... Tacoma Radio Corp.
Address ..... P. O. Box 1651
Representative ..... Avery-Knodel
News Service ..... UP
Trans. ..... Thesaurus
Membership ..... RAB
Pres., Gen. Sta. Mgr. ..... J. Archie Morton
Comm., Prom. Mgr. ..... Herb Pollock
Pub. Dir. ..... Doris Finholm
Program Director ..... Clair Weidenaar
Chief Engineer ..... Duane White

KTAC—Tacoma—1942

Frequency: 850 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... Tacoma Bcstrs., Inc.
Address ..... Winthrop Hotel
News Service ..... UP
Transcription Service ..... World
Representative .... Gill-Perna, Duncan A. Scott
Membership ..... NARTB
President, Gen. Mgr. ..... Jerry Geehan
Station, Sales Prom. Mgr. ..... John Condon
Prog. Dir., Pub. Dir. ..... Dick Weeks
Chief Engineer ..... R. C. Velo

KTNT—Tacoma—1952

Frequency: 1400 Kc. ..... Power: 250 Watts

Owned-Operated By.....Tribune Publ. Co.
Address.....So. 11th & Grant Sts.
Transcription Service.....Lang-Worth
Newspaper Affil. .....News Tribune
News Service.....AP, UP
Membership.....NARTB, RAB
Representative .....Weed
Gen., Sta. Mgr.....Larry Carino
Commercial Mgr.....John Upham
Sales Prom. Mgr.....Robert Lyte
Program Director..... Don St. Thomas
Chief Engineer.....Max H. Bice

KENE—Toppenish—1954
KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Radio Broadcasters Inc.
Address.....P. O. Box 350
Representative .....Hil F. Best
President .....Jack R. Woodroofe
General Manager.....Jack E. Everhart
Program Director.....Verne Sawyer
Chief Engineer.....Orvile Bishop

KHFS—Vancouver—1954
KBS

Frequency: 1150 Kc.....Power: 1,000 Watts d.
Owned-Oper. By.....Western Bcstg. Co.
Address.....5500 Fourth Plain Road
News Service .....UP
Trans. ..... Standard
General Manager.....Ralph C. Weagant
Commercial Manager.....Ernest Crater
Chief Engineer.....Bryce Howard

KVAN—Vancouver—1939

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....KVAN, Inc.
Studio Address .....707 Main St.
Newspaper Affil.....Coos Bay Times
News Service .....UP
Representative.....Grant Webb, Tracy Moore
Membership ..... RAB
President.....Sheldon F. Sackett
General-Station Mgr. .....Jack Irvine
Gen. Sales Mgr. ..... Larry H. Lau
Nat. Sales Mgr.....Isabelle Hoyt
Chief Engineer.....Leo Erickson

KTEL—Walla Walla—1946
ABC-KBS

Frequency: 1490 Kc. .....Power: 250 Watts
Owned-Oper. By ....Walla Walla Bdcstg. Co.
Address.....Book Nook Bldg.
Membership ..... RAB
Transcription Service .....World
Representatives .....Grant, Feltis
Pres., Gen. Mgr.....Jack Keating
Sales Manager.....Don Harris

KUJ—Walla Walla—1928
MBS

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....KUJ, Inc.
Business-Studio Address.....55 E. Main St.
News Service .....UP
Representative.....Forjoe, Art Moore
President, Gen. Mgr.....H. E. Studebaker
Comm. Mgr.....Sam Kelly
Prog. Dir.....Verne Russell
Chief Eng.....M. L. MacLafferty

KPQ—Wenatchee—1929
ABC-NBC

Frequency: 560 Kc. .....Power: 5000 Watts
Owned-Oper. By.....Wescoast Bcstg. Co., Inc.
Bus.-Studio Address.....1st & Mission
Phone: NO 3-5121.....Air Time: Full Time
Representative .....Forjoe
Pres., Sta., Gen. Mgr.....James W. Wallace
V. P., Comm. Mgr.....Pat O'Halloran
Program Director .....Dorothy Lee
Publicity Director.....Dorothy Simpson
Chief Engineer.....Doug Whipple

KWNW—Wenatchee—1948
MBS-DON LEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Wenatchee Broadcasters
Address .....P. O. Box 1510
Representatives.....McGillvra, Feltis, Cox
News Service .....AP
Transcription .....Standard
Co-Owners.....S. Maus, M. Sorley
Sales Manager.....Mark Sorley

KIMA—Yakima—1944—CBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By .....Cascade Bdcstg. Co.
Address.....P. O. Box 702
News Service .....AP
Membership .....NARTB, RAB
Rep.....Weed & Co., Art Moore
President.....A. W. Talbot
Gen. Manager.....Thomas C. Bostic
Station Mgr.....W. B. Hansen
Sales Manager ..... Bob Davis
Program Director.....Gene Grischow

KIT—Yakima—1929
KBS

Freq.: 1280 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....KIT, Inc.
Bus.-Studio Address.....414½ E. Yakima Ave.
Representative.....Branham, Feltis, Cox
President .....Carl E. Haymond
Gen., Sta., Comm., Prom. Mgr....Jack H. Goetz
Prog. Dir.....Hugh McIntosh
Chief Engineer.....H. B. Murphy

KUTI—Yakima—1955

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Independent Broadcasters
Address .....Box 261
News Service .....UP
Representative ..... Forjoe

President .....W. N. Nelskog
Gen., Sta. Mgr.....P. M. Crain
Comm. Mgr.....R. R. Fleming
News Dir. .....R. R. Woodward
Chief Eng. .....D. M. Gay

KLOQ—Yakima—1947—MBS

Freq.: 1390 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Yakima Bcstg. Co.
Address.....P. O. Box 172
News Service .....UP
Trans. ..... World
Representative .....Headley-Reed
President.....Robert S. McCaw
Gen., Sta., Comm. Mgr.....Warren J. Durham
Program Dir. ..... Fran King

West Virginia

Pop. March 1 (Est.) 1,982,000—Families 535,000
Radio Homes 498,000—TV Homes 360,000—Stations in State 44

WJLS—Beckley—1939—CBS

Freq.: 560 Kc.....Power: 5 Kw. d., 500 W. n.
Owned-Oper. By.....Joe L. Smith, Jr., Inc.
Bus.-Studio Address.....WJLS Building
News Service .....UP
Representative ..... Burke—Stuart
Membership .....NARTB
President, Gen. Mgr.....Joe L. Smith, Jr.
Chief Engineer.....Al J. Ginkel

WWNR—Beckley—1946

Freq.: 620 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Rahall Bcstg. Co.
Business-Studio Address.....1565 Harper Rd.
News Service .....AP
Representative ..... Dora-Clayton
President.....N. Joe Rahall
Gen., Sta. Mgr. .....R. H. Booth
Comm. Mgr. .....Margaret A. Jenkins
Sls. Prom. Mgr.....Eugene Morehouse
Prog. Dir. .....C. P. Vogel, Jr.
Pub. Dir.....Hazel Phillips
Chief Eng.....Anthony P. Gonzalez

WHIS—Bluefield—1928 NBC-KBS

Frequency: 1440 Kc.....Power: 5000 Watts
Owned-Oper. By....Daily Telegraph Prtg. Co.
Business-Studio Address.....Bland St.
Newspaper Affil..Daily Telegraph, Sunset News
Transcription Service .....Cole
News Servcie .....AP
Membership ..... NARTB
Representative .....Katz
Admin. Dir.....P. T. Flanagan
Gen. Mgr.....Hugh I. Shott, Jr.
Sta. Mgr.....Melvin Barnett
Prom. Mgr.....George Hendrick
Prog. Dir.....O. C. Young
Program Director.....Janie Marie Lambert
Chief Engineer.....Kenneth Dick

WKOY—Bluefield—1948 MBS

Frequency: 1240 Kc. .....Power: 250 Watts
Owned-Oper. By .....WKOY, Inc.
Address.....2121 College Drive
News Service .....UP
Rep.....Devney & Co., Holman, Dora-Clayton
Pres., Gen. Mgr., Comm. Mgr. .J. Lindsley Alley
Sta. Mgr., Prog. Dir.....Ed Erb
Chief Engineer.....Roy H. Yost

WCAW—Charleston—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Capitol Bcstg. Corp.
Address .....Kanawha Hotel
Trans. Service.....Thesaurus, Standard
News Service .....UP
Representative ..... Headley-Reed
Membership ..... NARTB, RAB
Pres., Gen., Sta. Mgr.....E. M. Johnson
Comm. Mgr.....Elaine Johnson
Prom. Mgr.....Bert Files
Program Director.....Al Walker
Chief Engineer .....Frank Allender

WCHS—Charleston—1927 CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By .....The Tierney Co.
Address.....1111 Virginia St.
News Service .....AP, UP
Representative .....Branham
Membership .....NARTB, RAB
President.....Hawthorne D. Battle
Gen. Mgr., Sta. Mgr.....John T. Gelder, Jr.
Prom. Mgr.....Geroge Spruce
Comm. Mgr.....Robert M. Sinclair
Program Director .....Joe Farris
Pub. Dir.....Harry Brawley
Chief Engineer.....William E. Dixon

WGKV—Charleston—1939 NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Kanawha Valley Bdcstg Co.
Address.....210 Dickinson St.
Transcription Service .....SESAC
Newspaper Affil.....Huntington Publ. Co.
Representative .....Katz
News Service .....AP
Membership ..... NARTB, RAB
Pres.....Lawrence H. Rogers
Gen. Mgr.....William R. Murray
Comm. Manager.....Gilbert D. Brooks
Program Director.....Don O. Hays
Chief Engineer.....William E. Ford

WKNA—Charleston—1946
ABC

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By.....Joe L. Smith, Jr., Inc.
Bus.-Studio Address.....Box 3106
News Service .....UP
Representative ..... Burke—Stuart
President.....Joe L. Smith, Jr.
Gen., Sta. Manager.....Willard S. Jackson
Comm. Director.....J. Kent Hackleman
Prom. Mgr.....M. L. Pennington
Prog. Dir.....J. J. Herget
Pub. Director.....Pearl Richardson
Chief Engineer.....A. J. Ginkel

WTIP—Charleston—1946
MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Chemical City Bcstg. Co.
Bus.-Studio Address.....Capitol & Fife
News Service .....UP
Membership ..... NARTB, RAB
Representative ..... Forjoe, Dora-Clayton
President .....Gus Zaharis
Gen., Sta. Mgr.....Berton Sonis
Comm. Mgr.....Mel S. Burka
Sls. Prom., Prog. Dir., Pub. Dir.....Bob Bower
Chief Engineer.....Paul Sullivan

WBLK—Clarksburg—1937
NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Ohio Valley Bcstg. Corp.
Address.....Parkersburg, W. Va.
Representative .....Branham
Membership .....RAB, NARTB
Vice President.....George H. Clinton
Comm. Manager.....Richard Hustead
Publicity Director.....Wilda McCarty
General Manager.....Carl Loose
Sales Prom. Mgr.....Gene Panetta
Program Manager.....Don McWhorter
Chief Engineer.....V. G. Brooks

WHAR—Clarksburg—1946
MBS-ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....WHAR, Inc.
Address Trans. Loca.....1200 E. Pike St.
News Service .....UP
Transcription .....World
Rep. ..... Burn-Smith
Membership .....NARTB
Pres. .....Walter Patterson
Vice-Presidents.....R. K. Richards, E. R. Huse
Prom. Mgr.....Charles Gaylord
Commercial Manager.....F. T. Gregg
Program Director .....James Harper
Chief Engineer.....Beryl Snyder

WPDX—Clarksburg—1946

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Clarksburg Bcstg. Corp.
Business-Studio Address.....339 W. Main St.
News Service .....AP
V.P., Treas. .....R. C. Warden
Gen. Mgr. .....Joe M. Larosa

WDNE—Elkins—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Maria Bcstg. Corp.
Address .....Davis & Wash. Sts.
News Service .....UP
Transcription Service .....World
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Jack Carr
Vice-Pres.....Howard A. Donahoe
Program Director.....Larry Draper
Comm. Manager.....Grady F. Guye

WMMN—Fairmont—1928
CBS

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Oper. By.....Peoples Bcstg. Co.
Address .....Columbus, Ohio
News Service .....AP
Representative .....H-R Reps
Membership .....NARTB, RAB
Pres. .....Murray D. Lincoln
Vice President, Gen. Mgr.....Herbert Evans
Station Manager.....A. G. Ferrise
Asst. Manager, Prog. Dir.....Frank J. Lee
Chief Engineer.....Harry W. Jackson

WTCS—Fairmont—1946
ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Fairmont Broadcasting Co.
Address .....Box 1549
News Service .....AP
Representative .....Gill-Perna, Keystone
Membership .....NARTB
President .....Paul Pitrolo
V.P., Gen., Comm. Mgr.....Nick Fantasia
Program Director.....Jack Tennant
Publicity Director.....Josephine Trotta
Chief Engineer.....Richard L. McBride

WHTN—Huntington—1947
MBS

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper.....Cowles Bcstg. Co.
Business-Studio Address.....625 Fourth Ave.
Transcription Service .....Thesaurus
Rep. .....Indie Sales
News Service .....UP
Membership .....NARTB
General Manager.....Robert A. Tincher
Station Manager.....John S. Phillips
Program Director.....Joe Herget

WPLH—Huntington—1946

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By.....Huntington Bcstg. Corp.
Business-Studio Address.....1105 Fourth Ave.
News Service .....AP

Transcription Service .....Capitol
Representative .....Walker
Membership .....NARTB
President.....Cy N. Bahakel
Manager.....C. W. Krause

WSAZ—Huntington—1923 ABC-NBC

Freq.: 930 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....WSAZ, Inc.
Business-Studio Address.....201 Ninth St.
Newspaper Affil.....Huntington Publ. Co.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Katz
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Lawrence H. Rogers
Station Manager.....C. T. Garten
Prom., Pub., Merchandising....Jack Williams
Comm. Manager.....George Andrick
Program Director.....C. Bosworth Johnson
Chief Engineer.....Leroy Kilpatrick

WKYR—Keyser—1954

Freq.: 1270 Kc.....Power: 5000 Kw. d.
Owned ..... WKYR Inc.
Address ..... Box 231
Station Rep..... Burn-Smith
News Service .....UP
Transcription .....World
Membership .....NARTB
President.....Robert K. Richards
Gen. Mgr.....William W. Robinson
Sta. Manager.....Tom Butscher
Comm. Manager.....June Merrill
Program Director.....Kenneth Robertson
Chief Engineer.....Gary Daniels

WLOG—Logan—1940—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...C. H. Frey, R. O. Greever
Address.....445 Stratton St.
Newspaper Affil. ..... Banner
News Service .....AP
Membership ..... NARTB
Partner.....Clarence H. Frey
Partner.....Robert O. Greever

WVOW—Logan—1952

Freq.: 1290 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Logan Bcstg. Co.
Address .....Cons. Bus. Ter. Bldg.
News Service .....UP
Gen., Comm. Mgr.....William P. Becker
Commercial Manager.....C. H. Murphey
Program Director.....Lucille Gallion
Chief Engineer.....Lew Frye

WEPM—Martinsburg—1946 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Martinsburg Bcstg. Co.
Business Address.....Peoples Trust Co. Bldg.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....McGillvra
Membership .....NARTB
Co-Owner.....C. M. Zinn
Co-Owner, Gen. Mgr.....C. Leslie Golliday
Program Director.....John E. Taylor
Comm. Manager.....George N. O'Brien
Sales Prom. Mgr.....C. Rodig
Chief Engineer.....Sheridan Campbell

WHJC—Matewan—1951

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By...Three States Bcstg. Co.
Transcription Service.....SESAC, Standard
News Service .....UP
Representative .....Continental
President, Gen. Mgr. .....Fred Morningstar

WMON—Montgomery—1946 MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Fayette Associates, Inc.
Address.....1028 First Ave.
News Service .....AP
Transcription ..... World
President.....Arnold M. Vickers
General Manager.....Andrew W. Vickers
Program Director.....Richard A. Rhodes
Chief Engineer.....J. C. Craver

WAJR—Morgantown—1940 MBS

Freq.: 1440 Kc..Power: 5 Kw. d., 500 Watts, n.
Owned-Oper. By...West Virginia Radio Corp.
Business-Studio Address.....446 Spruce St.
News Service .....UP
Newspaper Affil...W. Va. Newspaper Pub. Co.
Transcription Service.....World, Thesaurus
Rep. .....Tom C. Clark
Membership .....NARTB
President .....Agnes J. Reeves Greer
General Manager.....Richard E. Nason
Comm. Manager.....James Redmond
Porg. Director.....Bill Harrington
Chief Engineer.....Al Novak

WCLG—Morgantown—1954

Frequency: 1300 Kc.....Power: 1000 Watts
Owned.....Morgantown Broadcasting Co.
Address.....P. O. Box 885
News Service .....AP
Transcription Service .....Lang-Worth
Representative ..... McGillvra
Owner, Gen. Mgr.....C. Leslie Golliday
Station Manager.....Carl J. Raymond
Program Director.....John Floyd
Chief Engineer.....James McEwuen

WMOD—Moundsville—1950 KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Miracle Valley Bcstg. Co.
Address.....505 Seventh St.
News Service .....UP
Representative .....Thomas Clark
Pres., Gen., Prom. Mgr.....John T. Taylor

Sta. Mgr., Pub. Dir.....Andrew J Smik, Jr.
Program Director.....John Corrigan
Chief Engineer.....J. W. Jones

WETZ—New Martinsville 1952—MBS

Frequency: 1330 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Magnolia Broadcasting Co.
Address.....P. O. Box 391
News Service .....AP
Representative .....Gill-Perna
Trans. Service.....Standard, Sesac
President, Gen. Mgr.....Harry G. Bright
Comm. Manager.....George K. Eubanks
Prog. Director.....Harold Showman
Pub. Director.....Nell Shurtleff
Chief Engineer.....J. W. Jones

WOAY—Oak Hill—1947

Frequency: 860 Kc.....Power: 10 Kw. d.
Owned-Oper. By.....Robert R. Thomas, Jr.
Business Address.....Box 251
News Service .....AP
Transcription Service.....Capital, Thesaurus
Representative .....Pearson
Membership .....NARTB
Pres., Gen. Mgr.....Robert R. Thomas, Jr.
Chief Engineer.....Curtis Horton

WCEF—Parkersburg—1954

Frequency: 1050 Kc.....Power: 1000 Watts
Owned.....Franklin Broadcasting Co.
Address.....P. O. Box 228
News Service .....AP
Transcription .....Standard
Representative.....Thomas F. Clark
Membership .....NARTB
Gen. Mgr., Ch. Eng.....C. E. Franklin
Commercial Mgr.....Marsh McCarty
Sales Prom. Mgr.....Bernard Russi, Jr.
Program Director.....Dorothy Leon
Publicity Director.....Harvey Kaye

WCOM—Parkersburg—1947 ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Valley Broadcasters Inc.
Address.....317 Ninth St.
News Service .....AP
Membership .....NARTB, RAB
Transcription Service .....World
Representative .....McGillvra
President.....Joseph M. Handlan
Gen., Sta., Comm. Mgr., Prom., Pub. Dir.
A. N. Archer
Chief Eng., Prog. Dir.....William Collins

WPAR—Parkersburg—1935 CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Ohio Valley Bcstg. Corp.
Business-Studio Address.....211½ 5th St.
News Service .....UP
Newspaper Affil.....News Pub. Co.
Transcription Service .....Thesaurus
Representative .....Branham
Membership .....NARTB, RAB
President .....Austin V. Wood
V.P., Gen. Mgr., Comm. Mgr..George H. Clinton
Prom. Mgr.....Hazel N. Mercer
Prog. Dir.....Sherman Grimm
Chief Eng.....Vilah G. Brooks

WWYO—Pineville—1949

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By ..Wyoming Bdcstg. Co., Inc.
Address .....Box 184
News Service .....UP
Trans. Ser. .....World
President.....R. D. Bailey
Gen., Sta., Comm. Mgr.....Edward Hawley
Program Director.....Elaine Taylor
Chief Engineer.....William D. Stone

WLOH—Princeton—1947 ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Mountain Bcstg. Co.
News Service.....AP
Transcription Service .....Lang-Worth
Gen., Sta. Mgr.....Robert Harrison
Commercial Manager.....Bill Waldorf
Sales Prom. Mgr., Prog. Dir.....Ed Davis
Chief Engineer.....Earle Graham

WRON—Ronceverte—1947 NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Blake Bcstg. Co.
Address .....Fairlea
News Service .....AP
Transcription Service .....World
Representative.....Joseph Hershey McGillvra
Membership .....NARTB
General Mgr. .....William E. Blake
Comm. Mgr. .....Gladys Livesay

WKLC—St. Albans—1955

Frequency: 1300 Kc.....Power: 1 Kw.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Charles Bernard
General Manager.....Raymond I. Kandel
Commercial Manager.....C. C. Clere
Chief Engineer.....Harry Bowen

WEIR—Weirton—1950

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....Tri-State Bcstg. Co.
Address.....3992 Main St.
Transcription Service.....Thesaurus
News Service .....AP
Membership .....NARTB, RAB
Representative .....Rambeau
General Manager.....Edward J. Hirschberg
Station Manager.....Robert E. Badger

WELC—Welch—1950

Frequency: 1150 Kc....Power: 1000 Watts d.

Owned-Oper. By.....Pocahontas Bcstg. Co.
Address .....Box 1032
News Service .....UP
Representative .....McGillvra
Transcription Service .....World
Membership .....NARTB
President, General Manager.....Sam Sidote
Comm., Prom. Mgr.....James French, Jr.
Program Director.....J. Cullop
Chief Engineer.....Howard R. King

WMCD—Welch—1955—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Williamson Broadcasting Corp.
Address.....Rhodes Realty Building
News Service .....AP
Membership ..... NARTB
President .....Alice Shein
Gen., Sta. Mgr.....John Blair
Chief Engineer.....Clifton Branham

WHAW—Weston—1948 KBS-MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By...Central W. Va. Serv. Corp.
Address.....P. O. Box 431
News Service .....UP
Trans. Service.....Associated, Keystone
President .....R. H. Ralston
Vice Pres. .....Francis Andrew

WHLL—Wheeling—1949

Frequency: 1600 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Wheeling Bcstg. Co.
Address .....Box 989
Representative .....Gill-Perna
News Service .....UP
Transcription Service .....Standard
Station Manager.....K. H. Forney

WKWK—Wheeling—1941 ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Community Bcstg., Inc.
Trans. Add. ..Pythian Bldg. 16th & Market Sts.
News Service .....UP
Station Representative .....Weed
Membership .....NARTB
Pres., Gen. Manager.....John B. Reynolds
Comm., Prom. Mgr.....Elsie M. Cook
Program Director.....Dale M. Schussler
Pub. Dir. .....John B. Reynolds, Jr.
Chief Engineer.....William E. Jones

WWVA—Wheeling—1926 CBS

Frequency: 1170 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Storer Broadcasting Co.
Address.....Hawley Bldg.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....John Blair
Membership .....NARTB, RAB
President.....George B. Storer
Station Manager.....Paul J. Miller
Comm. Manager.....A. F. Hofman
Sales Prom. Mgr.....Howard W. Meagle
Program Director.....Paul A. Myers
Chief Engineer.....Edwin L. Keim

WBTH—Williamson—1939 MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Williamson Bcstg. Corp.
Business Address.....P. O. Box 261
Representative.....Gene Grant & Co.
Membership ..... NARTB
Manager .....Alice Shein

Wisconsin

Pop. March 1 (Est.) 3,806,000—Families 1,109,000
Radio Homes 1,100,000—TV Homes 878,000—Stations in State 70

WATK—Antigo—1947

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Antigo Bcstg. Co.
Address .....Journal Bldg.
Newspaper Affil.....Daily Journal
President, Gen. Mgr.....A. F. Berner

WAPL—Appleton—1952

Frequency: 1570 Kw.....Power: 1000 Watts d.
Owned-Oper. By....Bartell Broadcasters, Inc.
Address.....Balliet Hotel, 124 W. Wash. St.
Rep. ..... Gill-Perna
News Service .....UP
Membership .....NARTB
President.....Gerald A. Bartell
General Manager.....Connie Forster
Comm. Manager.....Bob Culp
Program Director ..... Jack Gardiner

WHBY—Appleton—1924 MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WHBY, Inc.
Bus.-Studio Address.....600 So. Law St.
News Service .....AP
Representative .....Meeker
Gen., Comm. Mgr.....Lewis J. Process
Sales Prom. Mgr.....Chris Schneider
Program Director.....Raymond Brock
Publicity Director.....John Flynn
Chief Engineer.....George Merkl

WATW—Ashland—1940

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....WATW, Inc.
Address.....No. State Bank Bldg.
Representative.....Thomas F. Clark
President, Gen. Mgr.....Gene Halker

WBEV—Beaver Dam—1951

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Operated By...Beaver Dam Bcstg. Co.
Address .....Box 430
President .....W. E. Walker
Vice-Pres.....J. D. Mackin
News Service .....UP
Transcription .....Thesaurus
Representative .....Hal Holman
Membership .....RAB
Exec. V.P., Gen. Mgr.....Charles R. Dickoff

WBEL—Beloit—1948

Frequency: 1380 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Beloit Bcstrs., Inc.
Business-Studio Address.....430 State St.
News Service .....UP
Representative .....Gill-Perna
President .....Russ Salter
General Mgr.....Robert O. Moran
Sta., Comm. Mgr.....Joe Moen
Sales Prom. Mgr.....Irv Andreoni
Chief Engineer.....Leo Wilson

WGEZ—Beloit—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Beloit Bcstg. Co.
Business-Studio Address.....Hotel Hilton
News Service .....AP
Rep. ..... Everett-McKinney
President.....Sidney H. Bliss
General Manager.....Vern Williams
Commercial Manager.....Bill Bessaire
Sta. Mgr.....Tom Anderson
Program Director.....Lou Wendlandt
Chief Engineer.....Wayne Clay

WCHF—Chippewa Falls—1954

Frequency: 1150 Kc.....Power: 1 Kw. d.
Owned .....Chipewa Bcstg. Co.
Address.....108 Bridge St.
Representative ..... Clark
News Service .....UP
Transcription .....World
Pres., Gen. Mgr.....W. F. Kean
Vice-President.....Russell G. Salter
Station Manager.....R. Brennan

WBIZ—Eau Claire—1947 MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WBIZ, Inc.
Address.....609 Cameron St.
Representative .....Pearson
Membership .....RAB
News Service .....UP
President, General Mgr.....Howard G. Bill
Chief Eng., Prog. Dir.....Harold Jahnke

WEAU—Eau Claire—1937 NBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....Central Bcstg. Co.
Business-Studio Address..2415 Hastings Way
News Service .....UP
Trans. Serv. ..... Thesaurus
Representative ..... Hollingberry
Membership ..... NARTB, RAB
President .....W. C. Bridges
General Mgr. .....Leo Howard
Station Mgr. .....Bob Nelson
Commercial Mgr. ..... Norm Haagenson
Program Dir. ..... Al Young
Chief Eng. ..... T. O. Torgenson

WRFW—Eau Claire—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned...Chippewa Valley Radio & TV Corp.
Bus.-Studio-Transmitter Address...P. O. Box 23
News Service .....AP
Transcription Service.....Capitol, Standard
Rep. ..... Sears & Ayer
President.....Thomas K. Werner
Gen., Sta. Mgr., Prog. Dir.....Jack Kelly

KFIZ—Fond Du Lac—1922 MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KFIZ Bcstg. Co.
Bus.-Studio-Transmitter Address..18 W. First St.
Newspaper .....Commonwealth Reporter
Representative ..... Holman
Membership ..... NARTB
Exec. Vice Pres.....Emery W. Martin

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MORE REGIONAL COVERAGE

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. . . and MORE
RADIO AND
TELEVISION STATIONS
depend on
The Associated Press

WBAY—Green Bay—1922
CBS

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....Norbertine Fathers
Address .....115 South Jefferson
News Service .....UP
Representative .....Weed
Managing Director .....Rev. M. J. Beemster
General Manager.....Haydn R. Evans
Comm. Mgr.....Joseph De Young
Prom. Manager.....Robert Meister
Sta. Mgr., Prog. Dir. .....Rodger Mueller
Chief Engineer.....Wallace Stangel

WDUZ—Green Bay—1947
ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Green Bay Bcstg. Co.
Business-Studio Address.....225 N. Adams St.
News Service .....UP
Rep. ..... Forjoe
Membership ..... NARTB
Pres., Gen. Mgr.....Ben A. Laird
Sta., Prom. Mgr.....Allen H. Embury
Comm. Mgr.....Alfred L. Mayer
Prog. Dir.....John Kessenich
Chief Engineer.....Leo Westerman

WJPG—Green Bay—1947
MBS

Freq.: 1440 Kc.....Power: 5 Kw. d., 500 W. n.
Owned-Oper. By....Green Bay Newspaper Co.
Business Address.....428 Cherry St.
News Service .....AP
Trans. Ser. ..... Standard, World
Representative ..... Burn-Smith
Membership .....NARTB
General Manager.....Joseph Horner, Jr.
Station Manager.....John M. Walter
Commercial Manager.....Glen R. Holznecht
Program Director.....Charles Gourlie
Chief Engineer.....Elmo Reed

WTKM—Hartford—1954
KBS

Frequency: 1540 Kc.....Power: 500 Watts d.
Owned-Operated By.Kettle Moraine Bcstg. Co.
Address .....Town of Erin, Hartford
Transcription Service .....World
News Service .....UP
General Mgr. .....Walter Zastrow
Station Mgr., Prog. Dir. ..... Don Zastrow
Chief Engineer, Sales Mgr. ... George Dodge

WCLO—Janesville—1930
MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Southern Wisconsin Radio, Inc.
Business-Studio Address..200 E. Milwaukee St.
News Service .....AP
Newspaper Affiliation ..... Daily Gazette
Representative .....Everett-McKinney
Membership .....NARTB

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MORE FEATURES
MORE REGIONAL COVERAGE
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... and MORE RADIO AND TELEVISION STATIONS
depend on
THE ASSOCIATED PRESS

President.....Sidney H. Bliss
Gen., Sta. Mgr.....V. W. Williams
Commercial Manager.....Charles W. Bessire
Prom., Pgm., Pub. Dir.....Ralph Schroeder

WLIP—Kenosha—1947

Frequency: 1050 Kc.....Power: 250 Watts
Owned-Oper. By.....W. L. Lipman
Address ..... Kenosha Nat. Bank Bldg.
News Service ..... AP
Transcription Service .....Thesaurus
Representative .....Everett-McKinney
Membership .....RAB, NARTB
General Manager, Pub. Dir....William L. Lipman
Sta., Comm. Manager.....Hugh Gately
Program Director.....Jerome Golden
Chief Engineer.....Casimir Lubinski

WKBH—La Crosse—1923 NBC

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By.....WKBH, Inc.
Business-Studio Address.....141 So. 6th St.
News Service.....AP
Transcription Service .....World
Representative .....H-R
Membership .....RAB, NARTB
President, Station Mgr.....Howard Dahl
Program Director.....Berneice Callaway
Sales Manager.....Robert Z. Morrison, Jr.
Chief Engineer.....Al Leeman

WKTY—La Crosse—1948 ABC

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Oper. By.....Lee & Associates, Inc.
Business-Studio Address.....Box 751
News Service .....UP
Rep. .....Everett-McKinney, Bulmer-Johnson
President .....Herbert H. Lee
Gen. Mgr. .....Don O'Brien
Comm. Mgr.....Milo Knutson
Sales Prom. Mgr.....Charles R. Kearns

WLCX—La Crosse—1947 MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Phillippe Bcstg. Corp.
Address .....Rivoli Theatre Bldg.
News Service .....UP
President .....R. L. Phillippe
General Mgr.....Gene W. Phillippe

WLDL—La Crosse—1956—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Lyons Broadcasting Co.
Address .....306 Rivoli Building
News Service .....UP
Transcription ..... World
President.....Lyle D. Lyons
Gen., Comm., Prom. Mgr....Robert A. Gaumer
Program Dir.....Don D. Knutson
Publicity Dir.....Rogers L. D. Mattice
Chief Engineer.....Virgel Koers

WLDY—Ladysmith—1947 MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Flambeau Bcstg. Co.
Representative .....Thomas Clark
News Service ..... AP
President .....Ruth B. Nelson
Sec'y Treas., Gen. Mgr.....Chas. H. Nelson

WIBA—Madison—1925—NBC

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Operated By.....Badger Bcstg. Co.
Business-Studio Address.....3800 Regent St.
News. Affil. ..... Capital Times, Wisc. State Journal
News Service .....AP
Representative .....Avery-Knodel
Membership .....NARTB
President.....William T. Evjue
General Manager.....Kenneth F. Schmitt
Commercial Manager.....Howard A. Johnson
Chief Engineer.....Norman Hahn

WISC—Madison—1948 MBS-ABC

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Oper. By .....Radio Wisconsin, Inc.
Address .....Comm. State Bank Bldg.
News Service .....UP
Representative. Peters, Griffin, Woodward, Inc.
Membership ..... RAB
President.....Ralph M. Immell
General Manager .....Ralph O'Connor
Comm., Sls. Prom. Mgr.....Lews J. Bassett
Prog., Pub. Dir.....Phebe Rogers
Chief Engineer.....Gerard Batz

WKOW—Madison—1948 CBS

Freq.: 1070 Kc...Power: 10 Kw. d., 5 Kw. n.
Owned-Oper. By.....Monona Bcstg. Co.
Address.....215 W. Washington Ave.
News Service .....UP
Representative ..... Headley-Reed
President .....Stewart Watson
General Manager.....Ben Hovel
Station Manager.....P. M. Enright
Sales Prom. Mgr.....John Shambow
Program Director.....Roseann Parr
Tech. Supervisor.....Bob Wickhem

WOMT—Manitowoc—1926 MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Francis M. Kadow
Business-Studio Address..1118 Washington St.
News Service .....UP
Membership .....NARTB
General Mgr. .....Francis M. Kadow
Comm. Mgr.....John Saxe
Program Director.....George H. Erdman
Chief Eng.....H. E. Willis

WWOC—Manitowoc—1952

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By....Manitowoc Bcstg. Co.
Address.....2500 N. Mirro Drive
News Service .....AP
Transcription Service .....Thesaurus
Representative .....McGillvra
Gen. Mgr.....Edward Allen, Jr.
Program Director.....Tom Maples
Sta., Comm. Mgr., Chief Eng...Edward Jacker

WMAM—Marinette—1939
NBC

Freq.: 570 Kc.....Power: 250 W. d., 100 W. n.
Owned-Oper. By.....M. & M. Bcstg. Co., Inc.
Bus.-Studio Address .....400 Wells St.
News Service .....UP
Representatives ..... Burn-Smith
President.....William E. Walker
General Manager.....Joseph D. Mackin
Sta., Comm. Mgr., Prog. Dir...Howard L. Emich
Prom. Mgr., Pub. Dir.....Curt Kaufman
Chief Engineer.....Al Alexander

WDLB—Marshfield—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Clarkwood Broadcasting Corp.
Address .....Box 512
News Service .....UP
Transcription ..... World
Representative ..... McGillvra
Membership ..... RAB
President, Gen. Mgr.....Hartley L. Samuels
Commercial Manager.....John R. Thornton
Program Director.....Glenn Brown
Publicity Director.....Jack Hackman
Chief Engineer.....Richard Hanneman

WIGM—Medford—1941

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Murphy-Nelson Bcstg. Co., Inc.
Address .....Hy. 13
Representative ..... Clark
Pres., Gen. Mgr. .....Paul Allman
V.P., Sls. Mgr.....Joe Dalvig

WMNE—Menomonie—1951

Frequency: 1360 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Menomonie Bcstg. Co.
Address .....603½ Broadway
Representative .....Lawson
News Service .....UP
Transcription .....Lang-Worth, World
General Manager.....Dr. Wendell Hansen
Sta., Mgr.....Douglas Weikley

WEMP—Milwaukee—1935

Frequency: 1250 Kc.....Power: 5 Kw.
Owned-Oper. By.....Milwaukee Bcstg. Co.
Bus.-Address.....1701 W. Wisconsin Ave.
News Service .....UP
Representative ..... Headley-Reed
Membership .....NARTB, RAB
President.....A. M. Spheeris
Gen. V. P.....Hugh K. Boice, Jr.
Sales Manager.....John C. Gagliano
Publicity Director.....Marylou Shanahan
Program Director.....Tom Shanahan
Chief Engineer.....Rolland Paske

WFOX—Milwaukee—1946
KBS

Frequency: 860 Kc.....Power: 250 Watts
Owned.....Business Management Inc.
Address.....208 E. Wisconsin Ave.
News Service .....AP
Representative .....Grant Webb
President.....Joseph A. Clark
General Manager.....Neil K. Searles
Sales Promotion Manager...Jeanne Harrington
Program Director.....Jo Boyd
Chief Engineer.....Robert Mayer

WISN—Milwaukee—1922
ABC

Frequency: 1150 Kc.....Power: 5,000 Watts
Owned-Oper. By.....Hearst Corporation
Address .....540 N. Plankinton Ave.
Newspaper Affil. .....Sentinel
Representative ..... Petry
News Service.....AP, INS, UP
Membership .....RAB, NARTB
Gen. Mgr.....John B. Soell
Asst. Mgr.....Carl Zimmerman
Prom. Mgr., Pub. Dir.....Lou Riepenhoff
Chief Eng.....Donald Weller
Public Service Dir.....Patt Barnes
Business Mgr. .....Joseph Sergio

WMIL—Milwaukee—1947

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Cream City Bcstg. Co., Inc.
Bus.-Studio Address..2625 W. Wisconsin Ave.
News Service .....UP
Membership .....NARTB
Representaive ..... Forjoe
President .....Gene Posner
Staion Mgr.....Paul DeChant
Program Co-ord.....Gene Emerald
Chief Engineer.....Gino Monaco

WOKY—Milwaukee—1950

Frequency: 920 Kc.....Power: 1 Kw. d.
Owned.....Bartell Broadcasters, Inc.
Address .....522 W. Wisc. Ave.
Representative ..... Katz
Membership ..... RAB
General Mgr., V.P.....Melvin Bartell
Program Dir. .....J. A. Reddy
Chief Engineer .....Ralph Evans

WRIT—Milwaukee—1955

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Foster & Assoc., Inc.
Address.....5407 W. Martin Dr.
News Service.....AP, INS
Representatives ..... H-R, Clarke Brown
General Manager.....Bill Weaver
Program Director.....Gene Edwards
Chief Engineer.....Ralph Ingraham

WTMJ—Milwaukee—1927
NBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Journal Co.
Business Address.....720 E. Capitol Dr.
News Service .....AP
Newspaper Affil. .....Journal
Representative .....Christal
V.P., General Mgr.....Walter J. Damm
Asst. Mgr.....R. J. Heiss
Station Manager.....George Comte
Sales Manager.....Neale V. Bakke
Prog. Mgr.....Don Loose
Mgr., Engineering.....Philip B. Laeser
Prom. Mgr.....Bruce Wallace

WEKZ—Monroe—1951

Frequency: 1260 Kc.....Power: 1 Kw. d.
Owned-Operated By..Green County Bcstg. Co.
Address .....Box 460
News Service .....AP
President .....Kenneth Stuart
Program Director.....Stan Neuberger
General Manager.....Joseph Urban
Chief Engineer.....Rex Eyler

WNAM—Neenah—1947

Frequency: 1280 Kc.....Power: 1 Kw.
Owned .....Neenah-Menasha Bcstg. Co.
Address.....Radio & Television Park
News Service .....UP
Station Rep.....John E. Pearson
Transcription ..... Thesaurus
President .....Clayton Ewing
General Mgr.....Don C. Wirth
Commercial Mgr.....Don Harrington
Program Dir.....Tom Collins
Chief Engineer.....Gordon Daily

WOSH—Oshkosh—1941
ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Oshkosh Bcstg. Co.
Transmitter Location.....1235 Bowen St.
Transcription Service .....World
Representative .....Pearson
News Service .....UP
General Manager.....Wm. L. McDonald

WPFP—Park Falls—1953

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Northland Bcstg. Co., Inc.
Address .....Park Falls
Transcription .....Lang-Worth
News Service .....UP
Representative ..... Clark
Pres., Gen., Comm. Mgr.....Gordon Schluter
Program Director.....Gordon Locke
Chief Engineer .....Robert Senne

WSWW—Platteville—1955

Frequency: 1590 Kc.....Power: 1 Kw. d.
Owned-Operated By.....Southwest Wisc. Co.
Address .....P. O. Box 1
News Service .....AP
Membership .....NARTB
General, Comm. Mgr.....R. J. Bodden
News Dir.....Art Hill, Jr.
Chief Engineer .....Raymond Skinner

WPLY—Plymouth—1954
KBS

Frequencies: 1420 Kc...Power: 500 Watts d.
Owned-Oper. By.....WPLY, Inc.
Address ..... Box 222
Rep. .....Regional Radio Reps.
Pres., Sta. Mgr., Prog. Dir.....Milton Maltz
Gen., Comm. Mgr.....Robert G. Wright
Chief Eng. .....Eugene Capelle

WPDR—Portage—1952

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Portage Bcstg. Co.
Address .....Box 142
Newspaper Affil. .....Daily Register
News Service .....UP
President.....W. T. Comstock
Manager.....Robert D. Hutchings

WIBU—Poynette—1925
KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....William C. Forrest
Bus.-Transmitter Address.....Poynette
News Service .....UP
Pres., Gen., Sta. Mgr., Comm., Prom. Mgr.
William C. Forrest
Program Dir.....Sarah A. Forrest
Chief Engineer .....Leonard Doese

WPRE—Prarie Du Chien—1952

Frequency: 1280 Kc.....Power: 500 Watts d.
Owned.....Prarie Bcstg. Co., Inc.
Address .....P. O. Box 36
Transcription .....Capitol, World
Representative ..... Holman
Gen., Sta. Mgr.....W. C. Schlaugat, Jr.
Comm., Sales Prom. Mgr.....Thomas Multerer

WRAC—Racine—1949

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned-Oper. By.....WRAC, Inc.
Address .....Arcade Bldg.
News Service .....UP
Trans. Service .....World
Representative.....Sears & Ayer
Membership .....NARTB
Vice-Pres. .....William J. Priaulx

WRJN—Racine—1926—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Racine Bcstg. Corp.
Business Address.....Amer. Bank Bldg.
Representative .....Walker
Newspaper Affiliation ..... Journal-Times
Membership ..... NARTB
Station Manager .....Harold J. Newcomb

WRDB—Reedsburg—1953
KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....William C. Forrest
Address.....Box 207, Reedsburg
News Service .....UP
Transcription Service .....Standard
President.....William C. Forrest
General Manager.....Mike Flaherty
Comm. Mgr.....Larry Durand
Prog. Dir.....Joseph Boyle
Chief Engineer.....Richard Ingwell

WOBT—Rhinelander—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Oneida Bcstg. Co.
Business Address.....Route 2
News Service .....UP
Trans. ..... Thesaurus
Membership ..... RAB
Representative .....McGillvra
President .....James Cleary
Gen. Mgr., Sta. Mgr.....George F. Thoma
Comm. Manager.....Howard Koenitzer
Chief Engineer.....William Anderson

WJMC—Rice Lake—1939
MBS

Frequency: 1240 Kc. .....Power: 250 Watts
Owned-Oper. By .....WJMC, Inc.
Address Trans. Loca.....Hy. 48
News Service .....UP
Transcription Service.....World, SESAC
Representative ..... Hollingbery
Membership ..... RAB
President .....W. C. Bridges
Station Manager.....Russell J. Brown

WRCO—Richland Center—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Richland Bcstg. Co.
Address.....P. O. Box 192
News Service .....UP
Transcription Service .....Thesaurus, World
Membership ..... NARTB, RAB
Gen., Sta. Mgr. .....Hala D. Peebles
Comm. Manager.....Gerald W. Cook
Chief Engineer.....Pete Athanas

WTCH—Shawano—1948

Frequency: 960 Kc.....Power: 1,000 Watts d.
Owner.....Shawano County Leader Pub. Co.
Business-Studio Address..107 E. Green Bay St.
Representative ..... Hil F. Best
News Service .....UP
Transcription Service ..... World
General Manager.....Mrs. Jeanne Donald
Station Manager.....Ray Gruetzmacher

WHBL—Sheboygan—1926
ABC

Freq.: 1330 Kc.....Power: 1 Kw. d., 250 W. n.
Owned-Operated By.....WHBL, Inc.
Bus.-Studio Address.....Box 27
News Service .....AP
Membership ..... NARTB
Sta. Rep. .....Burn-Smith
Pres., General Manager.....Paul F. Skinner
Comm. Manager.....Ray Witthuhn
Comm. Traffic Mgr.....Doris Domnie
Chief Engineer.....Christ Bauer

WSHE—Sheboygan—1955

Frequency: 950 Kc.....Power 500 Watts, d.
Owned-Oper. By.....Lake Shore Bcstg. Co.
Address.....1210 North 8th St.
News Service .....UP
Rep.....Sears & Ayer, Inc.
Pres., Gen. Manager.....David A. Bensman
Comm. Manager.....Charles E. Doheny
Sales Prom. Mgr.....Richard Barrett
Program Director.....Marvin Bensman
Publicity Director.....Margaret P. Hall
Chief Engineer.....George Schneider

WCOW—Sparta—1951

Frequency: 1290 Kc.....Power: 1000 Watts
Owned.....Sparta-Tomah Broadcasting Co.
Address.....124½ S. Water Street
News Service .....UP
Rep.....William Rambeau, Bulmer & Johnson
Pres., Gen., Sta. Mgr.....John D. Rice
V.P. .....Victor Tedesco
Commercial Manager.....Hugh Dickie

WSPT—Stevens Point—1948

Frequency: 1010 Kc.....Power: 250 Watts d.;
Owned-Oper. By.....Stevens Pt. Bcstg. Co.
Business-Studio Address.....414 Main St.
News Service .....UP
Membership ..... NARTB
Representative .....Hal Holman
President.....W. F. Johns, Jr.
General Manager.....P. A. Barnard
Program Director.....Jere Smith, Jr.

WDOR—Sturgeon Bay—1947

Frequency: 910 Kc.....Power: 500 Watts d.
Owned-Oper. By...Door County Bcstg. Co. Inc.
Address.....P. O. Box 88
Representative ..... McGillvra
Membership ..... NARTB
News Service .....AP
Pres., Gen., Comm., Prom. Mgr.
Edward Allen, Jr.
Prog. Dir.....Jeanne Ahlers
Pub. Dir.....Dolores Allen
Chief Engineer.....Joseph Hogan

WOKW—Sturgeon Bay—1951

Frequency: 1260 Kc.....Power: 1 Kw. d.
Owned-Operated By...Door County Radio Co.
Address .....25 S. Madison
Rep. ..... Best
News Service .....UP
Transcription ..... World
President.....Chandler F. Harris
General Mgr. .....H. R. Peters

Sales Prom. Mgr.....Frank K. Ullsperger
Prog. Director .....Jack Schaefer

WDSM—Superior—1937 ABC-MBS

Frequency: 710 Kc.....Power: 5000 Watts
Owned-Oper. By.....WDSM, Inc.
Business Address.....230 E. Superior St.
News. Affil.....Herald & News Tribune
Representative. Peters, Griffin, Woodward, Inc.
News Service .....AP
Membership ..... NARTB
President .....Robert Ridder
General Manager.....Carlo Anneke
Sales Prom. Mgr.....Gilbert Amundson
Program Director.....James T. Payton
Chief Engineer.....George Carlson

WTRW—Two Rivers—1951

Frequency: 1590 Kc.....Power: 1000 W. d.
Owned-Operated By....Two Rivers Bcstg. Co.
Address .....1817 Washington
Transcription Service .....Standard
News Service .....UP
Membership ..... RAB
General Manager.....Howard Luebke
Commercial Mgr.....Stanley Greene

WTTN—Watertown—1950 KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Watertown Radio, Inc.
Address.....104 W. Main St.
News Service .....AP
Transcription Service .....Thesaurus
Pres., Gen., Sta. Mgr.....Carl V. Kolata
Prog., News Dir.....Willard James
Chief Engineer.....Douglas Beaudoin

WAUX—Waukesha—1947

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Operated By.....Waukesha Bcstg. Co.
Business-Studio Address.....319 W. Main St.
News Service .....AP
Transcription Service ..... Standard
Representative .....Holman
V.P., Gen. Mgr., PBrog., Pub. Dir.....Mig Figi
V.P., Sls. Mgr.....Charles E. Williams
Chief Eng.....A. Randall

WDUX—Waupaca—1955

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned.....Laird Broadcasting Co.
Address.....P. O. Box 94
Representative.. ..... Forjoe
President.....Ben A. Laird
General Mgr.....Allen Embury
Station Mgr.....Tom Karavakis

WHVF—Wausau—1953

Freq.: 1230 Kc.....Power: 250 Watts
Owned .....Lakeland Bcstg. Corp.
Address .....1110 Wausau Ave.
News Service .....AP
Representative ..... Indie
Trans. Service .....World, Standard
Membership ..... NARTB
President .....Hilding V. Forseen
General Mgr. .....R. Topinka

WOSA—Wausau—1948 MBS-ABC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Alvin E. O'Konski
Address.....4th & Scott Sts.
Rep.....Rambeau, Bulmer & Johnson
Trans. Ser.....Capitol, Standard, Cole, SESAC
Lang-Worth, Associated
News Service .....UP, AP
General Manager.....Alvin O'Konski

WSAU—Wausau—1937—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Wisc. Valley TV Corp.
Business-Studio Address.....714 Fifth St.
Newspaper Affil.....Record Herald
News Service .....AP, UP
Trans. ..... Thesaurus
Membership ..... NARTB
Representative ..... Meeker
President.....J. C. Sturtervant
General Manager.....George T. Frichette
Comm. Mgr.....Richard D. Dudley
Prog. Dir.....B. Kellnhauser
Pub. Dir.....Tom Bolger
Chief Engineer.....Roland W. Richardt

WBKV—West Bend—1950

Frequency: 1470 Kc.....Power: 500 Watts d.
Owned-Oper. By.....West Bend Bcstg. Co.
Address.....Box 60, Decorah Rd.
Representative .....Clark
News Service .....UP
Transcription ..... Thesaurus
Pres., Gen. Mgr.....August C. Berkholtz
Sta., Prom. Mgr.....Harold H. Berkholtz
Comm. Mgr., Chief Eng.....Paul J. Mueller
Program Director .....Ray Kessnich
Publicity Dir.....Jack Skidmore

WFHR—Wisconsin Rapids 1940—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...William F. Huffman Radio
Business Address .....143 W. Grand Ave.
Newspaper Affil.....Daily Tribune
Representative .....Devney & Co.
News Service .....AP
Trans. ..... Thesaurus
Membership ..... NARTB, RAB
President.....Louise F. Huffman
Gen., Sta., Prom. Mgr.....Geo. T. Frechette
Comm., Prom. Mgr.....L. J. Zurawski
Prog. Dir.....James Tighe
Chief Engineer .....Gordon Miller

Wyoming

Pop. March 1 (Est.) 323,000—Families 94,000
Radio Homes 91,000—TV Homes 46,000—Stations in State 19

KATI—Casper—1956—KBS

Frequency: 1400 Kc.....Power. 250 Watts
Owned.....Jack L. Breece
Address.....P. O. Box 2006
News Service .....AP
Representative ..... Continental
Gen. Mgr., Ch. Eng.....Jack L. Breece
Sta. Mgr., Prog. Dir.....Gene W. Robinson
Commercial Mgr.....Kenneth Prather
Publicity Dir.....Mrs. Mae MacDonald

KSPR—Casper—1930—CBS

Freq.: 1470 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Donald L. Hathaway
Business Address.....Box 930
News Service .....UP
Trans. Service.....Thesaurus
Representative .....Walker, Moore
Membership ..... NARTB
Gen. Mgr.....Donald L. Hathaway
Asst. Station Manager.....Marcus R. Nichols
Chief Eng.....C. L. Brandt

KVOC—Casper—1946
ABC-MBS-IMN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KVOC Bcstg. Co.
Bus.-Studio-Transmitter Address.....Box 2090
News Service .....AP
Representative .....McGillvra
Membership .....NARTB, RAB
Co-Owner, Comm. Mgr., Chief Eng.
Duane Simons
Sta. Mgr., Co-Owner.....William F. Shutts
Program Director.....Jim Baker
Pub. Dir.....Robert P. Turner

KFBC—Cheyenne—1940
ABC-CBS-IMN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Frontier Bcstg. Co.
Bus.-Studio Address...2923 East Lincoln Way
News Service .....UP
Representative .....Avery Knodel
News, Affil.....Wyoming Eagle, State Tribune
President .....Robert S. McCraken
Gen., Sta. Mgr., Chief Eng...William C. Grove
Commercial Manager.....Charles Cahill
Sales Prom. Mgr.....Eddie Bogen
Program Director .....Betty Keyes
Publicity Director.....Margaret O'Brien

KVWO—Cheyenne—1952
MBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Great West Co.
Address .....Box 926
News Service .....AP
Membership ..... RAB, NARTB
Rep. ..... McGillvra
President, Gen. Mgr.....Wm. T. Kemp
Sta. Mgr.....Ernie Galbos
Commercial Mgr.....Ruth Dorr
Sales Prom. Mgr.....G. G. Bennetsen
Program Director .....Millie Barnett
Pub. Dir.....Bob Rubin
Chief Engineer.....Harold M. Roberts

KODI—Cody—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Park Broadcasters
Address.....P. O. Box 762
News Service .....UP
Transcription Service .....World
Representative .....McGillvra
Membership ..... RAB
President.....R. B. Croft
General Manager.....R. B. Beall
Station Manager.....W. E. Killmer
Program Director.....C. Owen Allen
Chief Engineer.....Phil Barnhart

KLUK—Evanston—1953
MBS-IMN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....BBH Enterprises
Address.....P. O. Box 198
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Avery-Knodel
President.....M. D. Buchen
General Manager.....Al Pyatt
Chief Engineer.....Harry Albers

KOVE—Lander—1948
KBS-MBS-IMN

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By.....Edward J. Breece
Business Address.....P. O. Box 436
News Service .....AP
News. Affil.....Wyoming State Journal
Representative .....Continental
Sta., Gen. Mgr.....Jack L. Breece
Comm. Manager.....Dorothy L. Reed
Gen. Sales Mgr.....E. J. Breece

KOWB—Laramie—1948
MBS-KBS-IMN

Frequency: 1340 Kc.....Power: 250 Watts d.
Own.-Oper. By Snowy Range Bdcstg. Co., Inc.
Address .....Box 972
News Service .....UP
Representative .....Avery-Knodel
Transcription .....World
Membership ..... NARTB
General Manager.....Harry D. Peck
Chief Engr., Pgm. Dir.....L. O. Smith

KASL—Newcastle—1953
ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned .....Northeast Wyoming Bcstrs. Inc.
Address .....P. O. Box 967

News Service ..... AP
Representative ..... McGillvra
General Manager ..... Floyd L. Sparks

KPOW—Powell—1941
MBS-KBS-IMN

Freq... 1260 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By ..... A. J. Meyer
News Service ..... AP
Transcription ..... Thesaurus
Representative ..... Avery-Knodel
President, Sta. Manager ..... Al Meyer
Comm. Manager ..... K. Meyer
Program Director ..... Agnes Fields
Chief Engineer ..... J. S. Kilness

KRAL—Rawlins—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By ..... Rawlins Bcstg. Co.
Address ..... U.S. Hway. 30
News Service ..... AP
Representative ..... Joseph Hershey McGillvra
Membership ..... NARTB
Manager ..... Donald D. Stanczyk
Program Director ..... Jean Rippee

KWRL—Riverton—1943
MBS-IMN

Frequency: 1450 Kc.....Power: 250 Watts
Owned ..... Joseph P. Ernst
Address ..... Worland, Wyo.
News Service ..... AP
Membership ..... NARTB
General Manager ..... Joseph P. Ernst
Sta. Mgr., Prog. Dir. ..... Jim Meredith
Commercial Manager ..... Ray Rostron
Chief Engineer ..... William Ross

KVRS—Rock Springs—1938
MBS-IMN-KBS

Freq.: 1360 Kc...Power: 1 Kw. d., 500 Watts n.
Owned ..... Wyoming Broadcasting Co.
Address ..... Rock Springs
News. Affil. ...Rock Springs Newspapers, Inc.
News Service ..... AP
Representative ..... Avery-Knodel
Membership ..... NARTB
President ..... D. G. Richardson
Gen., Sta. Mgr. ..... Dwight A. Fisher
Comm., Sales Prom. Mgr. ... Laurel H. Mosbey
Prog., Pub. Dir. ..... Imogene Parr
Chief Engineer ..... John Cormana

KWYO—Sheridan—1934
MBS-IMN

Frequency: 1410 Kc.....Power: 1000 d., 500 n.
Owned-Operated By ..... Bighorn Bcstg. Co.
Business-Studio Address ..... 21 N. Main
News Service ..... UP
Transcription Service ..... Lang-Worth
Representative ..... Avery-Knodel
Membership ..... NARTB
Pres., Gen. Mgr. ..... Jim Carroll
Commercial Mgr. ..... Don Tannehill
Sales Prom. Mgr. ..... Zeke Taggart
Program Director ..... Bill Thompson
Chief Engineer ..... Bob Crosthwaite

KRTR—Thermopolis—1955
MBS-IMN

Frequency: 1490 Kc.....Power: 250 Watts
Owned ..... Mildred V. Ernst
Address ..... 800 Broadway
News Service ..... AP
Membership ..... NARTB
President, Comm. Mgr. ..... Mildred V. Ernst
General, Sta. Mgr. ..... Karl V. Kerston
Sales Promotion Manager ..... Sue Gebhart
Chief Engineer ..... Phil Ernst

KTHE—Thermopolis—1955

Frequency: 1240 Kc.....Power: 250 Watts
Owned....Thermopolis Broadcasting Co., Inc.
Address ..... P. O. Box 192
News Service ..... UP
Transcription ..... World
Membership ..... NARTB
Pres., Gen., Sta. Mgr., Chief Eng... Joe C. Henry
Commercial Manager ..... Olin Pike
Program Director ..... Patricia Hudson

KGOS—Torrington—1950

Frequency: 1490 Kc.....Power: 250 Watts
Owned ..... DeVeny-Kath Broadcasting Co.
Address ..... Box 271
News Service ..... UP
Transcription ..... Lang-Worth
Gen., Comm., Prom. Mgr., Prog. Dir.. Kerm Kath
Sta. Mgr., Chief Eng. ..... Cee DeVeny
Publicity Director ..... Jack Jolly

KWOR—Worland—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By ..... Joseph P. Ernst
Comm. Manager ..... Mildred V. Ernst

TERRITORIES and POSSESSIONS

Alaska

KBYR—Anchorage—1948

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper By.....Radio Anchorage, Inc.
Business-Studio Address.....P. O. Box 1960
News Service.....AP, UP
Representative.....Pan-American Bcstg. Co.
General Manager.....E. Pournelle

KENI—Anchorage—1948 MBS-ABC-CBS

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By.....Midnight Sun Bcstg. Co.
Address .....Box 1160
News Service .....AP
Representative.....James Fletcher, Del Day
President.....Harry J. Hill
General Manager.....Alvin Bramstedt
Comm. Mgr.....Bill Stewart
Program Dir.....Frank Roberts
Chief Engineer.....Ralph Walker

KFQD—Anchorage—1924 CBS

Frequency: 730 Kc.....Power: 10,000 Watts
Owned-Oper. By
Anchorage Broadcasters, Inc.
Address ..... Box 1040
News Service .....AP
Transcription Service ..... Lang-Worth
Representative.....Alaska Radio-TV Sales
Pres.....Frank M. Reed
Gen., Sta. Mgr.....Ernest Spink
Program Director.....Edward R. Mack
Chief Engineer.....William E. Duck

KLAM—Cordova—1954

Frequency: 1450 Kc.....Power: 250 Watts
Owned ....Northern Light Broadcasting Co-p.
Address .....Box 278
News Service ..... AP
Pres., Gen., Sta., Comm. Mgr., Chief Eng.
Charles L. Buck
Program Director.....Dona Buck

KFAR—Fairbanks—1939 MBS-NBC-ABC-DON LEE

Frequency: 660 Kc.....Power: 10,000 Watts
Owned-Operated By..Midnight Sun Bcstg. Co.
Business-Studio Address.....Lathrop Bldg.
Representative .....Fletcher, Del Day
President .....Austin G. Cooley
Manager .....Alvin O. Bramstedt

KFRB—Fairbanks—1948 CBS

Frequency: 900 Kc.....Power: 10,000 Watts
Owned-Oper. By .....W. J. Wagner
Address .....P. O. Box 950
Representative .....Alaska Radio-TV Sales
Station Mgr.....Lawrence M. Laby

KINY—Juneau—1935—CBS

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Oper. By.....Alaska Bcstg. Co.
Address.....830 Securities Bldg., Seattle
Representative .....Alaska Radio-TV Sales
Station Manager.....Jerry McKinley

KJNO—Juneau—1952 ABC-MBS-NBC

Freq: 630 Kc. Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By....Midnight Sun Bcstg. Co.
Address ..... Box 2231
Representative .....Day, Fletcher
News Service ..... AP
President .....Harry Hill
Station Manager.....Donald C. Anderson
Gen. Manager.....Alvin O. Bramstedt
Comm. Manager.....Joseph B. Mangan
Program Director.....Dave Vincent
Prom. Mgr., Pub. Dir.....Dorothy Wheeler
Chief Engineer.....Royal O'Reilly

KABI—Ketchikan—1952 ABC-MBS-NBC-DON LEE

Freq.: 580 Kc...Power: 1 Kw. d., 500 Watts n.
Owned-Oper. By.....Midnight Sun Bcstg. Co.
News Service .....AP
Representative .....Day, Fletcher
President.....Austin G. Cooley
Manager.....Donald G. Andon

KTKN—Ketchikan—1942 CBS

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By.....Robert C. Mehan
Address ..... Box 1308
News Service .....AP
Transcription Service.....Lang-Worth
Representative .....Alaska Radio-TV Sales
Sta., Comm., Mgr., Chief Eng..Robert C. Mehan
Program Director.....Michael P. Quinn
Sales Prom. Mgr.....Bob Olson

KIBH—Seward—1949—CBS

Frequency: 1340 Kc.....Power: 250 watts

Owned-Operated By.....Alaska Bcstg. Co.
Address.....830 Securities Bldg., Seattle
Representative.....Alaska Radio-TV Sales
Pres., Gen. Mgr.....Wm. J. Wagner

KIFW—Sitka—1949—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Alaska Bcstg. Co.
Address.....830 Securities Bldg., Seattle
Representative.....Alaska Radio-TV Sales
Membership ..... NARTB
Pres., Gen. Mgr.....Wm. J. Wagner

KSEW—Sitka—1954

Frequency: 1400 Kc.....Power: 260 Watts
Owned-Oper....Voice of Sheldon Jackson, Inc.

Guam

KUAM—Agana—1954
NBC-CBS-ABC-MBS

Frequency: 610 Kc.....Power: 1000 Watts
Owned.....Radio Guam, Inc.
Address.....Box 68, Agana
News Service ..... UP
Transcription ..... Ziv
Representative .....Adam Young
Membership ..... NARTB
President.....Harry M. Engel Jr.
General, Sta. Mgr.....H. Richard Maguire
Commercial Manager.....Mary Chapelle
Sales Promotion Manager.....Robert Green
Program Director.....Madeleine Bordallo
Publicity Director.....John Barton
Chief Engineer.....Stuart Rider

Hawaii

KHBC—Hilo—1936—CBS

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. By.Hawaiian Bcstg. System, Ltd.
Address .....Piihonua, Hilo
Newspaper Affiliation..Honolulu Star Bulletin
Representative.Peters, Griffin, Woodward, Inc.
President.....J. Howard Worrall
Sta., Sales Rep.....Melvin B. Wright

KILA—Hilo—1951

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Oper. By.....James E. Jaegar
Address ..... Box 1595
Representative .....Hollingbery
News Service ..... UP
Trans. ..... World
Gen. Mgr., Chief Eng.....James E. Jaeger

KIPA—Hilo—1947—NBC

Frequency: 1110 Kc.....Power: 1,000 Watts
Owned-Oper. By....Big Island Bcstg. Co., Ltd.
Business-Studio Address.....P. O. Box 1602
News Service.....UP
President .....William Gonsalves
General Mgr.....Tad Eto
Program Dir.....Sue Osgood
Chief Engineer.....R. W. Jaderstrom

KGMB—Honolulu—1929—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned.....Hawaiian Bcstg. System, Ltd.
Address.....1534 Kapiolani Blvd.
Newspaper Affiliation .....Star-Bulletin
Representative.Peters, Griffin, Woodward, Inc.
President.....J. Howard Worrall
Sta., Sales Mgr.....Melvin B. Wright

KGU—Honolulu—1922—NBC

Frequency: 760 Kc.....Power: 2500 Watts
Owned-Operated By..Advertiser Pub. Co., Ltd.
Address .....Advertisers Bldg.
Representative.....NBC Spot Sales
Newspaper Affil. .....Advertiser
President.....Lorrin P. Thurston
General Mgr.....William O. Paine
Nat. Adv. Mgr.....Lee D. Hirshland

KHON—Honolulu—1946

Frequency: 1380 Kc.....Power: 5,000 Watts
Owned-Operated By....Aloha Bcstg. Co., Ltd.
Business Address.....1701 Ala Wai Blvd.
Representative .....Bolling
Pres., Gen. Mgr.....Ira G. Mercer

KIKI—Honolulu—1951

Frequency: 860 Kc.....Power: 250 Watts
Owned-Oper. By.....KIKI, Ltd.
Address.....320 Ward Ave.
News Service ..... AP
Representative .....Grant
Pres., Chief Eng.....Rayal V. Howard
Exec. V.P., Gen., Sta., Prom. Mgr., Pub., Prog. Dir. .....Angelo J. Rossi

KPOA—Honolulu—1946
MBS

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By .....WTAC-WFBL-KTVR, Founders Corp.
Address .....420 Lexington Ave.
Representative.....George P. Hollingbery
President.....John M. Shaheen
Exec. V.P., Gen., Comm. Mgr.....Fin Hollinger
Sales Mgr.....Henry T. Wilcox
Program Director.....Carlos Rivas
Chief Engineer.....Bob Lang

KULA—Honolulu—1947
ABC

Frequency: 690 Kc. .....Power: 10,000 Watts
Owned-Oper. By....TV Corp. of America, Ltd.
Address.....1290 Ala Moana Blvd.
News Service .....AP
Representative .....Adam Young
General Manager.....Jack A. Burnett
Comm. Manager.....M. F. Warren
Sales Mgr.....Robert Denison

KANI—Kaneohe, Oahu—1953

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By...Windward Bcstg. Co., Ltd.
Address.....P.O. Box 697, Oahu
News Service .....INS
President .....Merril K. Riley
Manager .....Don Carter

KTOH—Lihue, Kauai—1940

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Garden Island Publ., Ltd.
Address .....Lihue
News Service .....UP
General Mgr.....Charles J. Fern
Station Mgr.....Martin H. Sebastian, Jr.

KMVI—Wailuku-Maui—1947
NBC

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Oper. By.....Maui Publ. Co., Ltd.
Address Trans. Loca.....Wailuku-Maui
News Service .....UP
Newspaper Affil.....Maui News
Transcription Service.....Thesaurus
Representative .....Thomas A. Clarke
Membership .....NARTB
President.....J. Walter Cameron
General Manager.....Ezra J. Crane
Sta., Asst. Gen. Mgr.....Richard E. Mawson
Commercial Manager .....Frank Kovacic
Promotion Manager.....W. J. Belknap
Chief Engineer.....George Tam

KPOA
RADIO
DOMINATES!
HONOLULU, HAWAII
1st in the Market
6:00 A.M. — 12 Noon.....25%
12 Noon — 6:00 P.M. .....23% (Pulse)
6:00 P.M. — Midnight.....24%
National representative — George P. Hollingbery Co.
FOUNDERS CORP.
One of the Founders' group of stations, including WTAC, Flint, Michigan; WFBL, Syracuse, New York; and KTVR; Channel 2, Denver, Colorado.

KAHU—Waipahu—1950

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....Rural Bcstg. Co., Ltd.
Address.....P. O. Box 1007
News Service .....AP
Representative .....William Rambeau
President.....Dr. Timothy I. Wee
General Mgr.....Harry En Chou
Sta. Mgr.....Robert Miller
Prom. Manager.....Jackson McBride
Chief Engineer.....Robert Pearson

Puerto Rico

WABA—Aguadilla—1951

Frequency: 850 Kc.....Power: 500 Watts
Owned-Operated By.....L. Hector Reichard
Address .....Box 188
General Manager.....F. Bonnet Velez

WCMN—Arecibo—1947

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Oper. By .....Caribbean Bdcstg Corp.
Address .....P. O. Box 7
Membership .....NARTB
President .....Antonio E. Vidal
General Manager.....Nabal Barreto
Comm. Mgr.....Frank L. Oronoz
Prog. Dir.....Hector M. Somohano
Chief Eng.....Jose Soler

WENA—Bayamon—1947

Frequency: 1560 Kc.....Power: 250 Watts
Owned-Operated By....Bayamon Bcstg. Corp.
Address .....Box 157

WNEL—Caguas—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owner.....Inter-American Radio Corp.
Address .....Box 487
News Service .....INS
Pres., Gen. Mgr., C. E...Eduardo Biascoechea
Station Mgr. .....Augustina Valez
Program Director.....Charles Miner
Comm., Prom. Mgr.....John W. Rodriguez

WVJP—Caguas—1947

Frequency: 1110 Kc.....Power: 250 Watts
Owned-Oper. By .....Borinquen Bdcstg. Co.
Address.....P. O. Box 207
General Manager.....Hector Pereira
Station Manager.....Federico E. Virella
Commercial Manager.....Jorge L. Arzuaga
Program Director.....J. Colon Santiago

WMDD—Fajardo—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....WMDD, Inc.
Address .....Box 387
General Manager .....Agustin B. Camunas

WXRF—Guayama—1948

Frequency: 1590 Kc.....Power: 1,000 Watts
Owned-Operated By.....Rafael Fuster
Business-Studio Address.....42 Hostos St.
General Mgr.....Charles L. Cordero

WAEL—Mayaguez—1948

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Operated By.....Mario Acosta
Business Address.....12 Iglesia St.
Gen. Manager.....Mario Acosta
Sta. Mgr.....Manuel Pirallo
Comm. Mgr.....Carlos Pirallo
Chief Eng.....Arthur S. Glawson

WKJB—Mayaguez—1946

Frequency: 710 Kc.....Power: 1000 Watts
Owned-Operated By.....Jose A. Bechara, Jr.
Address .....54 Minerva St., Box 1293
Representative .....Inter-Amer. Pub., Inc.
Newspaper Affil. .....El Mundo
Pres., Gen. Mgr. .....Jose A. Bechara, Jr.
Manager .....Arturo Cortes

WORA—Mayaguez—1947

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Americas Corp.
Studio Address.....P. O. Box 43
Representative.....Adam Young, Int'l., Ltd.
Pres., Gen. Mgr.....Alfredo R. DeArellano, Jr.
Sta., Comm. Mgr.....Reinaldo M. Dupont
Sales Prom. Mgr.....Mario Quintero, Jr.
Prog. Dir.....Rodolfo Hernandez Lopez
Chief Engineer.....Jose E. Garcia

WPRA—Mayaguez—1937

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Oper. By.....WPRA, Inc.
Address.....Box 869
President .....Andres Camara
Sta. Mgr.....Virginia Di Cristina

WTIL—Mayaguez—1950

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Operated By...Mayaguez Radio Corp.
Address.....Post & Palmer Sts.
President.....William G. Mamary
Representative ..... Continental
Comm., Nat'l. Sales Mgr.....Gilbert Mamary
Station Mgr.....Patricio Fremaintt

WISO—Ponce—1953

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By.....South P. R. Bcstg. Corp.
Address .....Box 2023
President .....Andres Jrillasca
Gen. Comm. Mgr., Chief Eng....Luis E. Freyre
Program Dir.....A. L. Ramos
Sta. Manager..... Nilda P. Freyre
Sls. Prom. Mgr.....Manuel Pirallo

WPAB—Ponce—1940

Frequency: 550 Kc...Power: 5 kwd.; 1 Kw n.
Owned By....Portorican Am. Bcstg. Co., Inc.
Bus.-Studio Address.....164 Villa St.
Representative.....Inter-American Pub'l., Inc.
Membership ..... NARTB
Pres., Gen. Mgr.....A. Gimenez-Aguayo
Program Director.....Eliseo Borrero
Chief Engineer.....Alfonso Santos

WPRP—Ponce—1936

Frequency: 910 Kc.....Power: 5000 Watts
Owned.....Voice of Porto Rico, Inc.
Address.....P. O. Box 430
Transcription ..... BHI, ASCAP
Representative.....Young International, Ltd.
President, Gen. Mgr....Alfredo R. de Arellano
Station, Comm. Mgr.....Antonio Miro
Program Director.....Carlos R. Teissonniere
Chief Engineer.....Russell Oscar Johnson

WRIO—Rio Piedras—1949

Frequency: 1320 Kc...Power: 5 Kw. d. 1 Kw. n.
Owned-Oper. By ...The Master Bdcstg. Corp.
Address.....Box 335, Hato Rey, Rio Piedras
President.....Isidoro Quinones Vidal
Sta. Mgr., V.P.....Julio Morales Ortiz

WWWW—Rio Piedras—1949

Frequency: 1520 Kc.....Power: 250 Watts
Owned-Oper. By.....Frank A. Gandia
Address.....P. O. Box 935
Gen. Mgr. .....Frank A. Gandia

WAPA—San Juan—1947

Frequency: 680 Kc.....Power: 10,000 Watts
Owned-Oper. By.....José Ramón Quiñones
Bus. Address .....357 Ponce De Leon Ave.
Membership .....NARTB
Representative.....Caribbean Network, Inc.
Owner, Gen. Mgr.....Jose Ramon Quinones
Sta., Comm. Mgr.....Segismundo Quinones
Program Dir.....Francisco Aranzamendi, Jr.
Chief Engineer .....Jose Arzuaga

WHOA—San Juan—1954
KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Continental Broadcasting Corp.
Address.....566 Ponce de Leon Ave.
News Service ..... AP
Transcription ..... Lang-Worth
Representative....Pan-American Broadcasting
Membership ..... NARTB
Pres., Gen., Sta. Mgr., Chief Eng.
William R. Anthony
Traffic Manager.....James Corona
Sales Prom. Mgr., Pub. Dir.....Sally Vladimir
Program Director.....M. J. Brian

IN

Puerto Rico

WAPA

680 Kcs 10 Kws

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to deliver

your

message

U. S. Sales Office:

CARIBBEAN NETWORKS, INC.

200 West 57th Street

New York 19, N. Y.

Circle 7-8224

WIAC—San Juan—1947

Frequency: 740 Kc.....Power: 10 Kw.
Owned-Oper. By....Radio Station WIBS, Inc.
Address.....Box 4504
General Manager.....Tomas Muniz
Asst. Mgr.....B. P. Rios

WITA—San Juan—1948

Frequency: 1140 Kc.....Power: 500 Watts
Owned-Oper. By...Electronic Enterprises, Inc.
Address .....P. O. Box 2792
Newspaper Affiliation.....El Imparcial
General Manager.....Grimaldi Graw

WKAQ—San Juan—1922 CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By.....El Mundo Bcstg. Corp.
Business Address....Box 9007, Santurce, P. R.
Newspaper Affiliation.....El Mundo
Transcription Service .....Associated
News Service .....UP
Representatives....Inter-American Pub'l., Inc.
Membership .....NARTB
President.....Angel Ramos
General Mgr.....V. Lamas, Jr.
Comm. Mgr.....Carlos Vizcarrondo
Program Director.....Esther Pales
Chief Eng.....Jose A. Fernandez

WKVM—San Juan—1952

Frequency: 810 Kc.....Power: 5000 Watts
Owned-Oper...American Colonial Bcstg. Corp.
Address.....1000 Ponce de Leon Ave.
Representative.....Pan American Bcstg. Co.
Pres., Gen. Mgr.....R. P. Perry

Virgin Islands

WSTA—St. Thomas—1950 MBS-NBC

Frequency: 1340 Kc.....Power: 250 Kc.
Owned-Oper. By.....William N. Greer
Address .....Box 538
Representative ..... Young
News Serivce .....AP
Gen. Mgr., Chief Eng.....William N. Greer
Commercial Mgr.....Nellie Greer
Program Director.....Rick Ricardo

WIVI—Christiansted-Frederiksted—1952—ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper..Radio American West Indies, Inc.
Address .....Christiansted, St. Croix, V. I.
News Service .....AP
Transcription ..... Standard
Representative.....Pan American Bcstg. Co.
Pres., Gen., Sta., Comm. Mgr..Hazel M. Vickers
Pub. Director, Prog. Dir.....Ron de Lugo
Chief Engineer.....Raymond E. Higdon

MORE NEWS
MORE FEATURES
MORE REGIONAL COVERAGE
AP
... and MORE RADIO AND TELEVISION STATIONS
depend on
THE ASSOCIATED PRESS

Canadian Broadcasting: Brief Summary and Outlook for 1957

By JULES LAROCHELLE
Can. Correspondent
Radio-Television Daily

WITH some fifty-four percent of Canadian households now equipped with television receiving sets and practically 96 percent of all households having radio sets as at the end of 1956, according to latest official government census, the Canadian radio and television industry experienced favorable results during 1956. Outlook for the year 1957 is reported good from almost all aspects.

Further television broadcasting stations came into operation in the past year but at same time, radio broadcasters also showed growth, and demonstrated that they have now "learned to live with television." As a matter of fact, radio broadcasters point out that radio set sales in Canada have shown continued and sustained increase as compared with sales of television sets, which tended to ease off considerably in 1956. Increased radio set sales, it was pointed out by radio broadcasters, showed definitely the sustained high level of radio listening audiences.

Radio broadcasters, in order to continue to attract sponsors, have adapted their programming to obtain best audience results. More and more, radio broadcasting is slanted towards busy housewives during earlier housework hours, and during early morning hours for the motoring and night-time workers. As far as television time is concerned there is gradual increase in operating time. But advertising time continues "hard to obtain", especially for periods considered most favorable.

Radio broadcasters generally report satisfactory operating results. Schedules have been altered, operators admit. The biggest change, it is gathered, has been in program sponsorship. There has been a tendency for shows, especially the major ones, to be sponsored by a number of advertisers. Spot announcement also has become more widespread. Radio broadcasters have drawn special attention to advertisers of service that can be rendered on a local basis and this has proved very satisfactory and has meant that radio operators have been able to maintain revenues in the face of television competition.

Probably the biggest thing that occurred in Canada's radio and television broadcasting industry in the past year was the extensive investigation made by the Royal Commission on Broadcasting headed by R. M. Fowler of Montreal. The commission heard hundreds of briefs, at a number of sittings both in Canada and the United States. The commission report is expected to have a strong effect on the future of the industry.

Further progress is being made on 4,000-mile microwave radio relay network—from Sydney, Nova Scotia, to Victoria, B.C. The Toronto-North Bay-Winnipeg section has been completed, as well as part of the Maritime Provinces section. The entire network is scheduled to go into operation in 1958. When the network is complete, it will afford simultaneous network television for 28 cities from the east to the west.

Official government figures indicate that television set sales in Canada in 1956 amounted to 598,149 units, or down 22 per cent from the record year, 1955. Value of sales slipped from $234,800,000 to $179,-900,000. Radio set sales, on the other hand recorded sharp advance to 709.416 units up 16 per cent from 609,993 sold in year before. Radios sets sales were valued at $46,-311,633 compared to $491,907,208.

The Canadian Association of Radio and Television Broadcasters, comprised of private operators across Canada, increased its membership during the past year and a report, issued by the association in the latter part of January said that CARTB membership to date totalled 145 radio broadcasting stations, 28 television broadcasting stations, and 54 associate members.

As far as CBC is concerned, high officials of the corporation reported early this year that considerable progress had been recorded both in television and radio and that the outlook remained very bright. At the turn of the year, A. Davidson Dunton, chairman of the Board of Governors of CBC pointed out in a progress report that there were 38 television stations in Canada which could attain some 80 percent of the population and that Canadian broadcasting is second to none in the world.

CANADA

ALPHABETICAL INDEX
BY CALL LETTERS

NETWORKS

STATIONS

CARTB

CBC

1957

FOR *maximum penetration* OF THE CANADIAN MARKET

FOR *maximum impact*

ADVERTISERS BUY *Network* TV AND RADIO

TV — There are more than 2,500,000 television homes in Canada. Over 60% of all Canadian households now have TV.

CBC TELEVISION NETWORKS . . . English and French . . . serve this enormous audience through CBC stations and 30 affiliated stations.

RADIO—There are more than 4,000,000 radio homes in Canada . . . over 6,800,000 radio sets in Canadian homes and automobiles.

CBC RADIO NETWORKS comprised of both CBC stations and affiliates, English and French, serve Canadians in all parts of Canada . . . in markets large and small . . . reaching millions of listeners at home and countless thousands on Canadian highways.

Used in combination, CBC NETWORKS make available to advertisers the tremendous impact of television plus the effective, low-cost mass coverage that only network radio provides.

In both French and English, you'll have our full cooperation in the effective use of CBC networks . . . and in the creation and production of Canadian programs.

CANADIAN BROADCASTING CORPORATION

354 Jarvis Street
Toronto 5, Ontario

Commercial Division

1425 Dorchester St.
Montreal 25, P. Q.

CANADIAN BROADCASTING CORP.

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Head Office—140 Wellington St., Ottawa, Ont.
Phone: CE 6-7331

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PRAIRIE REGION

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Director, J. R. Finlay
Regional Program Dir., D. E. Cameron

ONTARIO REGION

354 Jarvis St., Toronto, Ontario
Director, Ira Dilworth
Dir. of Network Co-ord., H. G. Walker

QUEBEC REGION

1425 Dorchester St. West, Montreal, Quebec
Director, Gerard Lamarche
Regional Program Dir., Roger Rolland

MARITIME REGION

100 Sackville St., Halifax, Nova Scotia
Director, Capt. W. S. Briggs
Regional Program Dir., S. R. Kennedy

NEWFOUNDLAND REGION

T. A. Building, St. John's, Newfoundland
Director, William F. Galgay
Area Engineer, E. D. Witherstone

Even a phony professor can spot a real dollar

"You Canadians may have no culture, no flag and no president, but you sure do have a dollar. . . . Your dollar is strong; people want it." It was Professor Horrors Fleegle, lecturer in economics at Upstate U., speaking. (Or so H. Devon Smith, Financial Editor of The Toronto Telegram, reported recently.)

Frankly, we suspect Professor Fleegle is a phony . . . but there's no question at all about the genuineness of the Canadian dollar. In fact, Canadian exporters feel it's a bit *too* genuine! In November, the Canadian dollar reached a 23-year high in terms of U.S. currency. That kind of money makes it hard for Canadians to sell.

Here's what happens. In the first ten months of 1956, Canadian purchases from the U. S. exceeded sales to the States by more than $1 billion. This is Canada's biggest trade deficit with the U.S. in history. But the "fat" dollars, which make it hard for Canada to sell, make it *easy* for Canada to buy; make her a wonderful market for other countries.

Then, too, Canada is enjoying unprecedented prosperity in spite of an unfavourable trade balance. Manufacturers' shipments, and sales at retail and wholesale, were all substantially higher in 1956 than they were in 1955.

Any professor of economics—faked or famed—would see this as a good time to go after Canadian business. But one thing remains: harnessing this great sales potential to good selling media. Canada provides these media.

Canadians love both radio and TV. How else can you explain the amazing purchase of sets? Canada, with a population of only 16 million, has about 6½ million radio sets (including more than a million car radios); and approximately 2,400,000 TV sets. In the first 9 months of 1956 alone, 456,501 radios and 403,399 TV sets were sold. Transistor radios and portable TV's are pushing sales still higher.

Television is really getting its stride in Canada, with new stations, network extensions, and more programming hours.

Most products lend themselves to radio or TV advertising . . . especially on independent stations. We urge you to take advantage *now* of Canada's remarkable purchasing power. Our Association offices will be glad to work with you.

CANADIAN ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS

108 Sparks St., Ottawa

200 St. Clair West, Toronto, Ontario

CANADIAN ASSOCIATION OF RADIO-TELEVISION BROADCASTERS

OFFICES

Head Office—108 Sparks St., Ottawa, Ont.
Phone: CE 3-4035

Sales Office—200 St. Clair Ave. West, Toronto 7, Ont.
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Functions

The Canadian Association of Radio and Television Broadcasters is a voluntary trade organization of 144 privately owned (independent) radio broadcasting stations, and 26 television stations in Canada.

Picture of a woman buying a refrigerator

BEDTIME . . . but she's already on her way to a $465 purchase tomorrow. Wherever you go there's not only radio, but a woman companioned by radio.

Through CFRB, you reach her and all the others like her who do the buying for 1,156,000 families* living in the rich heartland of Ontario. Annual family buying power (after income tax) within the forty-four counties served by CFRB totals $6,118,230,000* . . . annual retail sales in this same area now account for 84% of Ontario's total.*

Are you and your product getting a proper share of this booming, easy-to-speak-to, *waiting* market? Let CFRB send a representative around to show you how inexpensive and profitable a well-designed radio campaign can be.

REPRESENTATIVES:

United States: Canadian Station Representatives Ltd.

Canada: All-Canada Radio Facilities Limited

* *Based on Sales Management's Survey of Buying Power, Canadian Edition, May, 1956*

50,000 watts
1010 on your dial

CFRB
TORONTO

RADIO REACHES YOU EVERYWHERE

STATIONS OF CANADA

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

Call Letters	City	See Page
CBA	Sackville, N. B.	696
CBAF	Moncton, N. B.	686
CBE	Windsor, Ont.	693
CBF	Montreal, Que.	695
CBG	Gander, Nfld.	686
CBH	Halifax, N. S.	687
CBI	Sydney, N. S.	688
CBJ	Chicoutimi, Que.	694
CBK	Watrous, Sask.	699
CBL	Toronto, Ont.	693
CBM	Montreal, Que.	695
CBN	St. John's, Nfld.	687
CBO	Ottawa, Ont.	691
CBT	Grand Falls, Nfld.	687
CBU	Vancouver, B. C.	683
CBV	Quebec City, Que.	696
CBW	Winnipeg, Man.	685
CBX	Edmonton, Alta.	681
CBXA	Edmonton, Alta.	681
CBY	Corner Brook, Nfld.	686
CFAB	Windsor, N. S.	688
CFAC	Calgary, Alta.	681
CFAR	Flin Flon, Man.	685
CFBC	Saint John, N. B.	686
CFCF	Montreal, Que.	695
CFCH	North Bay, Ont.	691
CFCL	Timmins, Ont.	692
CFCN	Calgary, Alta.	681
CFCO	Chatham, Ont.	689
CFCW	Camrose, Alta.	681
CFCY	Charlottetown, P. E. I.	694
CFDA	Victoriaville, Que.	697
CFGP	Grande Prairie, Alta.	682
CFGT	Alma, Que.	694
CFJB	Brampton, Ont.	689
CFJC	Kamloops, B. C.	682
CFJR	Brockville, Ont.	689
CFNB	Fredericton, N. B.	686
CFNS	Saskatoon, Sask.	699
CFOB	Fort Frances, Ont.	689
CFOR	Orillia, Ont.	691
CFOS	Owen Sound, Ont.	691
CFPA	Port Arthur, Ont.	692
CFPL	London, Ont.	690
CFPR	Prince Rupert, B. C.	683
CFQC	Saskatoon, Sask.	699
CFRA	Ottawa, Ont.	691
CFRB	Toronto, Ont.	693
CFRG	Gravelburg, Sask.	698
CFRN	Edmonton, Alta.	681
CFUN	Vancouver, B. C.	684
CHAB	Moose Jaw, Sask.	698
CHAD	Amos, Que.	694
CHAT	Medicine Hat, Alta.	682
CHED	Edmonton, Alta.	681
CHEF	Granby, Que.	694
CHEX	Peterborough, Ont.	691
CHFA	Edmonton, Alta.	681
CHGB	Ste. Anne de La Poc, Que.	696
CHLN	Three Rivers, Que.	697
CHLO	St. Thomas-London, Ont.	692
CHLP	Montreal, Que.	695
CHLT	Sherbrooke, Que.	697
CHML	Hamilton, Ont.	689
CHNC	New Carlisle, Que.	696
CHNO	Sudbury, Ont.	692
CHNS	Halifax, N. S.	687
CHOK	Sarnia, Ont.	692
CHOV	Pembroke, Ont.	691
CHRC	Quebec City, Que.	696
CHRD	Drummondville, Que.	694
CHRL	Roberval, Que.	696
CHSJ	Saint John, N. B.	686
CHUB	Nanaimo, B. C.	683
CHUM	Toronto, Ont.	693
CHVC	Niagara Falls-Welland, Ont.	690
CHWK	Chilliwack, B. C.	682
CJAD	Montreal, Que.	695
CJAT	Trail, B. C.	683
CJAV	Fort Alberni, B. C.	683
CJBC	Toronto, Ont.	693
CJBQ	Belleville, Ont.	688
CJBR	Rimouski, Que.	696
CJCA	Edmonton, Alta.	681
CJCB	Sydney, N. S.	688
CJCH	Halifax, N. S.	687
CJCS	Stratford, Ont.	692
CJDC	Dawson Creek, B. C.	682
CJEM	Edmundston, N. B.	685
CJET	Smith Falls, Ont.	692
CJFP	Riviere-Du Luop, Que.	696

Call Letters	City	See Page
CJFX	Antigonish, N. S.	687
CJGX	Yorkton, Sask.	699
CJIB	Vernon, B. C.	684
CJIC	Sault Ste. Marie, Ont.	692
CJKL	Kirkland Lake, Ont.	690
CJLS	Yarmouth, N. S.	688
CJMS	Montreal, Que.	695
CJMT	Chicoutimi, Que.	694
CJNB	North Battleford, Sask.	698
CJOB	Winnipeg, Man.	685
CJOC	Lethbridge, Alta.	682
CJON	St. John's, Nfld.	687
CJOR	Vancouver, B. C.	683
CJOY	Guelph, Ont.	689
CJQC	Quebec City, Que.	696
CJRL	Kenora, Ont.	690
CJRW	Summerside, P. E. I.	694
CJSO	Sorel, Que.	697
CJSP	Leamington, Ont.	690
CJVI	Victoria, B. C.	684
CKAC	Montreal, Que.	695
CKBB	Barrie, Ont.	688
CKBC	Bathurst, N. B.	685
CKBI	Prince Albert, Sask.	698
CKBL	Matane, Que.	695
CKBM	Montmagny, Que.	695
CKBW	Bridgewater, N. S.	687
CKCH	Hull, Que.	694
CKCK	Regina, Sask.	698
CKCL	Truro, N. S.	688
CKCR	Kitchener, Ont.	690
CKCV	Quebec City, Que.	696
CKCW	Moncton, N. B.	686
CKDA	Victoria, B. C.	684
CKDM	Dauphin, Man.	684
CKEC	New Glasgow, N. S.	688
CKEN	Kentville, N. S.	688
CKEY	Toronto, Ont.	693
CKFH	Toronto, Ont.	693
CKGB	Timmins, Ont.	693
CKGR	Galt, Ont.	689
CKLB	Oshawa, Ont.	691
CKLC	Kingston, Ont.	690
CKLD	Thetford Mines, Que.	697
CKLG	Vancouver, B. C.	684
CKLN	Nelson, B. C.	683
CKLS	La Sarre, Que.	695
CKLW	Windsor, Ont. (See Listing, Detroit, Mich.)	693
CKLY	Lindsay, Ont.	690
CKMR	New Castle, N. B.	686
CKNB	Campbellton, N. B.	685
CKNW	New Westminster, B. C.	683
CKNX	Wingham, Ont.	693
CKOC	Hamilton, Ont.	690
CKOK	Penticton, B. C.	683
CKOM	Saskatoon, Sask.	699
CKOT	Tillsonburg, Ont.	692
CKOV	Kelowna, B. C.	682
CKOX	Woodstock, Ont.	693
CKOY	Ottawa, Ont.	691
CKPC	Brantford, Ont.	689
CKPG	Prince George, B. C.	683
CKPR	Fort William, Ont.	689
CKRB	St. George De Beauce, Que.	697
CKRC	Winnipeg, Man.	685
CKRD	Red Deer, Alta.	682
CKRM	Regina, Sask.	698
CKRN	Rouyn, Que.	696
CKRS	Jonquiere, Que.	694
CKSB	St. Boniface, Man.	685
CKSF	Cornwall, Ont.	689
CKSM	Shawinigan Falls, Que.	697
CKSO	Sudbury, Ont.	692
CKTB	Ste. Catharines, Ont.	692
CKTR	Trois Rivieres, Que.	697
CKTS	Sherbrooke, Que.	697
CKVD	Val D'Or, Que.	697
CKVL	Montreal, Que.	695
CKVM	Ville Marie, Que.	698
CKWS	Kingston, Ont.	690
CKWX	Vancouver, B. C.	684
CKX	Brandon, Man.	684
CKXL	Calgary, Alta.	681
CKY	Winnipeg, Man.	685
CKYL	Peace River, Alta.	682
VOAR	St. John's, Nfld.	687
VOCM	St. John's, Nfld.	687

Alberta

CFAC—Calgary—1922—CBC

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By.....Calgary Bcstg. Co., Ltd.
Bus.-Studio Address....1000 Greyhound Bldg.
News Service .....BN, PUB, CP
Newspaper Affil. .....Herald
Transcription....Thesaurus, World Associated
Representative .....All-Canada, Weed
Sta. Manager.....A. M. Cairns
Commercial Manager.....D. H. Hartford
Program Director.....G. A. Brown
Prom. Mgr., Pub. Dir.....R. J. Tregillus
Chief Engineer.....E. C. Connor

CFCN—Calgary—1922—CBC

Frequency: 1060 Kc.....Power: 10,000 Watts
Owned-Oper. By.The Voice of the Prairies, Ltd.
Bus.-Studio Address.....712 Twelfth Ave., E.
News Service.....BUP, BN
Transcription .....SESAC, Lang-Worth
Representative.....Can. Sta. Rep., Oakes
Membership .....CARTB
President, Sta. Manager.....H. G. Love
V. P., Sls. Prom. Mgr.....James A. Love
Operations Mgr.....Gordon L. Carter
Prod. Manager.....Ned B. Corrigall
Dir., Special Events.....Don Thomas
Chief Engineer.....Robert W. Lamb

CKXL—Calgary—1927

Frequency: 1140 Kc.....Power: 1000 Watts
Owned-Oper. By .....CKXL Ltd.
Address.....210 9th Ave. W.
Representative.....H. C. Stovin, Forjoe
News Service .....BUP
President, Mng. Dir.....F. R. Shaw
V.P., Gen. Mgr. .....A. R. Mackenzie
Gen. Sales Mgr.....Allan J. Barker
B'cast. Mgr.....Peter J. Edwards

CFCW—Camrose—1954

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Camrose Bcstg. Co.
Address .....Smith Bldg.
News Service.....Press News
Representative .....Lorrie Potts
Membership ..... CARTB
Pres., Gen., Comm., Prom. Mgr.....H. J. Yerxa
Off. Mgr., Prog., Pub. Dir.....Gene Ross
Chief Engineer.....Kenneth Anholt

CBX—Edmonton—1948—CBC

Frequency: 1010 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address....713 MacDonald Hotel
Sta. Mgr.....D. C. Claringbull
General Manager.....J. Alphonse Ouimet
Commercial Manager.....W. E. Powell
Prog. Dir.....Charles Jennings

CBXA—Edmonton—1953 CBC

Frequency: 740 Kc.....Power: 250 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address.....Macdonald Hotel
General Manager.....Alphonse Ouimet
Commercial Mgr.....W. E. Powell
Station Mgr.....D. Claringbull
Program Director.....Charles Jennings

CFRN—Edmonton—1934 CBC

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By....Sunwapta Bcstg. Co., Ltd.
Business-Studio Address.....109 CPR Bldg.
News Service .....BUP, BN
Transcription Service .....Lang-Worth
Representative....R-R., Can. Sta. Reps., Oakes
Membership .....CARTB, WAB
Pres., Gen., Sta. Mgr.....G. R. A. Rice
Commercial Mgr.....A. J. Hopps
Program Director.....George A. Duffield
Publicity Director.....Corinne Noonan
Chief Engineer.....Frank G. Makepeace

CHED—Edmonton—1954

Frequency: 1080 Kc.....Power: 1,000 Watts.
Owned-Oper. By.....CHED, Ltd.
Address .....10006—107th St.
Representative .....Stephens & Towndrow, Forjoe, Hunt, Messner
News Service .....BUP, CP
Membership ..... CARTB, B.B.M.
Manager .....Don McKay
Commercial Mgr.....M. D. Dyck
Prog. Dir.....Jerry Forbes
Chief Engineer.....Clint Nichol

CHFA—Edmonton—1949 CBC

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Edmonton, Ltd.
Business Address.....10012—109th St.
News Service .....AP
Rep.....Omer Renaud Co., Hunt, McGillvra
Membership ..... CARTB
President.....Dr. L. P. Mousseau
Sta. Mgr.....B. J. Gagnon
Sales Prom. Mgr.....Jean Caron
Prog. Dir.....Geralde Lachance
Chief Engineer.....Charles Ferland

CJCA—Edmonton—1922 CBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By....Edmonton Bcstg. Co., Ltd.
Bus.-Studio Address.....Birks Bldg.
News Service ..... BN, BUP
Newspaper Affil. .....Journal
Trans. Serv. .....Standard, World
Representative .....All-Canada, Weed
Membership .....CARTB
General Manager .....Gerry Gaetz
Asst. Sta. Mgr.....Rolie Barnes
Commercial Manager.....Cameron Perry
Program Director .....Dalt Elton
Promotion Manager.....Mrs. Virginia Bell
Chief Engineer.....Frank Hollingworth

CFGP—Grande Prairie—1937
CBC

Frequency: 1050 Kc.....Power: 1000 Watts
Owned By.....Northern Bcstg. Corp., Ltd.
Address .....Grande Prairie
News Service .....AP
Representative .....All-Canada, Weed
Membership .....CARTB
President.....H. E. Pearson
Gen. Manager.....Arthur J. Balfour
Sta., Comm. Mgr.....Jack E. Soars
Pub. Director.....Dan Taylor
Prog. Director.....Norman Hickey
Chief Engineer.....Jim de Roaldes

CJOC—Lethbridge—1926
CBC

Freq.: 1220 Kc...Power: 10 Kw. d., 5 Kw. n.
Owned-Oper. By.....Lethbridge Bcstg., Ltd.
Address.....1015 Third Ave. S.
News Service.....Canadian Press
Trans. Service.....Assoc., Thesaurus, World
Representative .....Weed, ACRF
Membership .....CAB, BBM, WAB
President.....H. R. Carson
Station Manager.....N. Botterill
Assistant Manager.....J. Budd
Program Director.....Ed Conville
Chief Engineer.....Bob Reagh

CHAT—Medicine Hat—1946
CBC

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By.....Monarch Bcstg. Co., Ltd.
Address .....520 First St.
Representative .....Weed, All-Canada
News Service .....AP
Membership .....CARTB, WAB
Transcription Library.....World, SESAC
President.....J. H. Yuill
Gen., Sta. Mgr.....R. J. Buss
Commercial, Prom. Mgr.....Orv Kope
Prog. Dir. .....Ian Carson
Chief Engineer.....Sid Gaffney

CKYL—Peace River—1954

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Oper. By.....Peace River Bcstg. Co.
Address .....Radio Bldg.
News Service .....Broadcast News
Transcription .....SESAC
Representative .....Hunt, Lorrie Potts
Manager.....W. C. Gliege
Engineer .....Bob Guy
Sls. Prom. Mgr.....Dave Lilwall

CKRD—Red Deer—1949—CBC

Freq.: 850 Kc.....Power: 1000 Watts
Owned-Oper. By....Central Alberta Bcstg. Co.
Business Address.....Foster Block
News Service .....BN
Representative.....Radio Reps., Young
Transcription .....Capitol
Membership .....CARTB
President .....Gordon S. Henry
Comm. Mgr. .....Cam Harju
Prom., Pub. Mgr.....J. M. Younie
Program Director.....Stan Sparling
Chief Engineer.....Ken L. Martin

British Columbia

CHWK—Chilliwack—1927
CBC

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By....Fraser Valley Bcstrs., Ltd.
Address .....Box 50
News Service.....Broadcast News
Representative .....All-Canada, Weed
Trans. .....World
Membership .....CARTB
Gen. Mgr., Pres.....Jack Pilling
Comm. Mgr., Prom. Mgr.....W. G. Teetzel
Prog., Pub. Dir.....J. M. Maclachlan
Chief Eng.....Jack Pilling

CJDC—Dawson Creek—1947

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By..Radio Station CJDC, Ltd.
Business Address.....2nd Ave. & 9th St.
News Service....Broadcast News, Press News
Transcription Service .....World
Representative...Radio Representative, Cooke
Membership .....CARTB, WAB, BCAB
Manager.....W. Mike Lavern Michaud
Asst. Manager.....Trevor C. Schofield

CFJC—Kamloops—1927
CBC

Frequency: 910 Kc.....Power: 1 Kw. d.
Owned .....Kamloops Sentinel, Ltd.
Address .....387—Fourth Ave.
Newspaper Affil.....Sentinel
News Service .....CP
Trans. Service.....Thesaurus
Sta. Rep. .....All-Canada, Weed
Membership .....CARTB
Station Mgr.....Ian G. Clark
Comm. Mgr.....John Skelly
Sls. Prom. Mgr. .....W. Harwood
Program Director.....Jamie Gray
Chief Engineer .....Fred Webber

CKOV—Kelowna—1931
CBC

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Oper. By.....Okanagan Bcstrs., Ltd.
Address .....Box 1481
News Service .....BN
Transcription Service .....World

Representative .....All-Canada, Weed
Membership .....CARTB
President.....Mrs. J. W. B. Browne
Gen. Mgr.....J. H. Browne
Comm. Manager.....Dennis Reid
Promotion Manager.....Ed Boyd
Program Director.....Frank Bond
Chief Engineer.....J. Fred Weber

CHUB—Nanaimo—1949

Frequency: 1570 Kc.....Power: 1000 Watts
Owned-Operated By.....Standard Bcstg. Co.
Business Address.....Malaspina Hotel
Newspaper Affil.....Vancouver Sun
News Service .....UP
Transcription Service.....World, Standard
Representative
Stephens & Towndrow, Hunt, Stovin, Cooke
Sta. Mgr., Prog. Dir.....C. J. Rudd
Comm., Prom. Mgr.....Sheila Hassell
Publicity Director.....Reid McLeod
Chief Engineer.....Ross MacIntyre

CKLN—Nelson—1939—CBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..News Publishing Co., Ltd.
Address .....P. O. Box 250
Newspaper Affiliation.....Nelson Daily News
News Service .....BN
Representative.....Stovin, Can. Sta. Reps.
Membership..CARTB, WARTB, BCARTB, BBM
President.....Maj. R. H. Green
Gen., Sta. Mgr., Chief Eng.....A. R. Ramsden

CKNW—New Westminster 1944

Frequency: 1320 Kc.....Power: 5000 Watts
Owned By.....Intl. Bcstg. Co., Ltd.
Business-Studio Address.....227 Columbia St.
News Service .....BUP, BN
Transcription .....Associated, Standard
Representative..Forjoe, R-Reps., B'cast. Reps.
Membership .....CARTB
President .....Frank A. Griffiths
Assistant Manager.....Hugh Wallace
Prog. Dir. .....Hal Davis
Gen., Station Mgr.....W. J. Hughes
Sales Prom. Mgr.....Mel Cooper
Chief Engineer.....Leo Haydamack

CKOK—Penticton—1948 CBC

Freq.: 800 Kc.....Power: 1 Kw. d., 500 Wts. n.
Owned-Operated By.....CKOK, Ltd.
Business-Studio Address...125 Nanaimo Ave.
News Service .....BUP, CP
Transcription Service .....Standard
Representative .....Mulvihill, Forjoe
Membership .....BCARTB, WAB, CARTB
Pres., Gen., Mgr.....Maurice P. Finnerty
Station Manager.....Roy G. Chapman
Sales Mgr.....Ralph Robinson
Program Director.....Russ Richardson
Chief Engr.....George Cameron

CJAV—Port Alberni—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....CJAV, Ltd.
Address.....735 Third Ave., N.
News Service .....BN
Transcription.....Lang-Worth, Capitol, World
Membership ..... CARTB
Rep.....Hunt, Cooke, Stephens & Towndrow
President .....Harold E. Warren
Managing Dir.....Kenneth Hutcheson
Comm. Mgr.....J. Geoffrey Holmes

CKPG—Prince George—1945 CBC

Frequency: 550 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station CKPG, Ltd.
Address.....1220 Sixth Ave.
News Service.....Can. Press
Representative .....All-Canada, Weed
Membership.....CARTB, BBM, BCARTB
President.....Frank H. Elphicke
General Manager.....Cecil G. Elphicke
Comm. Manager.....R. T. Harkins
Prog. Director.....J. E. Carbutt
Chief Engineer.....G. Graham

CFPR—Prince Rupert—1938 CBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Canadian Broadcasting Corp.
Address .....343 W. 2nd Ave.
Sta. Mgr.....W. C. Hankinson
General Manager (CBC).....J. A. Ouimet
Comm. Mgr.....W. E. Powell
Prog. Dir.....Charles Jennings

CJAT—Trail—1931—CBC

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By.....Kootenay Bcstg. Co., Ltd.
Business-Studio Address.....815 Victoria St.
News Service .....AP
Trans. ..... World
Rep.....Weed, All-Canada Radio Facilities
President.....A. S. Mawdsley
General Manager.....John W. Loader
Sales Prom. Mgr.....John Boates
Comm. Mgr.....J. P. Kobluk
Prog. Dir.....Ken Hughes
Chief Engineer.....Jack Molyneux

CBU—Vancouver—1936—CBC

Frequency: 690 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Address.....701 Hornby St.
Dir. for Brit. Col.....Kenneth Caples
General Manager (CBC)...J. Alphonse Ouimet
Commercial Mgr. (CBC).....Walter E. Powell
Prog. Dir.....Charles Jennings

CJOR—Vancouver—1926 CBC-DOMINION

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....CJOR, Ltd.

Business-Studio Address.....846 Howe St.
News Service.....BUP, Press News
Transcription Service.....Thesaurus
Representative....Stovin, Canadian Sta. Reps.
Membership .....CARTB
Pres., Sta. Mgr., Gen. Mgr..George C. Chandler
Sales Manager.....G. E. Ryan
Prom. Mgr., Pub. Dir.....Dorwin Baird
Prog. Director.....Vic Waters
Chief Engineer.....Art Chandler
Commercial Mgr.....Don Laws

CKLG—Vancouver—1955

Frequency: 1070 Kc.....Power: 1000 Watts
Owned-Oper. By....Lions Gate B'casting., Ltd.
Address.....143 E. 11th, North Vancouver
News Service .....AP
Transcription Service.....SESAC, Muzak
Reps.....Don Cooke, Lorrie Potts
Membership ..... RAB
President.....W. Clarke Gibson
General Mgr.....A. E. Gibson
Station Mgr.....Robert T. Bowman
Comm. Manager.....James Crawford
Prog. Director.....Rudy Hartman
Chief Engineer.....T. Payne

CFUN—Vancouver—1922

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio CFUN Ltd.
Address.....812 Robson St.
News Service .....UP
Representative .....Nat. Broadcast Sales
President .....R. R. Keay
Gen. Mgr. .....J. L. Sayers
Comm. Manager.....Fin Anthony
Pub., Prom. Mgr.....Stan Buchanan
Prog. Director.....Stan Lettner
Chief Engineer.....Dave Rogers

CKWX—Vancouver—1923 MBS

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....CKWX Radio, Ltd.
Business-Studio Address.....1275 Burrard St.
News Service.....CP, BUP
Transcription Service ..... World
Representative .....All-Canada, Weed
President .....Arthur Holstead
General Manager.....Frank H. Elphicke
National Sls. Manager.....Clare Copeland
Program Manager.....John Ansell
Ping., Res. Director.....MacIntosh MacDonald
Assistant Manager.....Sam G. Ross
Prom. Manager.....Phil J. Baldwin
Prod. Manager.....Laurie Irving
Chief Engineer.....Charles Smith

CJIB—Vernon—1947—CBC

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Operated By.....Interior Bcstrs., Ltd.
Business Address.....3330 Barnard Ave.
Rep.....Radio Representatives, Forjoe
Pres. .....C. H. Pitt
General Manager.....A. G. Seabrook
Commercial Mgr.....Ann Gaustin
Program Director.....Jack Pollard
Chief Engineer.....Laurie Wright

CJVI—Victoria—1941—CBC

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Oper. By.....Island Bcstg. Co., Ltd.
Business-Studio Address.....817 Fort Street
News Service .....BN, TTS
Transcription Service.....Associated, World
Representative .....Weed, All-Canada
Membership ..... CARTB, RAB
President.....J. M. Taylor
Sta. Gen. Mgr.....W. M. Guild
Sls. Prom. Mgr.....Hugh Curtis
Comm. Mgr.....Fred G. Usher
Prog. Dir.....R. T. Batey
Chief Engineer.....Joe Sommers

CKDA—Victoria—1950—CBC

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Oper. By.....Capital Bcstg. System
Address.....1450 Douglas St.
News Service .....BUP, CP
Transcription Service.....Standard, SESAC
Representatives
Radio Reps, Broadcast Reps, Hunt, Forjoe
Membership ..... CAB, NCARTB
Pres., Gen. Mgr.....David M. Armstrong
Comm. Mgr.....Allan Klenman
Sta. Mgr.....David G. Hill
Prom. Mgr.....Harry O. Watts
Prog. Dir.....T. J. O'Neil
Chief Eng. .....Norman E. Bergquist

Manitoba

CKX—Brandon—1928—CBC

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By....Western Manitoba Bcstrs.
Address.....2940 Victoria Ave.
Transcription Service .....SESAC
Representative
Radio Representatives, Hunt, Messner
News Service .....BN
Membership .....CARTB, WAB
Pres., Gen. Manager.....J. B. Craig
Commercial Manager.....E. D. Holland
Asst. Sta. Manager.....Eric Davies
Prog. Dir.....Frank Bird
Chief Engineer.....E. Humphrey Davies

CKDM—Dauphin—1950

Frequency: 1050 Kc.....Power: 1000 d.; 250 n.
Owned.....Dauphin Bcstg. Co., Ltd.
Address .....3rd Ave., N. E.
News Service .....CP
Trans. Service .....SESAC
Representative...Radio-Rep., Young, Messner

Membership .....CARTB
President.....A. T. Warnock
Gen., Sta. Manager.....J. M. Henderson
Comm. Manager.....Lawrence Schwartz
Prom. Mgr., Prog., Pub. Dir.....Brian Skinner
Chief Engineer.....Harrison Thomas

CFAR—Flin Flon—1937—CBC

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Arctic Radio Corp., Ltd.
Address .....75 Hill St.
Representative .....Stovin, Canadian Reps.
Membership ..... CARTB
Station Manager.....C. H. Witney
Program Director.....E. Smallwood

CKSB—St. Boniface—1946 CBC

Frequency: 1250 Kc.....Power: 1000 Watts
Owned.....Radio-St. Boniface Ltd.
Address .....607 Langevin St.
News Service .....CP
Trans. Service .....SESAC
Representative.....Renaud, McGillvra, Hunt
President.....Dr. P. E. LaFleche
Manag. Dir., Prom. Mgr.....Roland Couture
Commercial Mgr.....Raoul Normandeau
Program Dir.....Denis Belair
Chief Engineer .....Yves Savignac

CBW—Winnipeg—1948—CBC

Frequency: 990 Kc.....Power: 50,000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business Address.....541 Portage Ave.
News Service .....PN, BUP
Gen. Mgr.....J. A. Ouimet
Reg. Director.....J. R. Finlay
Prog. Dir.....A. E. Parr
Reg. Engineer.....R. D. Cahoon
Comm. Sls. Rep.....R. L. Horley
Publicity Dir.....C. E. l'Ami

CJOB—Winnipeg—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Blick Bcstg., Ltd.
Business-Studio Address.....Lindsay Bldg.
Transcription Service.....World, Thesaurus, Associated, Standard, Lang-Worth
Membership .....CARTB
News Service.....CP; BUP
Representative .....R-Reps., Adam Young
President.....J. O. Blick
Commercial Manager.....R. M. MacLennan
Office Manager.....Frances Sprague
Sales Prom. Mgr.....R. Moody
Prog. Director.....George C. Davies
Chief Engineer.....R. V. Durie

CKRC—Winnipeg—1934 CBC-DOMINION

Frequency: 630 Kc.....Power: 5000 Watts
Owned....Transcanada Communications, Ltd.
Bus.-Studio Address.....300 Carlton St.
News Service.....BUP, BN, CP
Membership ..... CARTB, BBM
Representative .....Weed, All-Canada
President .....Clifford Sifton
Gen., Sta. Mgr.....William A. Speers
Commercial Manager.....R. F. Tait
Prom. Mgr., Pub. Dir.....Wm. M. Edge
Program Director.....Robert Bye
Chief Engineer.....A. W. Hooper

CKY—Winnipeg—1950

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By.....Station CKY, Ltd.
Business Address.....432 Main St., N.
Transcription.....Capital, SESAC, Associated
Representative .....Stovin, Forjoe
Membership ..... RAB
President.....Lloyd E. Moffatt
Sta. Manager.....W. E. Collier
Comm. Manager.....R. G. Stapley
Sales Prom. Mgr.....D. A. McDermid
Program Director.....Jack R. Stewart
Chief Engineer.....Andy Malowanchak

New Brunswick

CKBC—Bathurst—1955

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Bathurst Broadcasting Co., Ltd.
Address.....455 Golf Street, West Bathurst
News Service .....CP
Transcription .....Lang-Worth, SESAC
Representative .....Lorrie Potts
Membership ..... CARTB
President, Sta. Mgr.....J. Leo Hachey
Comm., Sales Prom. Mgr.....R. J. Gallagher
Prog., Pub. Dir.....Ray Bourque
Chief Engineer .....Phil Paquet

CKNB—Campbellton—1939 CBC-DOMINION

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By..Restigouche Bcstg. Co., Ltd.
Business Address.....P. O. Drawer 226
Representative .....Hardy, Weed
Membership .....CARTB, BBM
Mgn. Director.....Dr. Charles H. Houde
Manager ..... Bob Richards

CJEM—Edmundston—1944 CBC

Frequency: 570 Kc.....Power: 1000 Watts
Owned-Oper. By.....Edmundston Radio, Ltd.
Address.....91 Canada Rd.
Transcription Service .....SESAC
News Service .....BN
Representative .....Stovin, Young
President .....Georges Michaud

Gen. Mgr. ..... Jack Brilliant
Station. Comm. Mgr. ..... Georges Guerrette
National Prog. Dir. ..... Harry Wilsie
Program Director ..... Hermel Dumont
Pub. Dir., Asst. Mgr. ..... Bob Beaulieu
Chief Engineer ..... Walter Martin

CFNB—Fredericton—1923 CBC

Frequency: 550 Kc. ..... Power: 5000 Watts
Address ..... York St.
News Service ..... UP, R.P.
Transcription Service ..... Thesaurus
Representative ..... All-Canada, Weed
Membership ..... CARTB
President ..... J. Stewart Neill
General Manager ..... D. Malcolm Neill
Prog. Director ..... H. L. McFee
Retail Sls. Manager ..... George W. Brown
Sta., Comm. Manager ..... J. T. H. Fenety
Chief Engineer ..... Glenn D. Love

CBAF—Moncton—1954—CBC

Frequency: 1300 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Canadian Bcstg. Corp.
Address ..... 232 St. Georges St.
Sta. Mgr. ..... J. E. R. Teasdale
General Manager ..... Alphonse Ouimet
Commercial Mgr. ..... W. E. Powell
Prog. Dir. ..... C. Jennings

CKCW—Moncton—1934—CBC

Frequency: 1220 Kc. ..... Power: 10,000 Watts
Owned-Oper. By ..... Moncton Bcstg., Ltd.
Address ..... K of P Bldg.
News Service ..... BUP, CP, Radio Press
Transcription Service ..... Lang-Worth
Rep. ..... Canadian Station Reps., Stovin
Membership ..... RAB
Pres., Gen. Mgr. ..... F. A. Lynds
Sta., Comm. Manager ..... T. Tonner
Program Director ..... Robert Reid
Prom. Mgr., Pub. Dir. ..... Gene Alton
Chief Engineer ..... Keith MacConnell

CKMR—New Castle—1949 CBC

Frequency: 790 Kc. ..... Power: 1000 Watts
Owned ..... Miramichi Bcstg. Co., Ltd.
Representative ..... Renaud
News Service ..... BUP, RP
President ..... L. W. Flett
Sta. Mgr., Chief Eng., Comm. Mgr. ..... R. J. Wallace
Publicity Director ..... Fred Haining

CBA—Sackville—1939—CBC

Frequency: 1070 Kc. ..... Power: 50,000 Watts
Owned-Oper. By ..... Canadian Bcstg. Corp.
Address ..... 100 Sackville St., Halifax, N. S.
Regional Director ..... W. E. S. Briggs
Regional Prog. Dir. ..... S. R. Kennedy
Comm. Rep. ..... Don LeBlanc
Press & Info. Rep. ..... A. W. Wilson
Reg. Engineer ..... H. M. Smith

CFBC—Saint John—1946 CBC-DOMINION

Frequency: 930 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Fundy Bcstg. Co., Ltd.
Address ..... 68 Carleton St.
Representative ..... Young, Nat'l Bcst. Sales
News Service ..... BUP, RP
Trans. ..... Thesaurus
Membership ..... CARTB
President ..... A. M. A. McLean
General Manager ..... Hugh T. Trueman
Sales Manager ..... C. F. Bedford
Program Supervisor ..... D. H. Armstrong
Prom. Mgr. ..... Marita McNulty
Chief Engineer ..... H. M. Stout

CHSJ—Saint John—1934 CBC

Frequency: 1150 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... New Brunswick Bcstg. Co.
Business-Studio Address ..... 14 Church St.
Trans. ..... World, SESAC
Membership ..... CARTB
Newspaper Affil. ..... Journal, Globe
Representative ..... All Canada, Weed & Co.
President ..... T. F. Drummie
General Manager ..... George A. Cromwell
Program Director ..... Cleve G. Stillwell
Comm. Mgr. ..... James Morrow
Station Manager ..... Earl McCarron
Sls. Prom. Mgr. ..... Frank Doody
Pub. Director ..... Alfred E. Murphy
Chief Engineer ..... J. G. Bishop

Newfoundland

CBY—Corner Brook—1942 CBC

Frequency: 790 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... Canadian Bcstg. Corp.
Representative ..... C. V. Hierlihy
Gen. Mgr. (CBC) ..... J. Alphonse Ouimet
Comm. Mgr. ..... W. E. Powell
Prog. Dir. ..... Charles Jennings

CBG—Gander—1949—CBC

Frequency: 1450 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... Canadian Bcstg. Corp.
Address ..... Gander
Sta. Mgr. ..... A. W. Barrett
General Manager ..... J. A. Ouimet
Comm. Mgr. ..... W. E. Powell
Prog. Dir. ..... Charles Jennings

CBT—Grand Falls—1949 CBC

Frequency: 990 Kc.....Power: 1000 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Address .....High Street
News Service.....AP, INS, UP
Gen. Mgr. .....J. Alphonse Ouimet
Station Manager.....John J. Grace
Press & Info. Dept., Prom. Mgr...Ron C. Fraser
Comm. Manager.....G. D. Halley
Prog. Director.....R. G. O'Brien
Area Engineer.....E. D. Witherstone

CBN—St. John's—1949—CBC

Frequency: 640 Kc.....Power: 10,000 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Address .....T. A. Building
Dir. for NFLD.....W. F. Galgay
General Manager (CBC)...J. Alphonse Ouimet
Commercial Mgr. (CBC).....W. E. Powell
Prog. Director.....Charles Jennings

CJON—St. John's—1951

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By.....Nfld. Bcstg. Co., Ltd.
Address.....Prince of Wales St.
News Service.....AP, CP
Transcription Service .....SESAC
Reps.....All-Canada Radio, Weed
Membership .....CARTB
Pres.....Geoffrey W. Stirling
General Manager.....Don Jamieson
Sta. Mgr.....Art Hartnett
Commercial Manager.....Jim McGrath
Sales Prom. Mgr.....Mary Myler
Program Director.....Gerry Ottenheimer
Publicity Director.....Emile Davis
Chief Engineer.....Oscar Hierlihy

VOAR—St. John's—1929

Frequency: 1230 Kc.....Power: 100 Watts d.
Owned-Oper. By..Canadian Union Conf. Corp.
Address.....P. O. Box 574
President .....W. A. Nelson
General Manager.....Philip Moores
Chief Engineer.....George Rabbitts

VOCM—St. John's—1936

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By....Colonial Bcstg. System
Business Address.....McBride's Hill
News Service.....BUP, BN
Transcription Service.....Thesaurus
Membership ..... CARTB
Representative.....Stovin, Canada, Young
Pres., Ch. Eng.....W. B. Williams
Managing Director.....H. N. Butler
Station Mgr.....J. V. Butler
Commercial Manager.....M. Shulman
Program Director.....J. M. Murdoch

Nova Scotia

CJFX—Antigonish—1943 CBC-DOMINION

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....Atlantic Bcstrs., Ltd.
Address .....Broadcasting Bldg.
News Service .....BUP
Rep.....Mulvihill, Canadian Sta. Reps.
Sta. Mgr., Chief Eng.....Gordon MacDougall
Continuity Mgr.....Charles O'Brien
Program Dir.....Bruce Rafuse

CKBW—Bridgewater—1947 CBC

Frequency: 1000 Kc.....Power: 1000 Watts
Owned-Oper. By.....Acadia Bcstg. Co., Ltd.
Address.....399 King St.
Representative.....Radio Reps., Don Cooke
News Service .....Can. Press
Membership .....CARTB
President.....C. J. Morrow
General Manager.....John F. Hirtle
Sta. Mgr., Comm. Mgr.....James A. MacLeod
Sales Mgr.....Lester L. Rogers
Program Director.....A. Maxwell Ramey
Publicity Director.....David Flack
Chief Engineer.....Douglas B. Hirtle

CBH—Halifax—1947—CBC

Frequency: 1330 Kc.....Power: 100 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business-Studio Address.....100 Sackville St.
News Service .....CP, BUP
Regional Director.....W. E. S. Briggs
Reg. Prog. Dir.....S. R. Kennedy
Comm. Rep.....Don LeBlanc
Press & Infor. Rep.....A. W. Wilson
Regional Engineer.....H. M. Smith

CHNS—Halifax—1926—CBC

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By...Maritime Bcstg. Corp., Ltd.
Bus.-Studio Address.....10 Tobin St.
News Service.....CP, BUP
Transcription Service..Thesaurus, Lang-Worth
Representative .....All-Canada, Weed
President.....Graham W. Dennis
Gen., Station Manager.....Gerald Redmond
Commercial Manager.....Douglas Grant
Program Manager.....John A. Funston
Chief Engineer.....Arthur H. Greig

CJCH—Halifax—1944

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By.....Chronicle Co., Ltd.

Bus.-Studio Address.....741 Robie St.
News Service .....BN, Can. Press
Transcription Service.....World, SESAC
Representative...Mulvihill, Can. Station Reps.
President.....B. Pearson McCurdy
Station Manager.....E. Finlay MacDonald
Comm. Manager.....Howard E. Gerard
Sls. Prom. Manager.....Clair Chambers
Program Director.....Len J. Chapple
Chief Engineer.....A. Reginald MacWilliams

CKEN—Kentville—1947

Frequency: 1350 Kc.....Power 1000 Watts
Owned-Oper. By..Evangeline Bcstg. Co., Ltd.
Business-Studio Address.....Radio Center
News Service .....BN
Transcription Service .....World
Representative .....Lorrie Potts
Membership.....CARTB, BBM, AAB
President.....George Wilson
General Manager.....J. A. C. Lewis
Commercial Mgr.....Mrs. E. J. Macmillan
Sales Prom. Mgr.....J. F. Crossan
Program Director.....W. A. Bishop
Publicity Director.....Graham Galloway
Chief Engineer.....A. M. Bishop

CKEC—New Glasgow—1953 CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Hector Bcstg. Co.
Address.....130 George St.
News Service .....BN
Transcription .....Lang-Worth
Representative .....Renaud, Cooke
General Manager.....James M. Cameron
Asst. Gen., Comm. Mgr.....Howard MacLean
Sales Mgr.....D. P. Hinton
Chief Engineer.....Charles Goguen

CBI—Sydney—1948—CBC

Freq.: 1140 Kc.....Power: 5000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business-Studio Address.....247 Charlotte St.
Station Manager.....F. G. Cooke
Gen. Mgr.....J. Alphone Ouimet
Comm. Mgr.....W. E. Powell
Prog. Dir.....Charles Jennings

CJCB—Sydney—1929—CBC

Freq.: 1270 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Cape Breton Bcstrs., Ltd.
Business-Studio Address.....Radio Bldg.
News Service .....PN
Transcription Service..Thesaurus, Lang-Worth
Representative .....All-Canada, Weed
Membership ..... RAB
Pres.....J. Marven Nathanson
Gen., Sta. Mgr.....Norris L. Nathanson
Commercial Manager.....R. M. Gass
Prog. Dir.....Lloyd W. Taylor
Sales Prom. Mgr.....T. C. Robertson
Chief Engineer.....A. E. Vernon

CKCL—Truro—1947

Frequency: 600 Kc.....Power: 1,000 Watts
Owned-Operated By.Colchester Bcstg. Co. Ltd.
Business Address.....7 Pleasant St.
News Service .....UP
Transcription Service .....World,SESAC
Representative .....Radio Time Sales
Membership .....CARTB
President, General Mgr.....J. Arthur Manning
Comm. Mgr., Pub. Dir.....H. C. Deryk Upton
Program Director.....Doug Freeman
Chief Engineer.....Sidney Bernasconi

CFAB—Windsor—1944

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Evangeline Bcstg. Co., Ltd.
Address .....Radio Centre
News Service .....BN
Transcription Service .....World
Representative .....Lorrie Potts
Membership .....CARTB, BBM, AAB
President .....George Wilson
General Manager.....J. A. C. Lewis
Comm. Mgr.....Mrs. E. J. MacMillan
Promotion Mgr.....J. F. Crossan
Program Director.....Doug Freeman
Publicity Director.....Graham Galloway
Chief Engineer.....A. M. Bishop

CJLS—Yarmouth—1934 CBC-DOMINION

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Gateway Bcstg. Co., Ltd.
Address.....222 W. Main St.
News Service .....CP
Transcription Service.....United, Lang-Worth
Representative .....All-Canada, Weed
Gen., Comm. Mgr.....D. L. Smith

Ontario

CKBB—Barrie—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Barrie Bcstg. Co. Ltd.
Address ..... Box 67
News Service .....BN
Membership .....CARTB, BBM
Representative .....Young, Mulvihill
Pres. .....Ralph T. Snelgrove
Sta. Mgr., Comm. Mgr.....Robert Hunter
Program Director.....Leon Mangoff
Chief Engr.....Jack Mattenley

CJBQ—Belleville—1946—CBC

Frequency: 800 Kc.....Power: 1000 Watts
Owned-Operated By....Quinte Bcstg. Co., Ltd.
Address.....11 Victoria Ave.
News Service.....Broadcast News
Transcription Service.....World, SESAC

Representative ....Can. Sta. Rep., H. N. Stovin
Membership ..... CARTB
President.....A. MacLean Haig
Station Manager.....W. H. Stovin
Commercial Manager.....J. H. MacDonald
Program Director.....P. F. Flagler
Sls. Prom. Manager.....F. C. Murray
Chief Engineer.....J. B. Buchanan

CFJB—Brampton—1953

Frequency: 1090 Kc.....Power: 250 W. d.
Owned-Oper. By.....CFJB, Ltd.
Address.....2 Ellen St.
News Service .....BN, BUP
Trans. Service....World, Lang-Worth, SESAC
Membership .....CARTB
Rep. .....Radio Time Sales
President .....Frank Early
Sta. Mgr.....W. E. Todd
Comm. Manager.....Stan Larke
Program Director.....John Fox
Chief Eng.....Robert McBean

CKPC—Brantford—1923—CBC

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By....Telephone City Bcst., Ltd.
Address..... .....525 Colborne St.
Transcription Service .....World
News Service .....BUP
Membership ..... CARTB
Representative .....Lorrie Potts
Pres., Gen. Mgr.....Mrs. F. M. Buchanan
Station Manager.....R. Buchanan
Comm., Prom. Mgr.....Russ Waters
Prog. Dir.....Arnold Anderson
Chief Engineer.....J. Featherston

CFJR—Brockville—1943 CBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned By....Eastern Ontario Bcstg. Co., Ltd.
Business-Studio Address.....17 King St. West
News Service ..... BNL
Representative .....Stoven, Canadian Reps.
Pres., Gen. Mgr., Pub. Dir.....Jack R. Radford
Asst. Sta. Mgr.....Thomas Statham
Comm. Mgr.....Keith Pelton
Program Director.....Jim Chapman
Chief Engineer.....Sid Penstone

CFCO—Chatham—1926 CBC—DOMINION

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By.....John Beardall
Business Address.....P. O. Box 277
News Service .....BUP
Membership .....CARTB
Transcription Service .....Lang-Worth
Manager .....John Beardall

CKSF—Cornwall—1945—CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.Standard-Freeholder, Ltd.
Business-Studio Address.....36 Pitt St.
Representative .....Stovin, McGillvra
Membership .....CARTB
Station Manager.....Fred H. Pemberton
Program Director.....Carl Fisher

CFOB—Fort Frances—1944 CBC-DOMINION

Frequency: 800 Kc.....Power: 1000 Watts
Owned By.....Border Bcstg., Ltd.
Business-Studio Address.....242 Scott St.
News Service .....BN, UP
Transcription Service .....World, Lang-Worth
Rep.....Cooke, Radio Reps., Bcst. Reps.
Manager .....Don Fawcett

CKPR—Fort William—1931 CBC

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Oper. By.....H. F. Dougall Co., Ltd.
Bus.-Studio Address..Radio Hall, Victoria Ave.
News Service ..... BN
Trans. Ser. .....Thesaurus
Rep.....Radio Reps., Can. Sta. Reps., Stovin
Membership ..... CARTB
Pres., Gen. Mgr.....H. F. Dougall
Sta., Comm. Mgr.....George Jeffrey
Program Director.....J. P. Friesen
Pub. Dir., Sales Prom. Mgr.....Jack Masters
Chief Engineer.....W. T. Ross

CKGR—Galt—1954

Frequency: 1110 Kc.....Power: 250 Watts
Owned-Oper. By.....Galt B'casting Co., Ltd.
Address .....3 Amslie St.
News Service ..... AP
Representative.....Radio Time Sales
Membership ..... CARTB, CCBA
Pres., Gen. Mgr.....John V. Evans
Program Director.....Mike McMahon
Chief Eng.....Paul Kemper

CJOY—Guelph—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....CJOY, Ltd.
Business Address.....Bond Bldg.
News Service ..... BN
Representative .....Radio Reps., Cooke
Membership ..... CARTB, RAB
Pres., Sta. Mgr.....Wallace Slatter
General Mgr. .....Frederick T. Metcalf
Program Director.....J. D. LeBlanc
Commercial Mgr. .....J. Jackson
Publicity Dir. .....Norman Jary
Chief Engineer.....J. Milligan

CHML—Hamilton—1926 CBC

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Oper. By...Maple Leaf Bcstg. Co., Ltd.
Business-Studio Address.....848 Main St., E.
News Service ..... BN
Rep. ...Stephens & Towndrow, Can. Sta. Reps.
Nat. B'cast Sales
Membership .....CARTB, RAB

President.....Kenneth D. Soble
General Manager.....Tom Darling
Commercial Manager.....W. D. Whitaker
Program Director .....Agnes M. Anderson
Sales Prom. Mgr., Pub. Dir.....Bill Hall
Chief Engineer.....Hugh Potter

CKOC—Hamilton—1922—CBC

Frequency: 1150 Kc.....Power: 5000 Watts
Owned.....Wentworth Radio Bcstg. Co., Ltd.
Business-Studio Address.....32 John St., N.
News Service.....BUP, BN, Can. Press
Transcription Service..... World
Representative .....All-Canada, Weed
Membership .....CARTB, BBM
President.....H. R. Carson
V. P., General Manager.....W. T. Cranston
Comm. Mgr., Asst. Mgr.....J. N. Inkster
Promotion Mgr.....K. D. Wright
Program Director.....T. J. Garner
Chief Engineer.....Leslie Horton

CJRL—Kenora—1938—CBC

Frequency: 1220 Kc.....Power: 1000 Watts
Owned-Oper. By....Lake of Woods B'cast. Ltd.
Address .....Johnson Block
News Service .....BN
Representative .....Stovin, Cooke
Membership.....BBM, RAB, CARTB
Station Manager.....Bill Whittingham
Program Director.....M. Cooke

CKLC—Kingston—1953 CBC-DOMINION

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By..St. Lawrence Bcstg. Co., Ltd.
Address.....99 Brock St.
News Service .....BUP
Transcription Service .....World
Representative .....Stovin, Forjoe
Sta., Gen. Manager.....T. D. French
Comm. Manager.....J. F. French
Prog. Director.....C. J. Bermingham
Chief Engineer.....Barry M. Ogden

CKWS—Kingston—1942—CBC

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By....Frontenac Bcstg. Co., Ltd.
Address .....170 Queen St.
News Service .....BN
Newspaper Affil.....Kingston Whig Standard
Rep.....Natl. Bcst. Sales, Weed
Membership .....CARTB
President.....Senator W. R. Davies
Gen. Manager.....J. M. Davidson
Station Manager.....P. D. Scanlon
Comm. Manager.....W. G. King
Prog. Director.....W. Williamson
Pub. Director.....W. E. Barnes
Chief Engineer.....A. E. Cobb

CJKL—Kirkland Lake—1934 CBC

Frequency: 560 Kc.....Power: 5000 Watts
Owned.....Kirkland Lake Bestg., Ltd.
Address.....22 Govt. Rd. West
News. Affil.....Thomson Dailies
Trans. ..... World
News Service .....BN
Representative.....Natl. Bcst. Sales, Weed
President.....Roy H. Thomson
General Manager.....J. M. Davidson
Station Manager.....Gord Burnett
Comm. Mgr., Prom. Mgr.....Ken Billings
Prog. Dir., Pub. Dir.....Jesse French
Chief Engineer.....C. L. Spence

CKCR—Kitchener—1929 CBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Opr. By.....K.-W. Bcstg. Co., Ltd.
Business-Studio Address.....125 King St. W.
Transcription Service.....SESAC, World
Rep.....Renaud, McGillvra
Membership ..... CARTB
Pres., Gen. Mgr.....James C. Mitchell
Comm. Mgr.....Jack G. Liddle
Sales Prom. Mgr.....G. J. Schus
Sta. Mgr., Prog. Dir.....Ken W. Mackinnon
Publicity Dir.....Jim Shearon
Chief Engineer .....Ion Hartman

CJSP—Leamington—1954

Frequency: 710 Kc.....Power: 250 W., d.
Owned-Operated By...Sun Parlor Bdctrs., Ltd.
Address.....23 Erie St., N.
Representative ..... Best
Pres., Comm. Mgr.....A. A. Bruner
Sales Manager.....J. L. Moore

CKLY—Lindsay—1955

Frequency: 910 Kc.....Power: 1 Kw.
Owned-Operated By....Greg-May Bcstg. Ltd.
Address.....249 Kent St. W.
News Service .....BN
Transcription ..... Lang-Worth
Representative .....Lorrie Potts
Gen. Mgr.....E. Neill Gregory
Comm. Mgr.....C. A. Gregory

CFPL—London—1933—CBC

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper....London Free Press Printing Co.
Address.....442 Richmond St.
Newspaper Affil.....London Free Press
Transcription .....Lang-Worth, World
Representative .....Weed, All-Canada
Membership .....CARTB, RAB
President.....Walter J. Blackburn
Gen. Mgr. .....Murray T. Brown
Comm., Station Mgr.....Douglas C. Trowell
Prog. Dir.....J. N. Illman
Sls. Prom. Mgr., Pub. Dir.....Harvey M. Clarke
Chief Engineer.....Glen A. Robitaille

CHVC—Niagara Falls-Welland 1947

Frequency: 1600 Kc.....Power: 5,000 Watts
Owned-Oper. By.....Radio Station CHVC, Ltd.

Business Address...Rainbow Bridge, Niagara Falls—76 Division St., Welland
News Service ..... BUP
Representative .....Cooke, Lorrie Potts
President.....B. Howard Bedford
Prog. Director.....A. W. Blakely
Chief Engineer.....L. H. Rooke

CFCH—North Bay—1931 CBC

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Oper. By.....Thompson Enterprises
Address...Bank of Nova Scotia Bldg., Toronto
Transcription Service..... World
Rep.....Natl. Bcst. Sales, Weed
News Service..... CP
Membership ..... CARTB
President ..... Ken Thompson
General Manager.....Jack Davidson
Station Manager.....Keith Packer
Commercial Manager.....Gord Robinson
Sales Prom. Mgr.....Bill O'Halloran
Program Director .....Clarence Houston
Chief Engineer.....Jack Barnaby

CFOR—Orillia—1945—CBC

Frequency: 1570 Kc...Power: 5 Kw. d; 1 Kw. n.
Owned-Oper. By.....Radio Station CFOR
Bus.-Studio Address.....241 West St., N.
News Service ..... BN
Transcription Service .....World
Rep. ...Stephens & Towndrow, Can. Sta. Reps.
Membership .....CARTB, BBM
Owner, Sta. Mgr.....Gordon E. Smith
Comm. Manager.....William Pratt
Sales Prom. Mgr.....Charles Sterne
Program Director.....Pete McGarvey
Chief Engineer.....George Slinn

CKLB—Oshawa—1949

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Oper. By...Lakeland Bcstg. Co., Ltd.
Business-Studio Address.....16 Centre St.
Transcription Service .....World
News Service .....BN
Rep.....Lorrie Potts, John N. Hunt, McGillvra
Membership .....CARTB, BBM
Pres., Gen. Mgr., Prom. Mgr...Alfred H. Collins
Comm., Sta. Mgr.....Gordon G. Garrison
Program Director .....Ken Phillips
Chief Engineer.....W. C. Marchand

CBO—Ottawa—1924—CBC

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address....Chateau Laurier Hotel
Station Manager.....Charles P. Wright
Gen. Mgr.....J. O. Ouimet
Comm. Mgr.....W. E. Powell
Prog. Dir.....Charles Jennings

CFRA—Ottawa—1947

Frequency: 560 Kc.....Power: 5000 Watts
Owned .....CFRA, Ltd.
Address ..... Auditorium
News Service.....BUP, BN
Transcription Service.....Capitol, Lang-Worth
Representative...Stephens & Towndrow, Weed
Pres., Gen., Sta. Mgr.....Frank Ryan
Comm. Mgr.....George M. Gowling
Program Director.....Terry Kielty
Program Manager.....Tom Foley
Publicity Director.....Don MacKinnon
Chief Engineer.....Harold Peerenboom

CKOY—Ottawa—1949—CBC

Freq.: 1310 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....CKOY, Ltd.
Address .....635 Richmond Rd.
News Service.....BUP, CP
Transcription Service.....Capitol, Thesaurus, World, Lang-Worth
Representative.....Cooke, Natl. Bcst. Sales
President .....Irving Cameron
Station Mgr., Prog. Dir.....Jack Daly
Commercial Manager.....Keith Kearney
Pub. Dir.....Tom Williams
Chief Engineer.....Ken Puttock

CFOS—Owen Sound—1940 CBC

Frequency: 1470 Kc.....Power: 1000 Watts
Owned.....Grey & Bruce Bcstg. Co., Ltd.
Address..... .....270 9th St. E.
News Service .....BN
Newspaper Affil. .....Sun-Times
Rep.....Horace N. Stovin, Can. Sta. Reps.
Membership .....CARTB
President .....C. J. McTavish
Station Manager.....William N. Hawkins
Program Director .....Stew Blancher
Publicity Director .....L. Phillips
Chief Engineer..... Garritt Stauffer

CHOV—Pembroke—1942 CBC-DOMINION

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Oper. By....Ottawa Valley Bcstg. Co.
Address .....319 Pembroke St.
News Service .....BUP
Transcription Service.....Thesaurus, SESAC
Representative....Stovin, Canadian Sta. Reps.
Pres., Gen. Mgr.....E. G. Archibald
Program Director.....Bill Kay
Comm., Prom. Manager....Ramsay F. Garrow

CHEX—Peterborough—1942 CBC-DOMINION

Frequency: 1430 Kc.....Power: 1000 Watts
Owned.....Kawartha Bcstg. Co., Ltd.
Business-Studio Address.....Box 627
News Service .....BN
News. Affil.....The Examiner
Representative .....Natl. Bcst. Sales, Weed
Membership .....CARTB, RAB
Transcription ..... Lang-Worth
President.....W. R. Davies
Vice-President.....Roy H. Thomson
Station Manager.....N. J. Weatherwax

CFPA—Port Arthur—1944 CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ralph H. Parker
Address .....87 N. Hill St.
News Service .....BN
Trans. Service.....Standard, SESAC
Rep.....Lorrie Potts, A. J. Messner, Weed, Hunt
Membership ..... CARTB, BBM
President, Gen. Mgr.....Ralph H. Parker
Station Manager.....R. P. MacGowan
Program Director.....Jim Haldorsen

CKTB—Ste. Catharines—1930 CBC

Frequency: 620 Kc.....Power: 1000 Watts
Owned.....Niagara District Bcstg. Co., Ltd.
Business-Studio Address.....12 Yates St.
News Service ..... CP
Transcription Service .....Standard, World
Representative.....McGillvra, P. Mulvihill
President.....W. B. C. Burgoyne
Gen., Sta. Mgr.....Mary C. Burgoyne
Comm. Manager.....V. A. Lococo
Sales Prom. Mgr., Pub. Dir.....Roy Bonisteel
Prog. Dir.....Jack Damson
Chief Engineer.....W. H. Allen

CHLO—St. Thomas-London 1948—CBC

Frequency: 680 Kc.....Power: 1000 Watts
Owner.....Station CHLO, Ltd.
Address.....133 Curtis St., St. Thomas; 171 Dundas St., London
News Service .....BUP
Representative
Stephens & Towndrow, John N. Hunt, Donald Cooke
Membership .....CARTB, CCBA, BBM
President.....G. C. Nichols
General Manager.....E. M. Smith
Ass't Mgr., Prom. Mgr., Pub. Dir...P. K. Dickens
Program Director.....W. G. Moyer
Chief Engineer.....W. R. Onn

CHOK—Sarnia—1946—CBC

Freq.: 1070 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Sarnia Bcstg., Ltd.
Address.....148½ Front St. N.
News Service .....BN
Transcription Service .....Lang-Worth
Representative.....Cooke, Mulvihill
Membership .....CARTB, CCBA
Pres., Gen. Mgr.....Claude R. Irvine
Station Manager.....Karl E. Monk
Commercial Manager....Arthur H. J. O'Hagan
Program Director.....Phil Clayton
Chief Engineer.....Robert F. Cooke

CJIC—Sault Ste. Marie—1934 CBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Hyland Radio-TV Ltd.
Address.....119 East St.
News Service .....BN
Representative.....Lorrie Potts, McGillvra
Membership ..... CARTB
Pres., Gen. Mgr.....J. G. Hyland
Commercial Manager.....E. Vance

CJET—Smith Falls—1955

Frequency: 1070 Kc.....Power: 1000 Watts
Owned.....Rideau Broadcasting Ltd.
Adnress ..... Box 1070
News Service ..... BN
Representative..... Lorrie Potts, McGillvra
Membership ..... CARTB
President, Gen. Mgr.....Jark Pollie
Comm. Mgr.....Dirk Weiler
Program Direrior.....Bill Falkner
Chief Engineer.....Carl Warner

CJCS—Stratford—1924 CBC-DOMINION

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....CJCS, Ltd.
Address.....125 Ontario St.
News Service ..... BN
Representative.....All Canada, Weed
Pres., Gen. Manager.....Frank M. Squires
Sta., Comm. Mgr.....S. E. Tapley
Prog., Pub. Director.....William Inkol
Chief Engineer.....John Grigg

CHNO—Sudbury—1947—CBC

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Oper. By.....Sudbury Bcstg. Co., Ltd.
Business Address.....166 Elm St., W.
News Service .....BN
Trans. Service .....SESAC
Rep.....Renaud, Hunt, Ccn. Sta. Reps.
Membership ..... RAB
President, General Mgr.....F. B. Ricard
Station, Commercial Manager.....R.Riel
Sales Prom. Mgr.....Peter Scott
Chief Engineer.....Len Stone

CKSO—Sudbury—1935—CBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....CKSO, Radio, Ltd.
Bus.-Studio Address.....Box 400
Representative .....All-Canada, Weed
President.....G. M. Miller, Q.C.
General Manager.....W. J. Woodill

CKOT—Tillsonburg—1955

Frequency: 1510 Kc.....Power: 250 W.
Owned-Oper. By..Tillsonburg Bcstg. Co., Ltd.
Address.....20 Baldwin St.
Representative .....Radio Reps.
Pres.....Dr. Ralph A. Hawkins
General Manager.....John Lamers
Comm. Mgr.....Jack Campbell
Prog. Dir., Chief Eng.....A. Ken Orton

CFCL—Timmins—1951—CBC

Frequency: 580 Kc.....Power: 1 Kw. d n.

Owned.....J. Conrad Lavigne
Address .....Box 620
News Service .....CP
Trans. Service .....SESAC
Representative .....Renaud, McGillvra
Membership ..... CARTB
President .....J. Conrad Lavigne
Sta., Sales Prom. Mgr.....Rene Barrette
Sta., Prom. Mgr.....Albert Aube
Comm. Mgr.....Ted Meunier
Program Dir.....Raymond Lemay
Publicity Dir.....Marg. Filion
Chief Engineer .....Roch Demers

CKGB—Timmins—1933—CBC

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Oper. By .....Timmins Bcstg. Ltd.
Bus.-Studio Address.....44 King St., W.
News Service .....BN
News. Affil.....Daily Press
Transcription Service .....World
Rep.....Natl. Bcst. Sales, Weed, All-Canada
Membership .....CARTB
President.....R. H. Thomson
Station Mgr.....Wally Rewegan

CBL—Toronto—1927—CBC

Frequency: 740 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business-Studio Address.....354 Jarvis St.
Dir. of Radio.....J. M. Kannawin
General Manager (CBC)...J. Alphonse Ouimet
Commercial Manager (CBC).....W. E. Powell
Program Director (CBC).....Charles Jennings

CFRB—Toronto—1927—CBS

Frequency: 1010 Kc.....Power: 50,000 Watts
Owned-Oper. By.Rogers Radio Bcstg. Co., Ltd.
Address .....37 Bloor St. W.
News Service .....BUP, BN
Transcription Service.....Thesaurus, World
Representative....Can. Sta. Reps., All-Canada
President .....Harry Sedgwick
Station Manager.....Lloyd Moore
Commercial Manager.....Waldo Holden
Program Director.....Wes McKnight
Sls. Prom. Mgr., Pub. Dir.....Ken Marsden

CHUM—Toronto—1946

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....York Bcstrs., Ltd.
Address .....250 Adelaide St. W.
News Service.....Canadian Press
Representative.....R. & TV Sales
Membership ..... CARTB
President, Gen. Mgr.....Allan F. Waters
Exec. V.P., Prom. Mgr., Pub. Dir.....Phil Stone
Comm. Mgr.....Edd Harris
Prog. Dir.....Phil Ladd
Chief Engineer.....George Jones

CJBC—Toronto—1936—CBC

Frequency: 880 Kc.....Power: 50 Kw.
Owned.....Canadian Broadcasting Corp.
Address.....354 Jarvis Street
Representative.....Horace N. Stovin
General Manager.....Dr. Ira Dilworth
Director of Radio.....J. M. Kannawin
Commercial Manager.....W. E. Powell
Asst. Dir. of Radio.....R. de Boer
Regional Engineer.....H. R. Hilliard

CKEY—Toronto—1944

Frequency: 580 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned By.....Toronto Bcstg. Co., Ltd.
Bus.-Studio Address.....444 University Ave.
Transcription Service.....World, Lang-Worth, Standard, Associated, Capitol, Thesaurus
Representative.....Natl. Bcst. Sales, Cooke
President, Gen. Mgr.....Jack K. Cooke
Station Manager.....Hal Cooke
Commercial Manager.....Jack Turrall
Program Director.....Don Insley

CKFH—Toronto—1951

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Foster Hewitt Bcstg., Ltd.
Address.....1 Grenville St.
Transcription Service.....Associated, SESAC
Representative...Stephens & Towndrow, Weed
President .....Foster Hewitt
Sales Manager.....Keith Davey
Station Director.....Bill Hewitt
Chief Engineer.....Gerald Wilson

CHVC—Welland—1947

(See Listing Niagara Falls, Ont.)

CBE—Windsor—1950—CBC

Frequency: 1550 Kc....Power: 10,000 Watts d.
Owned-Oper. By.....Canadian Bcstg. Corp.
Address .....Security Bldg.
Manager .....K. A. Murray
General Mgr. (CBC).....J. Alphonse Ouimet
Commercial Manager (CBC).....W. E. Powell
Prog. Dir. (CBC).....Charles Jennings

CKLW—Windsor—CBC

(See U. S. Listing, Detroit, Mich.)

CKNX—Wingham—1926

Frequency: 920 Kc.....Power: 1000 Watts
Owned .....CKNX, Ltd.
Address .....Carling Terrace
Transcription Service.....Thesaurus
Representative....Lorrie Potts, Can. Sta. Reps.
Pres.....W. T. Cruickshank
Sta. Manager.....J. J. Cruikshank
Program Dir.....John Langridge
Chief Engineer.....S. C. Reid

CKOX—Woodstock—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Oxford Bcstg. Co.
Business Address.....290 Dundas St.
Transcription Service.....Lang-Worth, SESAC
Representative .....Hunt, Renaud
President, Gen.-Station Mgr.....Monty J. Werry
Comm. Mgr., Prom. Mgr.....Rex Brooks
Program Director.....William Tonner

Prince Edward Island

CFCY—Charlottetown—1924 CBC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By.....Island Radio Bcstg. Co.
Business-Studio Address.....85 Kent St.
News Service .....Broadcast News
Transcription Service .....Thesaurus
Representative .....All-Canada, Weed
Membership .....CARTB
President.....Mrs. K. S. Rogers
Sta. Mgr., Comm. Mgr.....R. F. Large
Promotion Manager.....M. E. Large
Prog. Traffic Mgr.....E. P. Williams
Technical Supervisor.....A. L. Finley

CJRW—Summerside—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Gulf Bcstg. Co., Ltd.
Business-Studio Address.....218 Water St.
Representative .....Radio Reps.
Transcription Service .....World
Membership .....CARTB
President.....J. K. Curran
General Manager.....R. C. Schurman
Comm. Manager.....H. D. Mitchell
Program Director.....L. E. Huestis
Chief Engineer.....Angus MacKie

Quebec

CFGT—Alma—1953—CBC

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By....Radio Lac. St. Jean, Ltee.
Address.....112 St. Joseph St.
Representative ..... Renaud
News Service .....CP
Transcription .....SESAC
Membership ..... CARTB
Pres. .....Conrad Bergeron
General Manager.....Jean Jacques Fortin
Commercial Mgr.....Eric Gagnon
Program Dir.....France Fortin
Pub. Dir.....Rosaire Pelletier
Chief Engineer .....Marius Girard

CHAD—Amos—1942—CBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Northern Radio Inc.
Business Address.....P. O. Box 70
News Service .....BUP
Rep. .....Renaud, Weed
Membership ..... CARTB
Pres., Gen. Mgr.....David A. Gourd
Sta. Mgr.....Jean Perreault
Comm., Prom., Pub. Mgr..George A. Chartrand
Chief Eng.....Jean G. Langevin

CBJ—Chicoutimi—1933—CBC

Frequency: 1580 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Address .....121 Racine Street, E.
General Manager.....J. A. Ouimet
Station Manager.....V. Fortin
Commercial Mgr.....W. E. Powell
Chief Engineer.....J. Roberts

CJMT—Chicoutimi—1953

Frequency: 1450 Kc.....Power: 250 Watts
Owned ..... CJMT Ltd.
Address .....365 Racine Street, E.
News Service ..... CP
Transcription Service ..... SESAC
Representative ..... Renaud
Membership ..... CARTB
President .....J. O. Masse
Gen., Sta. Mgr., Prog. Dir.....J. Marcel Houle
Commercial Manager.....Janine Tremblay
Sales Promotion Manager.....Denise Fortin
Publicity Director.....Francois Belley
Chief Engineer.....Lucien Simard

CHRD—Drummondville—1955

Frequency: 1340 Kc.....Power: 250 Watts
Address.....248 Lindsay St.
Owned-Operated By...Radio Drummond Ltee.
Representative ..... Renaud
News Service .....CP
Mgr., Comm. Dir.....Benoit Vanier

CHEF—Granby—1945

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Granby Bcstg. Co., Ltd.
Address .....13 Centre
News Service .....BUP
Newspaper Affil. .....La Revue
Representative .....Omer Renaud
Membership .....CARTB
Gen., Sta. Mgr.....J. Oliva Hains

CKCH—Hull—1933—CBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned .....Syndicat D'Oeuvres Soc. Limit.
Business Studio Address...121 Notre-Dame St.
News Service ..... CP
News. Affil.....Le Droit
Transcription .....SESAC
Representative .....Renaud, McGillvra
President .....Wilfrid Carr
General Manager.....J. P. Lemire
Comm. Manager.....Henry Allard
Publicity Dir.....S. Lanctot
Chief Engineer.....J. L. Guerette

CKRS—Jonquiere—1947

Frequency: 590 Kc.....Power: 1000 Watts
Owned.....Radio-Saguenay Ltd.
Address.....735 St.-Hubert St.
News Service ..... CP
Representative.....Hardy, Young, Hunt

President .....Henri Lepage
General Manager.....Tom Burham
Station Manager.....Guy Boivin
Comm., Sales Prom. Mgr., Pub. Dir.
Bob Singfield
Program Director.....Yvan Frenette
Chief Engineer.....Gerard Lemieux

CKLS—La Sarre—1950

Frequency: 1240 Kc.....Power: 250 Watts
Owner.....Radio La Sarre, Inc.
Operated By..Northern Radio-Radio Nord, Inc.
Representative .....Renaud, Weed
News Service .....BUP
Pres., Gen. Mgr.....David Armand Gourd
Sales Mgr.....George A. Chartrand

CKBL—Matane—1948

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Oper. By....Le Cie De Radio Diffusion
Address .....Ave. St. Jerome
Newspaper Affil.....La Voix
Representative ..... Hardy
News Service .....BN
Transcription .....World, Standard, SESAC
Pres., Gen., Sta. Mgr.....Rene Lapointe
Vice President.....Octave Lapointe
Prom., Pub. Dir.....André St. Arnaud
Pub. Director.....Jean Berger
Chief Engineer.....Yvan Fortier

CKBM—Montmagny—1954

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Alleghanys, Inc.
Address.....8, Rue St. Thomas
News Service .....BN
Membership .....CARTB
Representative.....Radio & TV Sales
President, Prog. Dir.....Henri Deschenes
Gen., Comm., Sls. Prom. Mgr...Andre Mercier
Chief Engineer.....Marcel Coulombe

CBF—Montreal—1937
CBC-ABC-MBS-NBC

Frequency: 690 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Address .....1425 Dorchester St., W.
General Mgr.....J. A. Ouimet
Dir., Sound Bcstng.....Benoit Lafleur
Commercial Mgr.....W. E. Powell
Program Dir.....Charles Jennings

CBM—Montreal—1933—CBC

Frequency: 940 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address.....1425 Dorchester St.
Dir., Sound Bcstng.....Benoit Lafleur
Gen. Mgr.....J. Alphonse Ouimet
Comm. Mgr.....W. E. Powell
Prog. Dir.....Charles Jennings

CFCF—Montreal—1919
ABC-CBC

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Oper. By.....Canadian Marconi Co.
Bus.-Studio Address.4824 Cote des Neiges Rd.
News Service.....BUP, CP, UP
Transcription Service .....Standard
Representative .....Weed, All-Canada
Membership .....CARTB
General Manager.....R. E. Misener
Comm. Mgr.....Keith Dancy
Program Director.....Vin Dittmer
Chief Engineer.....J. Creighton Douglas

CHLP—Montreal—1933

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper...."La Patrie" Publishing Co. Ltd.
Address.....Sun Life Bldg.
News Service.....BUP, CP
Transcription Service.....Associated
Rep.....Renaud, Hunt
Managing Dir.....Fenard E. Bergevin

CJAD—Montreal—1945—CBS

Frequency: 800 Kc.....Power: 10,000 Watts
Owned-Operated By.....CJAD, Ltd.
Business-Studio Address....1191 Mountain St.
News Service.....BUP, PN
Transcription Service .....Lang-Worth,
World, SESAC, Thesaurus
Rep.....Can. Sta. Reps., Radio Time Sales
Membership ..... CARTB
Pres., Gen. Mgr.....J. Art Dupont
Comm. Mgr.....Berthe Poulet
Prog. Dir.....Ned Conlon
Sales Prom. Manager.....R. L. Laurion
Sta. Mgr.....H. T. McCurdy
Chief Engineer.....Aurele Boisvert

CJMS—Montreal—1954

Frequency: 1280 Kc.....Power: 5000 Watts
Owned.....La Bonne Chanson Inc.
Address.....188 Dorchester St., E.
News Service ..... BN
Rep.....Horace N. Stovin, Moricelli & Co.
Membership ..... CARTB
President .....J. L. Guay
General Manager.....Lionel Morin
Comm. Manager.....Roger Vermette
Program Director.....Albert Brie
Chief Engineer.....Jean Garceau

CKAC—Montreal—1921—CBS

Freq.: 730 Kc.....Power: 10 Kw. n., 5 Kw. d.
Owned-Oper. By.....La Cie De Publication
Studio Address.....980 St. Catherine St., W.
Representative.....Can. Sta. Reps., Renaud
News. Affil.....La Presse
News Service.....BN, France-Presse
Membership ..... CARTB
Pres. .....Mrs. A. Du Tremblay
Sta. Manager.....Phil Lalonde
Program Director.....Ferdinand Biondi
Comm. Mgr. .....G. Bourassa
Pub. Dir.....Paul Gelinas
Chief Engineer.....Leonard Spencer

CKVL—Montreal—1946

Frequency: 850 Kc.....Power: 10,000 Watts
Owned-Oper. By.....CKVL, Ltd.

Address.....211 Gordon Ave.
Newspaper Affil.....Radiomonde Ltd.
Rep.....Radio & TV Sls., Inc., Cooke
News Service .....BUP
Transcription .....Lang-Worth, United
President .....Jack Tietolman
Station Manager .....Corey Thomson

CHNC—New Carlisle—1933 CBC

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By...Gaspesia Radio Bcstg. Co.
News Service ..... PN
Membership ..... CARTB
Representative .....Hardy, Young
President.....Dr. Charles A. Dumont
General Mgr.....Dr. Charles Houde
Sta., Comm. Manager.....Viateur Bernard
Chief Engineer.....Mark Mullins

CBV—Quebec City—1934 CBC

Frequency: 980 Kc.....Power: 5,000 Watts
Owned.....Canadian Bcstg. Corp.
Address .....Palais Montclam
General Manager.....J. Alphonse Ouimet
Station Mgr.....Roger Daveluy
Commercial Mgr.....W. E. Powell
Prog. Dir.....Charles Jennings

CHRC—Quebec City—1926

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....CHRC, Limitée
Business-Studio Address.....39 St. John St.
News Service .....UP, BN
Transcription Service .....Standard
Representative .....Can. Sta. Reps., Hardy
Membership .....CARTB
President .....Herve Barbeau
General Manager.....Henri Lepage
Comm. Mgr., Prom. Mgr., Pub. Dir.
Aurele Pelletier
Program Director.....Magella Alain
Chief Engineer.....Arsene Nadeau

CJQC—Quebec City—1953 CBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....The Goodwill Bcstrs. of Quebec, Inc.
Address .....405 Wilfrid Hamel
News Service..... BN
Transcription Service.....World, Lang-Worth
Representative.....Radio Time Sales
President.....G. Howard Wert
Gen., Sta. Mgr.....G. M. MacDonald
Prog. Dir.....M. Doyle
Chief Eng.....M. Lavallee

CKCV—Quebec City—1926

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....CKCV, Ltd.
Business-Studio Address.....142 St. John St.
Representative .....Renaud, Weed
News Service .....BN
Membership .....RAB, CARTB
President .....Gaston Pratte
Gen., Sta., Comm. Mgr.....Paul Lepage
Sales Prom. Mgr.....J. G. Bernier
Prog. Dir. .....Marcel Leboeuf
Chief Engineer.....Lucien Gobeil

CJBR—Rimouski—1937 CBC

Frequency: 900 Kc.....Power: 10,000 Watts
Owned.....Cen. Pub. Service Corp., Ltd.
Address .....6 St. John St.
News Service .....BN
Transcription Service .....SESAC
Membership .....CARTB, BBM
Newspaper Affil.....Le Progres Du Golfe
Rep. .....H. N. Stovin, Can. Sta. Reps.
President .....Jacques Brillant
Station Manager.....André Lecomte
Commercial Manager.....Robert Cote
Pub. Dir.....L. P. Cliche
Sls. Prom., Prog. Dir.....S. Burgess
Chief Eng.....Ronald Tennett, Marcel Vallee

CJFP—Riviere-Du-Loup 1947—CBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio-Temiscouata Ltee
Address.....322 rue Lafontaine
Newspaper Affiliation.....Le St. Laurent
Representative..Renaud, Canadian Sta. Reps.
Pres., Gen. Mgr.....Armand Belie
Sta. Mgr., Pub. Dir.....Henri Bourdeau

CHRL—Roberval—1949

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....Radio Roberval Inc.
Address .....C. P. 930
News Service .....BN
Representative .....Jos. A. Hardy
Membership .....CAB
President .....Georges Gagnon
Station Mgr.....J. Wilfrid Mondoux

CKRN—Rouyn—1937—CBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Northern Radio Nord, Inc.
Address.....P. O. Box 70
Representative .....Renaud, Weed
News Service .....BUP
Membership ..... CARTB
Pres., Gen. Mgr.....David A. Gourd
Station Mgr.....Ron Knight
Comm. Mgr.....G. Chartrand
Chief Engineer.....Guy Langevin

CHGB—Ste. Anne de La Poc 1938—CBC

Frequency: 1350 Kc.....Power: 1 Kw. d.
Owned.....G. Thomas Desjardins
News Service .....UP
Transcription Service .....SESAC

Representative .....Renaud, McGillvra
Membership .....CAB, BBM
General Mgr.....G. Thomas Desjardins
Station Mgr.....P. E. Hudon
Commercial Mgr.....L. G. Chamard
Sales Prom. Mgr.....A. Freve
Program Dir.....R. Gagne
Publicity Dir.....R. Plante
Chief Engineer.....G. T. Desjardins

CKRB—St. George De Beauce 1953—CBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio-Beauce, Inc.
Representative ..... Renaud
News Service .....BUP
Managing, Comm. Dir..Charles A. Thibaudeau

CKSM—Shawinigan Falls 1950

Frequency: 1220 Kc.....Power: 1000 Watts
Owned-Operated By.....Shawinigan Falls Broadcasting Co.
Address.....City Hall Bldg.
News Service .....BUP
Representative ..... Hardy
Gen. Mgr., Pub. Dir.....Allen Rogerson
Comm. Prom. Mgr.....Emilien Beaulieu
Prog. Dir.....Alain Chartier
Chief Engineer.....Ernest Brunelle

CHLT—Sherbrooke—1937 CBC

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Oper. By.....La Tribune Ltee.
Business-Studio Address.....221 Dufferin St.
Trans. Ser.....Thesaurus, Lang-Worth
News Service .....PN
Representative .....Hardy, Young
President .....Paul Desruisseaux
General Manager.....A. Gauthier
Sta. Mgr., Comm. Mgr.....Jean Louis Gauthier
Sales Prom. Mgr.....A. Choqvette
Prog. Dir.....J. M. Provost
Pub. Dir.....G. L'Ecuyer
Chief Eng.....M. Lyonnais

CKTS—Sherbrooke—1946 CBC-DOMINION

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper.....Telegram Printing & Pub. Co.
Business-Studio Address.....221 Dufferin St.
News Service ..... PN
Trans. Ser.....Thesarus, Lang-Worth
Representative .....Hardy, Young
President.....Hon. C. B. Howard
General Manager.....A. Gauthier
Commercial Mgr.....J. L. Gautlier
Sales Prom. Mgr.....A. Choqvette
Prog. Dir.....Morris Austin
Pub. Dir.....Georges L'Ecuyer
Chief Eng.....M. Lyonnais

CJSO—Sorel—1945—FRA

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Richelieu, Ltee
Business Studio Address.....72 du Roi St.
News Service ..... BN
Representative.....J. A. Hardy Co. Ltd.
Membership ..... CARTB
President.....J. Arthur Villeneuve
Gen. Mgr., Pub. Dir.....Maurice Boulianne
Comm. Manager.....Maurice Berube
Program Director.....Claude Rochon
Sls. Prom. Manager.....L. Brouillard
Chief Engineer.....Joseph Cardin

CKLD—Thetford Mines—1950 CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Megantic Ltee.
Address .....Thetford Mines
Representative ..... Hardy
Newspaper Affil.....Canadian Press
Pres., Sta. Manager.....Henri Lagueux
Comm. Mgr., Pub. Dir.....Will Dugre
Sls. Prom. Manager.....J. Landry
Prog. Director.....R. Buri
Chief Eng.....Yvon Laplante

CHLN—Three Rivers—1937

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By....Radio Trois-Rivieres, Inc.
Bus.-Studio Address.....522 Bonaventure St.
News Service .....BUP
Representative .....Renaud, Young
Membership ..... CARTB
President.....Hon. Jacob Nicol
Station Manager.....Léon Trépanier
Program Dir.....Maurice Dansereau
Comm., Prom., Pub. Dir.....Maurice Duval
Chief Engineer.....Oric Lefebvre

CKTR—Trois-Rivieres—1954

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Oper. By.....CKTR, Ltd.
Address ..... 543 Gervais St.
Representative.....Cooke, Radio & TV Sales
Pres., Gen., Sta. Mgr.....J. Fernand Rufiange
Commercial Manager.....Charles Couture

CKVD—Val D'Or—1937—CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Northern Radio-Radio Nord, Inc.
Address.....P. O. Box 70
Representative .....Renaud, Weed
Membership ..... CARTB
President.....David A. Gourd
Station Manager.....Claude Renard
Sls. Prom. Mgr., Comm. Mgr., Pub. Dir. G. Chartrand
Chief Engineer.....Jean Guy Langevin

CFDA—Victoriaville—1951

Frequency: 1380 Kc.....Power: 1000 Watts

Owned-Oper. By...Radio Victoriaville Limitee
Address ..... Victoriaville
Representative.....Radio & TV Sales
News Service .....BN
Membership .....CARTB
President .....Dr. C. A. Gilbert
Gen. Mgr., Sta., Comm. Mgr., Pub. Dir.
Roger Gilbert
Sales Prom. Mgr.....Real Vaudrevil
Prog. Dir.....J. Maurice Bilodeau

CKVM—Ville-Marie—1950 CBC

Frequency: 710 Kc.....Power: 1000 Watts
Owned-Oper. By...Radio-Temiscaminque, Inc.
Address ..... Ville-Marie
Representative .....Canadian Station, Hardy
News Service ..... BUP
Membership ..... CARTB
President.....Herve LeBlanc
Sta. Mgr., Pub. Dir..... .....Guy Burelle
Comm. Mgr.....G. Trepanier
Sales Prom. Mgr.....Marcel Ladouceur
Prog. Dir.....Giselle Loiselle
Chief Engineer.....G. Tasset

Saskatchewan

CFRG—Gravelbourg—1952 CBC

Frequency: 710 Kc., d., 1230 Kc., n.
Power: 5 Kw., d., 250 W., n.
Owned-Oper. By.....Radio Gravelbourg, Ltd.
Address .....Edifice Villeneuve
News Service .....BUP
Representative ..... Renaud, Hunt
President.....Dr. R. Morin
Gen., Sta., Comm. Mgr., Prog., Pub. Dir.
Dumont LePage
Sales Prom. Mgr.....Joseph E. DeGagne
Chief Engineer.....Marc Riou

CHAB—Moose Jaw—1922 CBC-DOMINION

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....CHAB, Ltd.
Bus.-Studio Address.....127 Main N.
News Service .....BUP
Trans. ..... Lang-Worth
Representative.....Stovin, Weed, Radio Time Sales, Stephens & Towndrow
Membership .....CARTB
President.....Mrs. L. A. Davis
General Manager.....Sid Boyling
Comm. Manager.....Jack Johnson
Prom. Dir.....Martha Fidler
Asst. Mgr., Sls. Mgr.....Nev Skingle
Chief Engineer.....M. Pickford

CJNB—North Battleford 1946

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Oper. By.Northwestern Bcstg. Co., Ltd.
Address .....Box 484
News Service .....BN
Transcription Service.....Standard
Representative .....Stovin
Membership .....CARTB
Gen., Sta. Mgr.....Harry Dekker

CKBI—Prince Albert—1934 CBC

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Oper. By.....Central Bcstg. Co., Ltd.
Address .....10th St. West
Transcription Service .....Thesaurus
Representative .....All-Canada, Weed
General Manager.....E. A. Rawlinson
Asst. Mgr.....F. F. Rawlinson
Commercial Manager.....Gerald Prest
Production Mgr.....J. J. Cennon

CKCK—Regina—1922—CBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned....Trans Canada Communications Ltd.
News Service .....BUP, BN
Transcription Service .....World
Representative .....Weed, All-Canadian
Membership .....CARTB, RAB
Representative .....All-Canada, Weed
President .....Clifford Sifton
General Manager.....Harold A. Crittenden
Station Mgr.....Don Dawson
Commercial Manager.....Roy Malone
Program Dir.....Jim Grisenthwaite
Chief Engineer.....E. A. Strong

CKRM—Regina—1926—CBC

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.Western Communications Ltd.
Business-Studio Address.....2060 Halifax St.
Membership ..... CARTB
Trans. ..... Lang-Worth, SESAC
News Service .....BUP, CP
Representative.....Radio Reps. Ltd.
President.....Dr. E. A. McCusker
Business Manager.....A. Smith
Station Manager.....D. J. Oaks
Commercial Manager.....H. C. Dane
Prom. Mgr.....Joyce Gilfillian
Program Director.....B. R. Hill
Merchandising Mgr.....D. Beisel
Chief Engs.....L. Cozine, K. Baker

CFNS—Saskatoon—1952
CBC

Frequency: 1170 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio-Prairies-Nord, Ltd.
Address .....1902 Broadway
Rep. .....Renaud, Hunt, McGillvra
Membership ..... CARTB
President .....Rev. J. A. Beaulac
Sta. Mgr.....Charles Papen
Comm. Mgr.....J. DeGagne
Prog. Dir.....M. A. Papen
Chief Engineer .....J. Lacroix

CFQC—Saskatoon—1923
CBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By....A. A. Murphy & Sons, Ltd.
Bus.-Studio Address.....216 1st Ave., N.
Trans. Service...Standard, Lang-Worth, World
Representative .....Canadian Stations Reps.
Membership .....CARTB
President.....A. A. Murphy
Station Manager.....Vernon Dallin
Pub. Dir.....Mrs. Edna Kinloch
Program Director.....Roy Currie
Chief Engineer.....Lyn Hoskins

CKOM—Saskatoon—1951

Frequency 1420 Kc.....Power: 5000 Watts
Owned..Saskatoon Community Bcstg. Co., Ltd.
Address .....Empire Hotel
Transcription Service.....Thesaurus, Capitol
Representative .....Stovin, Weed
Membership .....CARTB
News Service.....Broadcast News, CP
Pres., Gen. Mgr.....R. A. Hosie
Commercial Mgr.....G. D. Tunnicliffe
Sls. Prom. Manager.....Pat Murphy
Program Director.....G. E. Walburn
Prod. Mgr.....Arnold Stilling
Publicity Director.....Dan Worden
Chief Engineer.....Maynard Greer

CBK—Watrous—1939—CBC

Frequency: 540 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Address.....1840 McIntyre St.
Sta. Mgr.....R. H. Roberts
Prog. Mgr.....C. Jennings
General Manager.....A. Ouimet
Commercial Mgr.....W. E. Powell

CJGX—Yorkton—1927—CBC

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Oper. By.....Yorkton Bcstg. Co., Ltd.
Address .....171 McDermot Ave., Winnipeg
Transcription Service .....Lang-Worth
Rep. .....Stovin, Adam Young, Inland Bdcstg.
Membership .....CARTB
President .....Dawson Richardson
Gen. Mgr.....F. K. Tully
Sta. Mgr.....J. M. Shortreed
Comm., Prom. Mgr., Pub. Dir.....J. C. Goodman
Prog. Dir.....M. G. Phillips

MORE NEWS
MORE FEATURES
MORE REGIONAL COVERAGE
AP
... and MORE RADIO AND TELEVISION STATIONS
depend on
THE ASSOCIATED PRESS

Foreign Language Stations Service Strong Ad Markets

RALPH N. WEIL
By
Exec. V.P. & General
Manager WOV

AN ADVERTISER'S modern media arsenal isn't complete unless it includes foreign language radio! True or false? Very, very true. If you're an advertiser you can't sell to people unless they know who you are and what your product will do for them. And a sizeable share of them will never find out if you spend your total efforts just telling your story in another language (English) somewhere other than where they're tuned.

Foreign language radio is the most—and often the only — effective instrument for sparking sales among the foreign language segments in a community. And these "segments", by the way, can be very large, depending on the area and the language. In WOV's case, the area is New York City-and-environs and the foreign language is Italian. With the Italian language population figured at better than 2,000,000 people it adds up to the size of one of the world's major cities all by itself.

Listeners are in tune with—not just tuned to — foreign language broadcasting. They really stay with it, not just over the years and on into a new generation (they do that too) but throughout the day. They're habit-geared to turn to their foreign language station for familiar entertainment. Our own experience over the years shows it is one of the most satisfactory groups a broadcaster can direct himself to. Certainly its one of the most desirable groups to which an advertiser can direct his efforts. The language listener feels a comfortable pride in "his" station and also embodies an advertiser's dream prospect. Why? Because your language listener—with what amounts to devotion and trust concerning the station—is motivated to accept foreign language radio advertising as a wise and urgent recommendation that had best be heeded.

Foreign language listeners become very active customers—so active in fact that they aid with merchandising and distribution. They will really harangue a retailer to stock up on an advertised item. The list of products which foreign language radio can sell successfully is longer than that of English language media. Why? Because your language listener is a potential customer for everything any other American in the same community is a prospect for (chewing gum, bread, movies, automobiles) plus full lines of additional items like special food products.

The Italian-American group (that we at WOV serve) is large and its buying power is strong. However, in areas where the total group identified with a given language is numerically smaller, or even proportionately smaller, foreign language time may be the media buy that lights up an otherwise dormant dollar sign. The reason is that if the programming bears the ring of authenticity and nostalgia for the listening group, and if it has become part of their habit patterns, it is a stronger influence on their buying habits than any other medium. Costs being in ratio, the advertiser who buys foreign language is getting more than his money's worth whether in a great city or a small community.

Programming is the vehicle. It definitely does take a knack to combine the all important quality of nostalgia with a new-every-day "quickening" quality. News, for example, is heavily emphasized by WOV. We even maintain our own shortwave news service from Italy (and have often scooped the wire services on news from abroad). The actual news is in itself an item of major importance — and a genuine service. In addition, however, it has the added value of imbuing language programming with "todayness". A news flash from "La Casa Bianca" alerts attention just as instantaneously in its league (in fact I believe more so) as a flash from "The White House" hits listening-in-English ears.

When programming has done its job of establishing loyalty, the job is still not done! well begun, yes, but not done—not without properly keyed advertising. Very seldom, can an agency just have its English language pitch translated and let it go at that. The message must really be "transposed", idiomatically styled. The station can, and as a rule is willing to, offer excellent suggestions in the matter of angling to make a campaign roll right from the beginning. There is no market, I feel, which can best it for heady yields of year-in, year-out success stories.

INTERNATIONAL

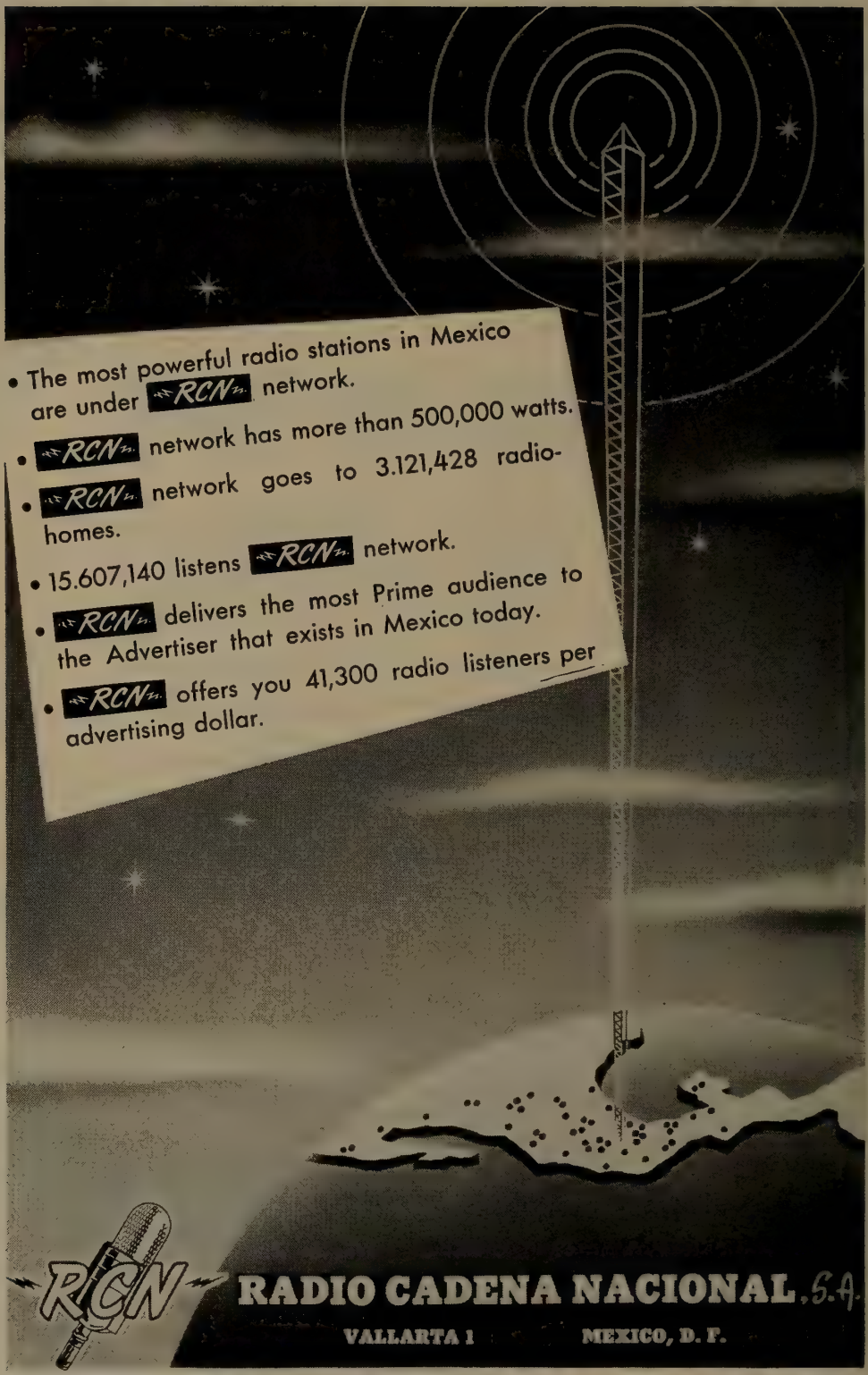
AM STATIONS OF MEXICO, CUBA, HAITI, DOMINICAN REPUBLIC, BAHAMAS AND JAMAICA

INTERNATIONAL BROADCAST STATIONS OF U. S. AND CANADA

RADIO PROGRAMAS de MEXICO, S.A.

RADIO CADENA NACIONAL, S.A. MEMBER STATIONS

1957



RCN — MEXICO'S MOST POWERFUL RADIO NETWORK

STATIONS OF MEXICO

Location	Call Letters	Frequency	Owner
Acambaro, Gto.	XEGW	1270	
Acapulco, Gro.	XEBB	600	
Acapulco, Gro.	XECI	1340	
Acapulco, Gro.	XEDO	1600	Heriberto Guizar Castro
Acapulco, Gro.	XEKJ	1400	Ramon Ortego Escobedo
Agua Prieta, Son.	XEAQ	1490	Manuel Rodriguez
Agua Prieta, Son.	XEFH	1310	Jesus Rodriguez Verdugo
Aguascalientes, Ags.	XEBI	790	Pedro C. Rivas
Aguascalientes, Ags.	XEDC	1560	
Aguascalientes, Ags.	XEIY	1170	
Aguascalientes, Ags.	XERO	1490	Radio Hidrotermopolitana
Aguascalientes, Ags.	XEYZ	1450	Luis Chavez Calvillo
Apatzingan, Mich.	XECJ	770	
Apatzingan, Mich.	XEGV	1240	
Boca del Rio, Ver	XEOD	1090	
Campeche, Camp.	XEA	1370	Casanoba Brito
Cananea, Son.	XEFQ	980	Pedro L. Diaz
Celaya, Gto.	XENC	1540	El Heraldo del Bajio
Celaya, Gto.	XEY	1360	
Chetumal, Q.R.	XEOS	960	
Chihuahua, Chih.	XEBU	620	Roberto O. Stevenson
Chihuahua, Chih.	XEBW	1280	Radioemisora del Norte
Chihuahua, Chih.	XEFI	580	Pregon, Del Est, de Chih.
Chihuahua, Chih.	XEM	1390	Pedro Meneses, Jr.
Chihuahua, Chih.	XERA	1490	Red Nacional Radiomisora, S.A.
Ciudad Acuma, Coah	XEKD	1010	
Ciudad Camargo, Chih.	XEHA	570	Hugo Pinera Limas
Ciudad Camargo, Chih.	XEOH	1270	
Ciudad Cuauhtemoc, Chih.	XEQZ	1560	
Ciudad Cuauhtemoc, Chih.	XEPL	560	
Ciudad Cuauhtemoc, Chih.	XEER	990	
Ciudad del Carmen, Cam	XEUJ	1460	
Ciudad Delicia, Chih.	XEAY	660	
Ciudad Delicias, Chih.	XEBN	1240	
Ciudad Delicias	XEJK	1340	Amador Ronquillo Reza
Ciudad Guzman	XEBC	1430	Roberto Chavez Gonzalez
Ciudad Jimenez, Chih.	XEJZ	1320	
Ciudad Juarez, Chih.	XEFV	1240	Dario Cordo Rocha
Ciudad Juarez, Chih.	XEF	1420	Jose Carlos Amaya
Ciudad Juarez, Chih.	XEJ	970	Pedro Meneses, Jr,
Ciudad Juarez, Chih.	XELO	800	Cia Radio de Piedras Negras
Ciudad Juarez, Chih.	XEWG	1490	Carlos Mendez
Ciudad Juarez, Chih.	XEYC	1460	Ysela Fern. Caball. de Yanez
Ciudad Juarez, Chih.	XEP	1300	
Ciudad Ixtepec, Oax	XECA	1480	
Ciudad, Lerdo	XENO	960	
Ciudad Lerdo, Dur.	XEGZ	790	
Ciudad Mante, Tam.	XECM	1450	
Ciudad Miguel Aleman, Tam.	XEHD	1430	
Ciudad Miguel Aleman, Tam.	XEHI	1470	
Ciudad Obregon, Son	XESO	1150	
Ciudad Obregon, Son.	XEAP	1290	Emillo Manzanilla
Ciudad Obregon, Son.	XEHX	1460	
Ciudad Obregon, Son.	XEOX	1430	Felipe G. de Leon
Ciudad Reynosa, Tam	XERU	810	
Ciudad Valles, S.L.P.	XETR	1120	Tomas Oliva Banuelos
Ciudad Victoria, Tam.	XEHP	580	
Ciudad Victoria, Tam.	XECP	1450	
Ciudad Victoria, Tam.	XEBJ	1340	Fernando Elizalde
Coatepec, Ver.	(New)	700	
Coatzacoalcos, Ver.	XEGB	840	

Location	Call Letters	Frequency	Owner
Coatzacoalcos, Ver.	XEOM	1340	Daniel Schact Perez
Colima, Col.	XERL	1280	J. Roberto Levy
Cordoba, Ver.	XEAG	1280	Luz Maria Zuniga de Miguel
Cordoba, Ver.	XEDZ	580	
Cordoba, Ver.	XEJD	820	J. Jac. Vda. de Zuniga
Cosamaloapan, Ver.	XEFU	630	
Guassave, Sin.	XEGS	1490	Radio Guassave S.A.
Cuautla, Mor.	XEWF	1400	Fernando Diaz Enriquez
Cuernavaca, Mor.	XEFS	1420	
Cuernavaca, Mor.	XEJC	980	Ed. Jimenez de la Cuesta
Culiacan, Sin.	XEBL	1260	Enrique Maxim Gomez Blanco
Culiacan, Sin.	XECQ	1300	Radio Culiacan, S.A.
Culiacan, Sin.	XEGF	1450	
Culican, Sin.		920	
Culiacan, Sin.	XESA	1360	Pablos y Elizalde
Durango, Dgo.	XECK	1340	
Durango, Dgo.	XEDU	860	Carlos C. Armas
Durango, Dgo.	XEE	1280	Jose Valenzuela
El Sauzal, B.C.	XEDX	1010	
Ensendada, B.C.	XEFY	1450	
Ensenada, B.C.	XEPF	1400	Luis Enrique Encisco
Empalme, Son.	XEBQ	1240	Roberto Gonzalex Mata.
Fresnillo, Zac	XEMA	1340	Jose Miguel Acevedo Moya
Gomez Palacio, Dur.	XEMD	920	
Gomez Palacio, Dur.	XERS	1400	
Gomez Palacio, Dur	XEPM	790	
Guadalajara, Jal.	XEAD	1150	Alejandro Diaz
Guadalajara, Jal.	XEAV	570	Manuel Lopez Diaz
Guadalajara, Jal.	XEBA	840	Jesus D. Gonzales
Guadalajara, Jal.	XEDG	1370	
Guadalajara, Jal.	XEDK	1250	Manuel Lopez Diaz
Guadalajara, Jal.	XEGL	1280	Quirino Francisco Gonzalez
Guadalajara, Jal.	XEHK	960	Franciso E. Fregoso
Guadalajara, Jal.	XEHL	1010	Radiodif de Occidente, S.A.
Guadalajara, Jal.	XEJB	630	State Government
Guadalajara, Jal.	XEJE	1310	Difusoras de Occidente, S.A.
Guadalajara, Jal.	XELT	920	Eduardo Reynoso Gonzalez
Guadalajara, Jal.	XELW	1340	Salvador Galindo de la Torre
Guadalajara, Jal.	XERP	1190	
Guanajuato, Gto.	XEWZ	600	Gonzalo Sanchez Gomez
Guasave, Sin.	XECV	1490	
Guasave, Sin.	XEGS	610	
Guaymas, Son.	XEDR	1490	Sucrs. de Modesto Ortega
Guaymas, Son.	XEFX	800	
Hermosillo, Son.	XEBH	920	Carlos Balderrama
Hermosillo, Son.	XEDL	1250	Eufemia Esquer de Vidal
Hermosillo, Son.	XEDM	1580	Radio Pacifico
Hermosillo, Son.	XEHQ	590	Radio Hermosillo
Hermosillo, Son.	XEOP	960	
Hermosillo, Son.	XEQN	1540	
Hidalgo del Parral, Chih.	XEAT	1250	Sucrs. de Jorge Perez
Hidalgo del Parral, Chih.	XEGD	1520	
Hidalgo, del Parral, Chih.	XEJR	1490	
Hidalgo del Parral, Chih.	XEJS	1150	Olfonso Perez Porras
Huamantla, Tlax.	XEHT	1520	Alf. Macias y Mario Pardo S.
Huauchinango, Puebla	XEGU	1490	
Iguala, Gro.	XEKF	1360	Rafael Campos Marquina
Irapuato, Gto.	XEBO	1330	Alfonso Martinez
Irapuato, Gto.	XEHE	970	
Irapuato, Gto.	XEWE	1420	Felipe Gallardo

Location	Call Letters	Frequency	Owner
Jalapa, Ver.	XEFA	1340	Adolfo Alvarez
Jalapa, Ver.	XEJA	610	Adolfo Alvarez
Jalapa, Ver.	XEJJ	1130	Mariano Caraza
Jalapa, Ver.	XEXB	1400	
Jalapa, Ver.	XEKL	550	Carlos Ferraez Matos.
Jiquilpan, Mich.	XEIX	1290	
La Barca, Jal.	XELB	1090	Ramon Alvarez Lopez
Lagos de Moreno	XEIQ	1110	
La Paz, B.C.	XEAL	1310	
La Paz, B.C.	XENT	790	
La Paz, B.C.	XEPX	550	
La Piedad, Mich.	XELC	1200	
Leon, Gto.	XEKX	1270	
Leon, Gto.	XEFM	1270	
Leon, Gto.	XELG	680	Radio Impuls. del Centro S.A.
Leon, Gto.	XERW	1390	Augustin Obregon Padilla
Leon, Gto.	XERZ	1240	Carlos Obregon Padilla
Linares, N.L.	XER	1260	Radio Linares, S.A.
Los Mochis, Sin.	XECF	1410	Francisco Perez H.
Los Mochis	(New)	650	
Los Mochis, Sin.	XECU	1470	Luis Perez Gomez
Magdalena, Son.	XEDJ	1450	Jesus L. Rochin
Magdalena, Son.	XESY	1320	
Manzanillo, Col.	XECS	1400	
Matamoros, Tam.	XEAM	1310	Manuel L. Salinas
Matamoros, Tam.	XEMS	1420	
Matamoros, Tam.	XEMT	1340	Severo Garza Saenz
Matamoros, Tam.	XEO	970	Can. Maria Gonzalez
Matehuala, S.L.P.	XEFF	1490	
Mazatlan, Sin.	XEDS	1420	Alexjandro A. Schober
Mazatlan, Sin.	XERJ	1320	Oscar Perez E.
Mazatlan, Sin.	XETK	1390	Radio Emisors de Occidente
Mazatlan, Sin.	XEEC	1270	
Merida, Yuc.	XERY	1150	
Merida, Yuc.	XEDY	1450	
Merida, Yuc.	XEFC	1330	Rafael Rivas Franco
Merida, Yuc.	XEME	1270	
Merida, Yuc.	XEMH	1490	Alvaro Barquet Y
Merida, Yuc.	XEMQ	1240	Lazaro Achurra Suarez
Merida, Yuc.	XEQW	550	
Merida, Yuc.	XEZ	600	Jorge L. Palomeque
Mexicali, B.C.	XECL	990	Alfonso A. Lacarra
Mexicali, B.C.	XEAA	1340	Consuelo Tonnela King
Mexicali, B.C.	XEAO	910	Juan C. Chavez
Mexicali, B.C.	XEWV	940	
Mexicali, B.C.	XED	1050	Carlos Blando
Mexicali, B.C.	XEGE	1570	
Mexicali, B.C.	XESU	790	
Mexico, D.F.	XENP	760	
Mexico, D.F.	XEB	1220	El Buen Tono S.A.
Mexico, D.F.	XEAI	1320	G.N. Medina y Loc. Ag. Ramos
Mexico, D.F.	XEBS	1410	Hispano Mexicano S.A.
Mexico, D.F.	XEBZ	660	Vocero Mexicano S.A.
Mexico, D.F.	XEDA	1290	Publ. Com. de Mexico, S.A.
Mexico, D.F.	XEDP	1060	Radio Gobernacion
Mexico, D.F.	XEFR	1180	
Mexico, D.F.	XEJP	1150	Radio America, S.A.
Mexico, D.F.	XEK	970	Arturo Martinez
Mexico, D.F.	XEL	1260	Herdez S.A.
Mexico, D.F.	XELA	830	Radio Metropolitan S.A.
Mexico, D.F.	XELZ	1440	Maria Cardena de Zetina
Mexico, D.F.	XEMC	1590	Dol. G. Estrada de Ferreiro
Mexico, D.F.	XEML	1550	Roberto Valeggi Esparza
Mexico, D.F.	XEMX	1380	Publ. Com. de Mexico S.A.
Mexico, D.F.	XEN	690	Guillermina P. de Del Conde

Location	Call Letters	Frequency	Owner
Mexico, D.F.	XENK	620	Gral. Brig. P.A.F. Proal Pardo
Mexico, D.F.	XEOF	560	
Mexico, D.F.	XEOY	1000	Fomento de Radio, S.A.
Mexico, D.F.	XEPH	590	Cia. Mexico de Radiodif. S.A.
Mexico, D.F.	XEQK	1350	Guillermo Morales B.
Mexico, D.F.	XEQR	1030	Corp. Mexicana de Radio, S.A.
Mexico, D.F.	XESM	1470	Salvador San Martin
Mexico, D.F.	XEQ	940	Radio Panamericana, S.A.
Mexico, D.F.	XEQB	1110	Radio Central de Mexico
Mexico, D.F.	XERC	790	Radio Popular de Mexico
Mexico, D.F.	XERH	1500	"A.R.S.E." S.A.
Mexico, D.F.	XESM	1490	Salvador San Martin
Mexico, D.F.	XEUN	860	Universidad National de Mexico
Mexico, D.F.	XEW	900	Cadena Radiodifusora, S.A.
Mexico, D.F.	XEX	730	Radio de Mexico, S.A. de C.V.
Minatitlan, Ver.	XEDW	1260	Ouers de Hector Silva Canto
Monclova, Coah.	XEKN	1390	
Monclova, Coah.	XEMF	1260	Alfonso L. Bres.
Monclova, Coah.	XEMW	970	
Monterrey, N.L.	XEAR	1480	Alfonso Flores Lopez
Monterrey, N.L.	XEAW	1280	Jesus D. Gonzalez
Monterrey, N.L.	XEDD	1560	
Monterrey, N.L.	XEFB	630	Emis. Inc. de Monterrey, S.A.
Monterrey, N.L.	XEFZ	1140	
Monterrey, N.L.	XEG	1050	La Voz de Norte-America, S.A.
Monterrey, N.L.	XEGQ	1590	
Monterrey, N.L.	XEH	1420	Radio Taranava, S. de R.L.
Monterrey, N.L.	XERR	570	
Monterrey, N.L.	XEJM	1450	
Monterrey, N.L.	XEMR	1370	Enrique Serna Martinez
Monterrey, N.L.	XENL	860	
Monterrey, N.L.	XEOK	920	Carlos Roa Montes De Oca
Monterrey, N.L.	XET	990	El Pregonere del Norte
Monterrey, N. L.	(New)	690	
Morelia, Mich.	XECR	1340	
Morelia, Mich.	XELQ	570	Francisco Laris Iturbide
Morelia, Mich.	XEGP	1580	
Morelia, Mich.	XESF	1300	Jose Martinez Ramirez
Morelia, Mich.	XEI	1400	Tiburcio Ponce
N. Casas Grandes, Chih.	XETX	1010	Laureano Molinar Contreras
Naco, Son.	XETM	1350	Jesus Manuel Franco
Navajoa, Son.	XEAJ	1400	
Navajoa, Son.	XEGL	1270	Fausto M. Gomez
Navajoa, Son.	XEHG	980	
Nogales, Son.	XECG	1240	
Nogales, Son.	XEHF	1370	Gaston Mascarenas
Nogales, Son.	XENS	1590	
Nogales	XEXW	1300	
Nuevo Laredo, Tam.	XEAS	1410	Jose Maria Villarreal
Nuevo Laredo, Tam.	XEFE	790	Ruberto Villarreal
Nuevo Laredo, Tam.	XERG	1090	Reynoldo Garza Alvarez
Nuevo Laredo, Tam.	XEBK	1340	Juan Manuel Cortes
Neuvo Laredo, Tam.	XEDF	960	Rafael Tijerina Carranza
Nuevo Laredo, Tam.	XEXO	1140	Julio Santo Coy
Nuevo Laredo, Tam	XENU	1370	
Nuevo Rosita, Coah.	XEJF	1400	
Nueva Rosita, Coah.	XELF	1380	
Nueva Rosita, Coah.	XERN	980	
Oaxaca, Oax	(New)	570	
Oaxaca, Oax.	XEAX	1270	Delia Rodriguez de Marquez
Oaxaca, Oax.	XECE	1240	
Ocotlan, Jal.	XEAN	800	Radio Ocotlan S. de R.L.
Ojinaga, Chih.	XECT	1450	
Orizaba, Ver.	XEPP	1450	Radio Impulsora de Orizaba
Orizaba, Ver.	XETQ	850	Sucrs de Francisco Campos H.

Location	Call Letters	Frequency	Owner
Pachuca, Hgo.	XETK	1420	
Pachuca, Hgo.	XEPK	1180	Radio Publ. de Pachuca
Papantla, Ver.	XEGK	920	
Patzcuaro, Mich.	(New)	600	
Piedras Negras, Coah.	XEMJ	920	Jesus L. Elizondo
Piedras Negras, Coah.	XEMU	570	Alfonso L. Bres.
Poza Rica, Ver.	XEFO	1480	
Progresso, Yuc.	XEGO	620	
Progreso, Yuc	XECN	1400	
Puebla, Pue.	XECD	1170	Roberto Canedo
Puebla, Pue.	XEHR	1090	Manuel R. Canale
Puerta Vallarta, Jal.	(New)	650	
Queretaro, Qro.	XEJX	1250	Radio Emisora Queretaro
Queretaro, Qro.	XENA	1520	Ramon Rodriquez Familiar
Quertaro, Que.	XEDI	1570	
Reynosa, Tam.	XEFP	1240	
Reynosa, Tam.	XEGH	620	
Reynosa, Tam.	XEOR	1390	Cond. S. Vda. de Gonzalez
Reynosa, Tam.	XERT	590	Ignacio Magallon
Rio Bravo, Tam.	XEFD	1170	
Rio Bravo, Tam.	XEFL	1110	
Rio Verde, S.L.P.	(New)	660	
Rosarito, B.C.	XERB	1090	Interamericana de Radio, S.A.
Sabinas, Coah.	XEBX	610	Radiodif. Coahuila, S.A.
Sabinas, Coah.	XESH	1460	
Saguayo, Mich.	XEGC	1450	Alberto Barragan Degollado
Salamanca, Gto.	XENP	1430	
Salamanca, Gto.	XERX	1560	Ernesto Bravo Vargas
Salina Cruz, Oax.	XEEA	1330	
Saltillo, Coah.	XEDE	1400	Enrique Martinez y Martinez
Saltillo, Coah.	XESJ	1250	Froylan Mier Narro
Saltillo, Coah.	XEXU	1490	
San Andres Tuxtla, Ver.	XEPA	980	
San Andres Tuxtla, Ver.	XERM	1370	
San Andres Tuxtla, Ver.	XELN	1510	
San Andres Tuxtla, Ver.	XEDQ	1400	
San Andres Tuxtla, Ver.	XEGA	1300	
San Miguel Allende, Gto.	XESQ	1280	
San Luis Potosi, S.L.P.	XEBM	920	Benjamin Briones
San Luis Potosi, S.L.P.	XECZ	1430	Radiodif, Mexicano
San Luis Potosi, S.L.P.	XEPO	1260	Alejandro Espinosa Pitman
San Luis Potosi, S.L.P.	XEWA	540	Cadena Radiodif. Mex. S.A.
San Luis Potosi, S.L.P.	XEXQ	1460	
San Luis Potosi, S.L.P.	XESL	1340	Guadalupe Delgado Ramirez
San Luis Potosi, S.L.P.	(New)	750	
San Luis Rio Colorado, Son.	XECB	1450	Carlos Flando
San Pedro Tlaquepaque, Jal.	XESP	1400	Herminio Macias Alonso
Santa Ana, Son.	XEAB	1400	Alfredo Marin Castro
San Francisco del Oro, Chih.	XEHB	770	
Santa Barbara, Chih.	XESB	1400	Domingo Salayandia Najera
Santa Barbara, Chih.	(New)	820	
Santa Rosalia, B.C.	XEAH	560	
Santa Rosalia, B.C.	XESR	1320	
Santiago Ixcuintla, Hay.	XEEF	620	
Tala, Jal.	XEAF	550	
Tampico, Tam.	XECA	1460	Difusora Portena S. de R.L.
Tampico, Tam.	XEFW	810	Flores y Martinez
Tampico, Tam.	XES	1240	Radio Televisora de Tampico
Tampico, Tam.	XETO	1400	Radio Tiempo S. de R.L. de C.V.
Tampico, Tam.	XETU	980	Impuls. Moderna Del Radio, S.A.
Tampico, Tam.	XELE	1300	

Location	Call Letters	Frequency	Owner
Teapa, Tab.	XEUI	1320	
Tapachula, Chi.	(New)	850	
Tapachula, Chis.	XETS	630	Napolean Correa
Tecate, B.C.	XEAK	560	
Tecate, B.C.	XEKT	1590	
Tecuala, Nay.	XEFG	1450	
Tehuacan, Pue.	XEDB	1520	
Tehuacan, Pue.	XEWJ	1420	Jaime Retif Del Morel
Tehuacan, Pue.	XEGY	1080	
Tehuantepec, Oax	XEDS	600	
Tepic, Nay.	XERK	1450	Dario Mondragon
Tepic, Nay.	XEXT	980	State Government
Tepie, Nay	XEEF	620	
Tepie, Nay	(New)	820	
Teziutlan, Pue.	XEFJ	1330	
Tijuana, B.C.	XEAC	690	Jorge I. Rivera
Tijuana, B.C.	XEAU	1470	Manuel Acuna Varela
Tijuana, B.C.	XEAZ	1270	Fernando Sanchez Mayans
Tijuana, B.C.	XEBE	800	
Tijuana, B.C.	XEBG	1550	Octavio B. Lelevier
Tijuana, B.C.	XEC	1310	Luis Enrique Encisco
Tijuana, B.C.	XEGM	950	Gustavo Faist Fernandez
Tijuana, B.C.	XEMO	860	Fernando Frederico Ferreira
Tijuana, B.C.	XEXX	1420	Jose J. Clark, Fern. Fed. Ferre
Toluca, Mex.	XECH	1490	Rodolfo Llamas
Tonala, Jal.	XEHJ	760	
Torreon, Coah.	XEBP	1310	La Voz de la Laguna, S.A.
Torreon, Coah.	XEDN	600	Difusora del Norte, S.A.
Torreon, Coah.	XETB	1350	Radio Laguna, S.A.
Torreon, Leon	XEOB	1490	
Torreon, Coah.	XETC	1240	
Tuxpan, Nay.	XEUX	1340	Salvador Hrena Benitez
Tuxpan, Ver.	XETL	1390	Calixte Almazan
Tuxtla Gutierrez	XEON	710	Enrique Balero Arambula
Tuxtla Gutierrez, Chi.	XEUE	1360	
Uruapan, Mich.	XEFN	1130	
Uruapan, Mich.	XEUF	610	Ignacio Navarro
Valle Hermosa, Tam.	XEVH	1310	
Veracruz, Ver.	XECW	1490	
Veracruz, Ver.	XEHV	1310	Sucrs. de Juan A. Palavicini
Veracruz, Ver.	XELL	1430	Carlos Ferraez Matos
Veracruz, Ver.	XELR	610	
Veracruz, Ver.	XETF	1250	Sucr. de Jose Rodr. Lopez
Veracruz, Ver.	XEU	960	Fernado Pazos SOSA
Villa Acuna, Coah.	XEAE	1600	
Villa Acuna, Coah.	XEDH	1340	Oscar Gonzalez Galindo
Villa Acuna, Coah.	XERF	1570	Cia Radio-Dif. de Coahuila, S A
Villahermosa, Tab	XEUS	1080	
Villahermosa, Tab.	XETZ	1380	
Villahermosa, Tab.	XEUH	1500	
Villahermosa, Tab.	XEVV	970	
Zamora, Mich.	XEQL	860	
Zacapu, Mich.	XEZU	1270	Guillermo Calzada Cervantes
Zacatecas, Zac.	XELK	1280	Macia y Acevedo
Zacatecas, Zac.	XEXZ	1150	Manuel Llamas Felix
Zamora, Mich.	XEGT	1490	Radio Zamora S. de R.L.
Zamora, Mich.	XEZM	650	La Voz del Comercio de Zamora
Zapopan, Jal.	(New)	880	
Zapopan, Jal.	XECO	760	
Zapopan, Jal.	XEDV	700	
Zihuatanejo, Gro.	XESZ	1450	
Zitacuaro, Mich.	XELX	1460	
Zitacuaro, Mich.	XETA	810	Gabriel Saenz Gutierrez

STATIONS OF CUBA

Location	Call Letters	Frequency	Owner
Artemisa	CMAD	1240	Manuel Domingues Motolongo
Artemisa	CMAR	1170	Manuel Diaz Autran
Bayamo	CMKX	1390	Aistides Gervet Villafane
Bayamo	CMDD	1200	
Bayamo	CMDE	1260	
Caibaiguan	CMHY	1590	
Camaguey	CMJE	680	Satellite CMBC Havana
Camaguey	CMJF	1340	Radio Camaguey
Camaguey	CMJC	1270	Cadena Camagueyana de Radio
Camaguey	CMJL	920	Circuito CMQ S.A.
Camaguey	CMJW	1440	Andres Moran Cisneros
Camaguey	CMJA	1060	Rafael Valdes Jiminez
Camaguey	CMJR	1030	Org. Insular de Radio, S.A.
Camaguey	CMJJ	540	
Camaguey	OMJN	960	
Camaguey	CMJG	1000	Cadena Oriental de Radio, S.A.
Camaguey	CMJB	880	Union Radio S.A.
Camaguey	CMJK	1160	Jones, Castrillon y Cia
Cardenas	CMGE	1470	Genaro Sabater Fox
Ciego de Avila	CMJH	1370	Luis Marauri Mendoza
Ciego de Avila	CMJD	1190	Union Radio S.A.
Ciego de Avila	CMJY	760	Cadena Oriental de Radio S.A.
Ciego de Avila	CMJP	580	
Ciego de Avila	CMJZ	1580	
Ciego de Avila	CMJO	1470	Bonifacio Idelfonso Morales
Ciego de Avila	CMJM	840	
Cienfuegos	CMHU	720	Modesto Vasquez Gonzales
Cienfuegos	CMHN	680	
Cienfuegos	CMHF	1040	
Cienfuegos	CMHJ	1350	Union Radio S.A.
Cienfuegos	CMHX	1480	Eugenio Perez Mena
Colon	CMGU	1340	
Colon	CMGM	1440	
Cruces	CMHK	1210	Virgilio Villanueva Bravo
Encrucijada	CMHE	1090	Virgilio R. Diaz Quintanilla
Florida	CMJI	1400	Dr. Osvaldo Moran Artega
Guantanamo	CMKA	1250	Cadena Oriental de Radio S.A.
Guantanamo	CMKH	1140	Cadena Oriental de Radio S.A.
Guantanamo	CMKH	1130	Luis Coronado Estrada
Guantanamo	CMKI	1400	Union Radio S.A.
Guantanamo	CMKS	900	Candido S. von Suarez
Havana	CMOA	1590	Juan Fernandez Duran
Havana	CMZ	1560	Ministry of Education
Havana	CMOX	1490	
Havana	CMCM	1460	Cia. Transradio Columbia S.A.
Havana	CMCQ	890	Andres Martinez
Havana	CMBX	1390	Alberto Alvarez Ferrera
Havana	CMBG	1360	
Havana	CMCB	1330	Radio Reloj S.A.
Havana	CMCO	1230	Edelberto Perez Rubio
Havana	CMK	1190	Faust Montiel
Havana	CMBK	1150	Radio Publicidad Tropico S.A.
Havana	CMBY	1120	Pages y Cia.
Havana	CMBS	1090	Enrique Artalejo Fernandez
Havana	CMCI	1260	Cadena Oriental de Radio S.A.
Havana	CMCX	1060	Circuito Occidental de Radio S.A.
Havana	CMCG	1420	
Havana	CMBQ	1010	Radio Continental CMBQ S.A.
Havana	CMCK	980	Cia. Radiodif. COCO y CMCK S.A
Havana	CMBF	950	Radio Universal S.A.
Havana	CMCF	910	J. Ulloa y Cia.
Havana	CMCY	550	

Location	Call Letters	Frequency	Owner
Havana	CMBL	860	Radio Cadena Suaritos
Havana	CMBZ	830	Manuel y Guillermo Salas
Havana	CMCH	790	Radio Cadena Habana S.A.
Havana	CMBE	690	
Havana	CMCD	760	La Voz del Aire
Havana	CMCA	730	Radio Publicidad Tropico S.A.
Havana	CMW	590	A. Gil y M. Troncoso
Havana	CMQ	630	Cirquito CMQ S.A.
Havana	CMCW	1290	Gilb. y Mario Lavin Dominguez
Havana	CMCU	660	Radio Garcia Serra S.A.
Havana	CMBD	1520	
Holguin	CMDL	1150	
Holguin	CMKJ	600	
Holguin	CMDC	1290	Cadena Oriental de Radio S.A.
Holguin	CMKO	1220	Manuel Angulo Ferran
Holguin	CMKF	1050	Manuel J. de Gongova
Holguin	CMKD	970	Cadena Oriental de Radio
Holguin	CMKJ	730	Circuito CMQ S.A.
Holguin	CMKP	670	Satellite CMBC Havana
Holguin	CMKM	560	Union Radio S.A.
Jobellanos	CMGN	960	
Mantanzas	CMGF	930	Manuel Domingues Motolongo
Manzanillo	CMDF	1590	
Matanzas	CMGW	1100	Ramon A. de Zayas Lopez
Matanzas	CMGL	1400	Cadena Oriental de Radio S.A.
Moron	CMJX	1230	Dr. Pable Castellanos Caballero
Nuevitas	CMJQ	1300	Juan Filiguieras Cabaleiro
Palma Soriano	CMKZ	1430	Maria Dominguez Dousseu
Pinar del Rio	CMAF	680	
Pinar del Rio	CMAN	840	
Pinar del Rio	CMAB	740	Simeon Ferro Martinez
Pinar del Rio	CMAL	1340	Radioccidenta S.A.
Pinar del Rio	CMAQ	920	Circuito CMQ S.A.
Pinar del Rio	CMAW	800	Pedro Redondo Fernandez
Puerto Padre	CMKY	1350	Pedro Zacca Cheda
Sagua la Grande	CMHO	1310	
Sagua La Grande	CMHR	1570	
San Cristobal	CMAC	1030	
Sancti Spiritus	CMHT	990	Juan B. Santana Padron
Sancti Spiritus	CMHB	780	Union Radio S.A.
San Luis	CMKQ	1400	Raul de Arms Trompeta
Santiago de Cuba	CMDB	680	Synchronized with CMBC Camaguey
Santiago de Cuba	OMKN	930	
Santiago de Cuba	CMKC	770	Radio Orientale S.A.
Santiago de Cuba	CMKL	800	Cadena Oriental de Radio S.A.
Santiago de Cuba	CMKU	850	Circuito CMQ S.A.
Santiago de Cuba	CMKW	1000	Reloj Del Aire S.A.
Santiago de Cuba	CMDZ	1120	
Santiago de Cuba	CMKR	1090	Jaime Nadal
Santiago de Cuba	CMKB	1170	Union Radio S.A.
Sagua la Grande	CMHA	1280	Justiniano Valdes Aguado
Santiago de Cuba	CMDA	1320	
Santa Clara	CMHQ	640	Circuito CMQ S. A.
Santa Clara	CMHW	810	
Santa Clara	CMHZ	970	
Santa Clara	CHMM	1130	
Santa Clara	CMHG	670	Synchronized with Camaguey
Santa Clara	CMHD	890	Union Radio S.A.
Santa Clara	CMHC	1410	
Sancti Spiritus	CMHL	1450	
Sancti Spiritus	CMHP	1250	
Victoria de las Tunas	CMKG	1490	Ramon Espinosa Perez
Victoria de las Tunas	CMDQ	840	
Victoria de last Tunas	CMGE	1240	Humberto Anteres Pena
Victoria de Las Tunas	CMKT	1520	Alfr. O. Sanchez Moregon

STATIONS OF HAITI

Location	Call Letters	Frequency	Owner
Port-au-Prince	4VW	1300	Ricardo Widmaier
Port-au-Prince	4VGM	1470	Frank C. Magloire

STATIONS OF DOMINICAN REPUBLIC

Location	Call Letters	Frequency	Owner
Bani	H13V	1310	Manuel Bello Hijo
Barahona	H15K	1360	
Ciudad Trujillo	H1T	1400	Francisco A. Sanabia
Ciudad Trujillo	H1Z	1350	Frank Hatton
Cuidad Trujillo	H12H	1490	Raf. E. Tavarez L.
Cuidad Trujillo	H1N	1220	Partido Dominicano
Ciudad Trujillo	H1G	950	Andres Cordero Puello
Ciudad Trujillo	H1L	790	Joaquin C. Pellicer
Ciudad Trujillo	H13T	620	J. Arismendi Trujillo
Puerto Plata	H19U	1240	Luis A. Pelegrin
San Cristobal	H12R	1440	Luis Alberti
San Francisco de Macoris	H14F	1440	
San Francisco de Macoris	H14C	1250	Manuel R. Peralta
San Pedro de Macoris	H13J	610	
Santiago	H14B	1330	Abraham Vanderhorst
Santiago	H13A	1400	Expedi Pou
Santiago	H16T	1380	
Santiago	H18B	1050	
Santiago	H19Z	820	Luis F. Moscoso C.
Santiago	H11L	1230	Joacquin C. Pellicer

STATIONS OF BAHAMAS & JAMAICA

Location	Call Letters	Frequency	Owner
BAHAMAS			
Nassau	ZNS	1540	Bahamas Government
JAMAICA			
Kingston	ZQI	880	Jamaica Bcstg. Co.
Montego Bay		1180	

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Treasurer.....Juan Manuel Romero
Sales Manager.....Luis Gurza Villarreal
Office Manager.....Carlos Gonzàles Flores
Traffic Dept.....Enrique Bernal Servín
Publicity Dept.....Manuel Merodio

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Vice President.....Antonio Eufracio Ontiveros
Vice President.....Horacio Niño Medina
Vice President.....Dr. Luis de la Rosa
Manager.....Javier Salcido
Sales Executive.....Lic. Jose Sanchez Navarro
Audio and Recording Supervisor.....Ing. Enrique Dorsh Garcie
Asst. to Pres., Gen. Manager.....Homero Rios D.

RADIO CADENA NACIONAL, S.A.
MEMBER STATIONS

Location	Call Letters	Frequency Kcs.
Acapulco, Gro.	XEBB	600
Acuna, Coah	XERF	1570
Aguascalientes, Ags.	XERO	1490
Agua Prieta, Son.	XEFH	1310
Agua Prieta, Son.	XEAQ	1490
Cd. Juarez, Chih.	XEJ	970
Cd. Juarez, Chih.	XEFV	1240
Cd Juarez, Chih	XEWG	1490
Cd. Obregon, Son.	XEDB	1340
Cd. Obregon, Son	XEAP	1290
Cd. Victoria, Tamps.	XEHP	580
Coatzacoalcos, Ver.	XEGB	840
Cordoba, Ver.	XEDZ	580
Culiacan, Sin.	XECQ	1300
Chihuahua, Chih.	XEBU	620
Chihuahua, Chih.	XEM	1390
Delicias, Chih	XEBN	1240
Durango, Dgo.	XEDU	860
Durango, Dgo.	XEND	1470
Ensenada, B. C.	XEDX	1010
El Mante, Tampa	XECM	1450
Guadalajara, Jal.	XEHL	1010
Guadalajara, Jal.	XEBA	840
Guadalajara, Jal.	XEAD	1150
Guaymas, Son.	XEBQ	1240
Hermosillo, Son.	XEDL	1250
Iguala, Gro.	XEKF	1360
Jalapa, Ver.	XEJJ	1550
Jimenez, Chih.	XEJZ	1320
Leon, Gto.	XELG	680
Leon, Gto.	XERZ	1240
Los Mochis, Sin.	XECU	1470
Manzanillo, Col.	XECS	1400
Matamoros, Tamps.	XEO	970
Matamoros, Tamps.	XEMT	1340
Matehuala, S.L.P.	XEFF	1490
Mazatlan, Sin.	XERJ	1320
Merida, Yuc.	XEMH	1490
Merida, Yuc.	XEZ	600
Mexicali, B.C.	XECL	990
Mexico, D. F.	XERCN	1110
Miguel Aleman, Tamps.	XEHI	1470
Monterrey, N. L.	XET	990
Monterrey, N. L.	XEH	1420
Monterrey, N. L.	XEJM	1450
Monterrey, N. L.	XEG	1050
Morelia, Mich.	XESP	1300
Nogales, Son.	XECO	1240
Nvo. Laredo, Tamps.	XEDF	960
Nvo. Laredo, Tamps.	XERG	1090
Nva. Rosita, Coah.	XENR	980
Oaxaca, Oax.	XEOA	570
Pachuca, Hgo.	XEPK	1420
Parral, Chih.	XEJS	1150
Puebla, Pue.	XECD	1170
Reynosa, Tamps.	XEOR	1390
Saltillo, Coah.	XEKS	1330
San Luis Potosi, S.L.P.	XEPO	1310
Sta. Ana, Son.	XEAB	1400
Tampico, Tamps.	XEFW	810
Tampico, Tamps.	XETO	1370
Tecate, B. C.	XEKT	1380
Tecuala, Nay.	XETD	1450
Tepic, Nay.	XEXT	980
Tijuana, B. C.	XEBG	1550
Toluca, Mex.	XECH	1490
Torreon, Coah.	XEBP	1310
Torreon, Coah.	XETJ	760
Tuxtla Gutierrez, Chis	XEUE	1360
Valles, S. L. P.	XECV	1260
Veracruz, Ver.	XEHV	1310
Zacatecas, Zac.	XEXZ	1150

INTERNATIONAL STATIONS
In The United States and Canada

Station Operator and Location	*Call Letters*	*Power*
Columbia Broadcasting System, Inc., Brentwood, L. I., N. Y.	WDSI-1	50 kw.
	-2	50 kw.
	-3	50 kw.
Columbia Broadcasting System, Inc., Wayne, N. J.	WDSI-5	50 kw.
	-6	50 kw.
Columbia Broadcasting System, Inc., Delano, Calif.	KCBR-1	200 kw.
	-2	50 kw.
	-3	50 kw.
	-4	100 kw.
	-5	100 kw.
The Crosley Broadcasting Corporation, Mason, Ohio	WLWO-1	200 kw.
	-2	200 kw.
	-3	200 kw.
	-4	200 kw.
	-5	200 kw.
	-6	200 kw.
*General Electric Company, Schenectady, N. Y.	WGEO-1	100 kw.
	-2	50 kw.
	-3	25 kw.
*General Electric Company, Belmont, Calif.	KGEI-1	50 kw.
	-2	100 kw.
National Broadcasting Co., Inc., Bound Brook, N. J.	WBOU-1	50 kw.
	-2	50 kw.
	-3	50 kw.
	-4	50 kw.
	-5	50 kw.
	-6	50 kw.
National Broadcasting Co., Inc., Dixon, Calif.	KNBH-1	200 kw.
	-2	50 kw.
	-3	50 kw.
	-4	100 kw.
	-5	100 kw.
World Wide Broadcasting Corp., Scituate, Mass.	WRUL-1	50 kw
	-2	50 kw.
	-3	50 kw.
	-4	50 kw.
	-5	50 kw.

*These are non-Government transmitters and are licensed by the FCC. Other stations are Government controlled and used exclusively for Voice of America broadcasts.

CANADIAN SHORTWAVE STATIONS

Licensee and Location	*Call Letters*	*Power in Watts*
Canadian Marconi Co., Montreal, Que.	CFCX	75
Rogers Radio Broadcasting Co. Ltd., Toronto	CFRX	1,000
Voice of the Prairies Ltd., Calgary, Alta.	CFVP	100
Maritime Broadcasting Co. Ltd., Halifax, N. S.	CHNX	500
Eastern Broadcasters Ltd., Sydney, N. S.	CJCX	1,000
Transcanada Communications Ltd., Winnipeg, Man.	CKRO	2,000
Transcanada Communications Ltd., Winnipeg, Man.	CKRX	2,000
Western Broadcasting Co. Ltd., Vancouver, B. C.	CKFX	10
Edmonton Journal Ltd., Edmonton, Alta.	VE9AI	200
Canadian Broadcasting Corp., St. John's, Nfld.	CBNX	300
Canadian Broadcasting Corp., Vancouver, B. C.	CBUX	500

REGIONAL NETWORKS AND GROUP STATION OPERATIONS

ABC Television Western Regional Network

ABC-TV Center, Hollywood 27, Calif.

V. P. West Div.....Earl Hudson
Sales Manager.....Vince Francis
Pgm. Mgr.....English Smith

STATIONS

KABC-TV, Los Angeles, Calif.; XETV, San Diego, Calif.; KEYT, Santa Barbara, Calif.; KVEC-TV, San Luis Obispo; KBAK-TV, Bakersfield, Calif.; KJEO-TV, Fresno, Calif.; KSBW-TV, Salinas, Calif.; KGO-TV, San Francisco, Calif.; KCCC-TV, Sacramento, Calif.; KHSL-TV, Chico, Calif.; KIEM-TV, Eureka, Calif.; KBES-TV, Medford, Ore.; KVAL-TV, Eugene, Ore.; KGW-TV, Portland Ore.; KIMA-TV, Yakima, Wash.; KING-TV, Seattle, Wash.; KREM-TV, Spokane, Wash.; KUTV, Salt Lake City, Utah; KBTV, Denver, Col.; KTVK, Phoenix, Ariz.; KVOA-TV, Tucson, Ariz.; KROD-TV, El Paso, Tex.; KLRJ-TV, Las Vegas, Nev.; KZTV, Reno, Nev.; KKTV, Colorado Springs, Col.; KSWS-TV, Roswell, N. M.; KOAT-TV, Albuquerque, N. M.; KIDO-TV, Boise, Idaho; KFBC, Cheyenne, Wyoming; KID-TV, Idaho Falls, Idaho; KXLF-TV, Butte, Montana; KOOK-TV, Billings, Mont.; KFBB-TV, Great Falls, Montana; KULA, Honolulu, Hawaii; KENI-TV, Anchorage, Alaska; KFAR-TV, Fairbanks, Alaska.

Air Trails Network

121 N. Main St., Dayton 2, Ohio
Phone: Hemlock 3773

President .....Charles Sawyer
Gen. Mgr.....J. P. Williams

WING, Dayton, WCOL-FM-AM ,Columbus WIZE Springfield, all Ohio; WKLO, Louisville, Ky.

Alabama Community Network

Station WAVU, Albertville, Ala.

General Manager.....Pat M. Courlington

STATIONS

WCRI, Scottsboro; WCRL, Oneonta; WAVU, Albertville, Ala.

Alabama Key Market Network

P. O. Box 234, Florence, Ala.

Manager.....Richard B. Biddle

STATIONS

WILD, Birmingham; WABB, Mobile; WAPX, Montgomery; WGAD, Gadsden; WOWL, Muscle Shoals (Florence); WTBC, Tuscaloosa; WBHP, Huntsville; WAGF, Dothan; WHMA, Anniston; WHBB, Selma; WHOS, Decatur; WMLS, Sylacauga; WCTA, Andalusia; WRFS, Alexander City; WPNX, Columbus (Ga.); WAVU, Albertville; WJMW, Athens; WATM, Atmore; WAUD, Auburn; WEBJ, Brewton; WRAG, Carrollton; WKLF, Clanton; WFMH, Cullman; WXAL, Demopolis; WIRB, Enterprise; WULA, Eufala; WWWF, Fayette; WHEP, Foley; WZOB, Fort Payne; WGEA, Geneva; WGVV, Greenville; WSGV, Guntersville; WJBB, Haleyville; WEHR, Hamilton; WPBB, Jackson; WWWB, Jasper; WRLD, Lanett; WJAM, Marion; WMFC, Monroeville; WCRL, Oneonta; WJHO, Opelika; WAMI, Opp; WOZK, Ozark; WPID, Piedmont; WELR, Roanoke; WWWR, Russellville; WCRI, Scottsboro; WHTB, Talladega; WILS, Tallahassee; WTBF, Troy; WTUS, Tuskegee; WETU, Wetumpka; WLAQ, Rome (Ga.); WTUP, Tupelo; (Miss.).

Alaska Broadcasting System

830 Securities Building, Seattle 1, Wash.
Phone: SEneca 6333

General Manager.....Wm. J. Wagner

BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Alaska, Ernest Spink, Station Mgr.; Station KFRB, Box 950, Fairbanks, Alaska; Jack Hauser, Station Mgr.; Station KINY, Box 1091; Juneau, Alaska, James Lawson, Station Mgr.; Station KTKN, Box 1308, Ketchikan, Alaska, Robert C. Mehan, Station Mgr.; Station KIBH, Box 250, Seward, Alaska, Donald R. Hanlin,Station Mgr.; Station KIFW, Box 699, Sitka, Alaska, Henry C. Lanz, Station Mgr.; Alaska Radio-TV Sales, 370 Lexington Ave., N. Y., N. Y., MUrray Hill 5-1300; Alaska Radio-TV Sls., Mills Bldg., San Francisco 4, Calif., Garfield 1-7950; Alaska Radio and TV Sls., 2978 Wilshire Blvd., Los Angeles 5, Calif.; Dunkirk 8-4151.

STATIONS

KFQD, Anchorage, Alaska; KFRB, Fairbanks, Alaska; KINY, Juneau, Alaska; KTKN, Ketchikan, Alaska; KIBH, Seward, Alaska; KIFW, Sitka, Alaska.

All Islands Radio Network

Station KGU, Honolulu, Hawaii

Manager.....William O. Paine

STATIONS

KGU, Honolulu; KTOH, Kauai; KMVI, Maui; KIPA, Hilo.

Arizona Broadcasting System

1101 No. Central Ave., Phoenix, Ariz.
Phone: Alpine 4-4161

Pres., Gen. Mgr.....Richard O. Lewis
Commercial Manager.....E. W. Harvey

BRANCH OFFICES

Box 2091, Tucson, Ariz.
Phone: Main 3-2555

President .....Clinton McKinnon

Box 548, Clifton, Ariz.
Phone: University 4-4114

General Manager.....Paul Merrill

Station KCLS, Flagstaff, Ariz.
Phone: 946

Pres., Gen. Mgr.....Chas. Saunders
E. Gurley St., Prescott, Ariz.
Phone: 244
Pres., Gen. Mgr.....Harold Ritter
Box 373, Winslow, Ariz.
Phone: 1010
Gen. Mgr.....O. E. Whelan
1901 First St., Yuma, Ariz
Phone: 3-3305
Gen. Mgr.....Roy Jorgenson

STATIONS

KVOA, Tuscon; KYUM, Yuma; KYCA, Prescott; KWJB, Globe; KGLU, Safford; KCLS, Flagstaff; KVNC, Winslow; KTAR, Phoenix, all Arizona.

Arizona Network

c/o Station KOY, Phoenix, Ariz.
Executive Officers.....John L. Hogg, Koy; Lee Little, KTUC; Arlo Woolery, KSUN; William Lindsey, KYMA; Ed Whelan, KVNA; Chuck Mizner, KYNC; Ed Williams, KAWT.

STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee; KYMA, Yuma; KVNA, Flagstaff; KVNC, Winslow; KAWT, Douglas.

Arkansas Network

1001 Spring St., Little Rock, Ark.
General Manager.....T. K. Barton
Commercial Mgr.....Ernest Howard

STATIONS

Comprising KARK, Little Rock, and all other stations in Arkansas.

Arrowhead Network

WEBC Bldg., Duluth 2, Minn.
Manager.....Walter C. Bridges

STATIONS

WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire, Wis.; WJMC, Rice Lake, Wis.; WISC, Madison, Wis.

Blue Ridge Network

c/o WBAW, Seneca, S. C.
National Rep.....Hil F. Best

STATIONS

WBAW, WSNW, Seneca; WSSC, Sumter, all South Carolina; WLFA, Lafayette, Ga.

Booth Michigan Group

700 Buhl Bldg., Detroit, Michigan
President.....John L. Booth

STATIONS

WBBC, Flint; WSGW, Saginaw; WIBM, Jackson, all Mich.; WJVA, South Bend, and WIOU, Kokomo, both Ind.

Gene Autry Stations

KOOL-AM-TV Phoenix, KOPO-AM-TV Tucson, all Arizona; KMPC Los Angeles; KSFO, San Francisco.

Broadcast Advertising, Inc.

8 Newbury Street, Boston 16, Mass.
Phone: Kenmore 6-0854
President .....James Murley
Manager.....J. J. Manning
Program Director.....E. P. Gieringer
Mdseing. Director .....F. P. Russell

STATIONS

"Ken & Carolyn's Kitchen" Pgm.

WGAN, Portland, Maine; WGUY, Bangor, Maine; WHDH, Boston, Mass.; WTAG, Worcester, Mass.; WSPR, Springfield, Mass.; WHAY, Hartford, Conn.; WEAN, Providence, R. I.

NATIONAL REPRESENTATIVE
Avery-Knodel, Inc.

"The Marjorie Mills Hour" Pgm.

WVDA, Boston, Mass.; WAAB, Worcester, Mass.; WCSH, Portland, Maine; WLBZ, Bangor, Maine, WJAR, Providence, R. I.; WTIC, Hartford, Conn.

NATIONAL REPRESENTATIVE
Weed & Company

Kenyon Brown Stations

KWFT, Wichita Falls, Tex.; KLYN, Amarillo, Tex.; KBYE, Oklahoma City, Okla.; KGLC, Miami, Okla.; KFEQ-AM-TV, St. Joseph, Mo.

Paul Bunyan Network

Paul Bunyan Bldg., Traverse City, Mich.
Phone: 2700

PERSONNEL

Pres., Gen. Mgr. .....Les Biederman

STATIONS

WATT, Cadillac; WATZ, Alpena; WMBN, Petoskey; WATC, Gaylord.

Phone: TH 3-9600

Cactus State Network

President .....Jack Hawkins
National Rep.....Hil F. Best Co.

STATIONS

KIUN, Pecos; KRIG, Odessa; KCMR, Mc Camey; KVLF, Alpine, all Tex.

California Farm Network

Headquarters: 2223 Fulton St., Berkeley, Calif.
Phone: TH 3-9600
Manager.....Milton L. Levy
Radio Dir.....Bill Adams

KFI, Los Angeles; KGO, San Francisco; KFBK, Sacramento; KMJ, Fresno; KGDM, Stockton; KMOD, Modesto; KERN, Bakersfield; KHUB, Watsonville; KXO, El Centro.

California Northern Group

c/o Station KSYC, Yreka, Calif.
Manager.....D. M. Comstock

STATIONS

KSYC, Yreka; KBLF, Red Bluff; KSUE, Susanville; KRDG, Redding.

California Radio Network

3401 Russell St., Riverside, Calif.
Phone: OVerland 6-0260
Gen. Mgr.....Dale R. Peterson

STATIONS

KPRO Riverside; KREO Indio; KYOR Blythe; KROP Brawley, all Calif.

California Rural Network

111 N. LaCienega Blvd., Beverly Hills, Calif.
Exec. in Charge.....Arthur W. Chipman

STATIONS

KPAS, Banning; KBMX, Coalinga; KDAC, Fort Bragg; KOCS, Ontario; KMOR, Oroville; KAFP, Pealuma; KBLF, Red Bluff; KRNO, San Bernardino; KROG, Sonora; KTKR, Taft; KTUR, Turlock; KWSO, Wasco, all Calif.

Capital Radio Network

c/o Station WCEN, Mt. Pleasant, Mich.
General Manager.....Russell W. Holcomb

STATIONS

WCEN, Mt. Pleasant; WBRN, Big Rapids; WFBC, Fremont, all Mich.

Columbia New England

c/o WEEI, Boston, Mass.
National Rep.....CBS Radio Spot Sales

STATIONS

WEEI, Boston, Mass.; WTAG, Worcester; WHYN, Springfield-Holyoke, Mass.; WDRC, Hartford; WBRY, Waterbury, Conn.; WPRO, Providence, R. I.; WENE, Keene; WFEA, Manchester; WKXL, Concord, all N. H.; WGAN, Portland; WGUY, Bangor, both Maine; WCAX, Burlington, Vt.

Colorado Network

P. O. Box 279, Montrose, Colo.
Phone: 599

Pres., Gen. Mgr.....George O. Cory
Treasurer.....Kenneth J. Stone
Network Director.....Douglas J. Taylor
Sales Manager.....Bob Fehr
Sales Coordinator.....Shulom Kurtz

SALES OFFICE

1022 Midland Savings Bldg., Denver 2, Colo.
Phone: TAbor 5-2291

STATIONS

KRAI, Craig, Colo.; KSLV, Monte Vista, Colo.; KUBC, Montrose-Delta, Colo.; KVOD, Denver, Colo.

CBS Television Pacific Network

1313 North Vine St., Los Angeles 28, Calif.
Phone: WEbster 8-3000

General Manager.....Clark B. George
Manager.....Robert D. Wood
Business Manager.....Larry Lazarus
Prog. Director.....Donald M. Hine
Dir. Sls., Prom. & Pub.....Dean Linger
Dir. Ops. & Traf.....Donald Rosenquest

STATIONS

KOPO-TV, Tucson, Ariz.; KHSL-TV, Chico, Calif.; KERO-TV, Bakersfield, Calif.; KFRE-TV, Fresno, Calif.; KNXT, Los Angeles, Calif.; KSBW-TV, Salinas-Monterey, Calif.; KEYT, Santa Barbara, Calif.; KFMB-TV, San Diego, Calif.; KPIX, San Francisco, Calif.; KKTV, Colorado Springs, Colo.; KBOI, Boise, Idaho; KOOK-TV, Billings, Mont.; KLAS, Las Vegas, Nevada; KOLO-TV, Reno, Nevada; KGGM-TV, Albuquerque, New Mexico; KBES-TV, Medford, Ore.; KOIN-TV, Portland, Ore.; KROD-TV, El Paso, Texas; KXYL-TV, Spokane, Wash.; KTNT-TV, Seattle-Tacoma, Wash.; KIMA-TV, Yakima, Wash.; KFBC, Cheyenne, Wyoming; KTVA, Anchorage, Alaska; KTVF, Fairbanks, Alaska; KGMB-TV, Honolulu, Hawaii; KFBB-TV, Great Falls, Mont.; KID-TV, Idaho Falls, Idaho; KLZ-TV, Denver, Colo.; KIEM-TV, Eureka, Calif.; KOOL-TV, Phoenix, Arizona; KVOS-TV, Bellingham ,Wash.; KREX-TV, Grand Junction, Colo.; KGVO-TV, Missoula, Mont.; KVEC-TV, San Luis Obispo, Calif.; KLIX-TV, Twin Falls, Montana; KBET-TV, Sacramento, Calif.; KIVA, Yuma, Ariz.; KINY-TV, Juneau, Alaska; KBAB-TV, Bakersfield, Calif.; KGEZ-TV, Kalispell, Mont.; KAVE-TV, Carlsbad, N. Mex.; KICA-TV, Clovis, N. Mex.; KOTI-TV, Klamath, Oreg.; KUAM, Guam.

Columbia Pacific Radio Network

6121 Sunset Blvd., Hollywood 28, California
Phone: Hollywood 9-1212

Manager.....Bert S. West
Commercial Mgr.....Donald M. Ross
Sales Promotion Mgr.....John Asher
Program Director.....Robert P. Sutton
Chief Engineer.....Ted Denton
Director of Operations.....Maurie Webster
Director of Press Info.....Lloyd Brownfield

BRANCH OFFICES

CBS Radio Spot Sales Offices: 485 Madison Avenue, New York, N. Y., Phone: PL 1-2345, Gordon F. Hayes, Gen. Sales Mgr.; Sheraton-Palace Hotel, San Francisco, Calif., YU 2-7000, Byron Nelson, Sales Mgr.; 902 Fisher Bldg.; Detroit, Mich., TR 2-5500, Ralph H. Patt, Jr., Sales Mgr.; 410 North Michigan Ave., Chicago, Ill., WH 4-6000, Thomas H. Peterson, Sales Mgr.; 6121 Sunset Blvd., Hollywood, Calif., HO 9-1212, Jack Woolley, Sales Mgr.; 805 Peachtree St. Atlanta, Ga., EL 0727, George Swearingen, Sales Mgr.

STATIONS

KNX, Los Angeles, Calif.; KCBS, San Francisco, Calif.; KFRE, Fresno, Calif.; KFMB, San Diego, Calif.; KROY, Sacramento, Calif.; KMBY, Monterey, Calif.; KCMJ, Palm Springs, Calif.; KGDM, Stockton, Calif.; KERN, Bakersfield, Calif.; KHUM, Eureka, Calif., KOIN, Portland, Ore.; KFIR, North Bend, Ore.; KERG, Eugene, Ore.; KFLW, Klamath Falls, Ore.; KYJC, Medford, Ore.; KRNR, Roseburg, Ore.; KIRO, Seattle, Wash.; KXLY, Spokane, Wash.; KWIE, Kennewick, Wash.; KIMA, Yakima, Wash.; KOLO, Reno, Nev.; KVCV, Redding, Calif.; KHSL, Chico, Calif.

The Connecticut State Network

440 Meadow St., Waterbury, Conn.
Phone: PLaza 5-1121

President.....Samuel R. Elman
Vice-President.....Charles Bell, Jr.
Directors .....Gerald Morey, Edward Obrist, Ed Waller, Julian Schwartz, John Ellinger, Donald Lasser.

STATIONS

WATR, Waterbury; WHAY, New Britain; WNHC, New Haven; WTOR, Torrington; WSTC, Stamford; WNAB, Bridgeport; WICH, Norwich; WNLC, New London.

James M. Cox Stations

WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton, Ohio.

Crosley Broadcasting Corp.

Subsidiary of Avco Mfg. Co.; WLW, WLWT (TV) Cincinnati; WLWD (TV) Dayton; WLWC (TV) Columbus, all Ohio; WLWA (TV) Atlanta, Ga.

Dairyland Network

1410 Northwestern Bank Bldg.,
Minneapolis 2, Minn.
Phone: FEderal 8-5689

President.....H. W. Linder

STATIONS

KWLM, Willmar; KWNO, Winona; KMHL, Marshall, Minn.; KTOE, Mankato, Minn.; KDMA, Montevideo, Minn.; KLGR Redwood Falls, Minn.; KFAM, St. Cloud, Minn.

Dixie Broadcasting System

P. O. Box 1008, Hattiesburg, Miss.
Hattiesburg, Miss.
Phone: JUniper 3-1741

President, Gen. Mgr.....Charles W. Holt
Commercial Mgr.....Robert N. Robinson
Program Director .....Bill Slaton
Sales Prom. Mgr.....Connie Holt
Publicity Dir.....Sonny Morgan
.Chief Engineer.....Charles Sharpling

STATIONS

WHSY, Hattiesburg, Miss.; WAML, Laurel, Miss.; WHNY, McComb, Miss.; WHXY, Bogalusa, La.; WABO, Waynesboro, Miss.; WARB, Covington, La.

Dixie Network

Headquarters: Williams Bldg., Jackson, Tenn.
Phone: 7-9611

President .....A. B. Robinson
V. P., Gen. Mgr.....Jack Cecil
V. P., Chief Engineer.....James Thomas

WDXI Jackson; WENK Union City; WTPR Paris; WDXE Lawrenceburg; WDXL Lexington; WDXN Clarkesville, all Tennessee; WCMA Corinth, Miss.; WDXE Lawrenceberg, Tenn.; WDXL Lexington, Tenn.

Don Lee Broadcasting

1313 North Vine Street, Hollywood 28, Calif.
Phone: HOllywood 2-2133

President .....Willet H. Brown
General Manager.....Ward D. Ingrim
Sec.-Treas.....A. M. Quinn
Vice-Pres. in Charge Sales.....Norman Boggs
Vice-Pres. Station Relations....Norman Ostby
Dir. Public Relations.....Bill Barron
KHJ Sales Manager.....Terry Mann
Dir. Public Relations.....Bud Coulson
Promotion Director.....Robert Light
News & Special Events.....Les Mawhinney
Chief Engineer .....Robert Arne

BRANCH OFFICES

1000 Van Ness Avenue, San Francisco, Calif., Wm. Pabst, Vice-Pres., Phone: PR 6-0500; 380 Madison Ave., New York, N. Y., James Richards, V. P., Eastern Sales Mgr., Phone: OX 7-3120; National Reps., H-R Representatives; New York, Chicago, San Francisco.

STATIONS

KAFY, Bakersfield, Calif.; KXOC, Chico, Calif.; KXO, El Centro, Calif.; KIEM, Eureka, Calif.; KYNO, Fresno, Calif.; KHJ, Los Angeles, Calif.; KMYC, Marysville, Calif.; KYOS, Merced, Calif.; KPRL, Paso Robles, Calif.; KXOA, Sacramento, Calif.; KSBW, Salinas-Monterey, Calif.; KFXM, San Bernardino, Calif.; KGB, San Diego, Calif.; KFRC, San Francisco, Calif.; KVEC, San Luis Obispo, Calif.; KTMS, Santa Barbara, Calif.; KVEN, Ventura, Calif.; KCOK, Tulare-Visalia, Calif.; KVNI, Coeur D'Alene, Idaho; KRLC, Lewiston, Idaho; KWAL, Wallace, Idaho; KATO, Reno, Nevada; KWIL, Albany, Oregon; KWIN, Ashland, Oregon; KAST, Astoria, Oregon; KBND, Bend, Oregon; KOOS, Coos Bay, Oregon; KORE, Eugene, Oregon; KUIN, Grants Pass, Oregon; KFJI, Klamath Falls, Oregon; KPOJ, Portland, Oregon; KRXL, Roseburg, Oregon; KSLM, Salem, Oregon; KXRO, Alberdeen, Wash.; KPUG, Bellingham, Wash.; KELA, Centralia-Chelhalis, Wash.; KRKO, Everett, Wash.; KWLK, Longview, Wash.; KGY, Olympic, Wash.; KVI, Seattle-Tacoma, Wash.; KNEW, Spokane, Wash.; KUJ, Walla Walla, Wash.; KWNW, Wenatchee, Wash.; KYAK, Yakima, Wash.; KRDG, Redding, Calif.

ADDITIONAL GROUPS AVAILABLE: KOY, Phoenix, Arizona; KTUC, Tucson, Arizona; KSUN, Bisbee, Arizona; KYMA, Yuma, Arizona; KVNA, Flagstaff, Arizona; CKWX, Vancouver, Canada; KFAR, Fairbanks, Alaska; KENI, Anchorage, Alaska; KJNO, Juneau, Alaska; KABI, Ketchikan, Alaska; KPOA, Honolulu, Hawaii; KILA, Hilo, Hawaii; KAWT, Douglas, Arizona; KVNC, Winslow, Arizona.

National Representative

H-R Reps, N. Y. C., Chicago, San Francisco, Atlanta, Houston, Dallas, New Orleans.

Vic Diehm Assoc. Stations

WVDA Boston, WAZL-AM-FM Hazelton, WIDE Biddeford, Maine; WHOL Allentown Pa., WHLM Bloomsburg Pa.

Downeast Network

c/o WABI, Bangor, Maine

National Rep.....George P. Hollingbery Co.

STATIONS

WABI, Bangor; WIDE, Biddeford; WPOR, Portland, Maine.

DuMont Broadcasting Corp.

205 E. 67 St., N. Y., N. Y.
Phone: LE 5-1000

President.....Bernard L. Goodwin
Vice President.....Ted Cott
V.P., WABD Sales.....Bennet Korn
Treasurer .....Paul Raibourn
Asst. Treas.....R. L. Geismay
Secretary .....Arthur Israel
Chief Engineer.....William D. Kelly
Gen. Counsel, Asst. Sec'y.....Robert Dreyer

Directors: Dr. Allen B. DuMont, Paul Raibourn, Barney Balaban, Armand Erpt, Dr. Thomas T. Goldsmith, Jr., Percy M. Stewart, Bernard Goodwin, Ted Cott, and Edwin Weisl.

DuMont Broadcasting Corporation owns and operates TV stations WABD, New York City, and WTTG, Washington, D. C. , and the DuMont Tele-Centre in New York.

East Coast Network

c/o WCDJ, Edonton, North Carolina
National Rep.....Interstate United Newspapers, Inc.

STATIONS

WCDJ, Edonton; WMBL, Moorehead City; WOOW, New Bern; WTAB, Tabor City; WHED, Washington, N. C.

East Texas Network

205 Austin St., Center, Tex.
Phone: LYric 8-3305
Pres., Gen. Mgr.....Tom E. Foster

KRBA Lufkin; KDET Center; KSIJ Gladewater; KOSF Nacogdoches; KTXJ Jasper; KIVY Crockett; KNET Palestine; KEBE Jacksonville; KWRD, Henderson; KMHT Marshall; KOGT, Orange, all Texas.

Farm & Home Radio

Station KMMJ, Grand Island, Nebr.
President .....Don Searle

STATIONS

KIOA, Des Moines; KFNF, Shenandoah, Iowa; KXXX, Colby, Kans.; KMMJ, Grand Island, Nebr.

John E. Fetzer Stations

124 W. Michigan Ave., Kalamazoo, Mich.
Phone: FI 5-2101
President.....John E. Fetzer
Vice President.....Carl E. Lee

WKZO-AM-TV Kalamazoo, KOLN TV Lincoln, Neb.; WJEF AM-FM Grand Rapids; WMBD AM Peoria Ill. ....

Flambeau Network

Station WLDY, Ladysmith, Wis.
President.....Charles H. Nelson
Secy.-Treas. .....Harold R. Murphy

STATIONS

WLDY, Ladysmith; WIGM, Medford; WPFP, Park Falls; WCHF, Chippewa Falls, Wis.

Florida Select List

WTRL Bradenton; WBRD Fort Lauderdale; WGGG Gainesville; WJVB Jacksonville Beach; WLBE Leesburg; WPLA Plant City; WKXY Sarasota, all Florida.

Friendly Group

428 Market St., Steubenville, Ohio
Phone: ATlantic 2-6265
Managing Director.....John J. Laux
National Sales Mgr.....Rod Gibson
Sales Prom. Mgr.....William McClinton

STATIONS

WSTV-AM-FM-TV, Steubenville, Ohio; WPIT, Pittsburgh, Pa.; WBMS, Boston, Mass.

Awaiting FCC Approval: KSWM-AM-FM-TV, Joplin, Mo.; WPAR-AM-FM, Parkersburg, W. Va.; WBLK, Clarksburg, W. Va.

Theodore R. Gamble Stations

140 S.W. Columbia, Portland, Ore.
Phone: CA 8-3333
President.....Ted R. Gamble
Managing Dir., Comm. Mgr..Harry Buckendahl
Program Dir.....Willard A. Mears
Publicity Director.....Robert McGill
Chief Engineer.....Louis S. Bookwalter

KOIN TV-AM-FM Portland, Ore.; KOMO AM-TV Seattle, Wash.

Gannett Stations

40 Franklin St., Rochester, New York
Phone: BAker 5-6740
Exec. Vice-President .....Paul Miller
Gen. Business Mgr.....L. N. Bitner
Managing Dir., Radio Group..C. G. Delaney

STATIONS

WHEC AM TV, Rochester, N. Y.; WDAN AM TV, Danville, Ill.; WINR, Binghamton, N. Y. ..

Withers Gavin Stations

Threefoot Building, Meridian, Miss.
Phone: 2-7714
Pres. & Man.....Withers Gavin

STATIONS

WCOC-AM-TV, Meridian, Miss.; WJQS, Jackson, Miss.

Georgia Assn. of Local Stations

Box 66, Atlanta, Ga.
Sales Director.....Tom Carr

STATIONS

Comprises 29 Georgia radio stations.

Georgia Major Market Trio

c/o WAGA, Atlanta, Ga.
National Rep.....The Katz Agency, Inc.

STATIONS

WAGA, Atlanta; WTOC, Savannah; WMAZ, Macon.

Granite State Network

155 Front St., Manchester, N. H.
Phone: NAtional 4-4077
Treasurer.....William Rust, Jr.
Gen. Manager.....Ralph Gottlieb
Comm. Mgr.....Jack King
Pgm. Director.....Wm. Morrissey
Chief Engineer.....Albert Davis

BRANCH OFFICES

419 Boylston St., Boston, Mass.
Phone: LI 2-6481
Exec. in Chg.....Harry Wheeler

477 Madison Ave., New York, N. Y.
Phone: PL 9-1810
Exec. in Chg.....Stephen Machcinski

Prudential Plaza, Chicago Ill.
Phone: MI 2-6190

Exec. in Chg.....William Reilly
317 N. 11th St., St. Louis, Mo.
Phone: MA 1-15020
Exec. in Chg.....Jack Hetherigton
6331 Hollywood Blvd., Los Angeles, Calif.
Exec. in Chg.....William Wallace
593 Market St., San Francisco, Calif.

STATIONS

WKBR Manchester; WTSV, Claremont; and WTSL, Hanover; WTSN, Dover; WMOU, Berlin; WJWG, Conway, all in New Hampshire.

Great Northern Bestg. System

107 First Ave., N.W., Mandan, North Dakota
Phone: 3584

PERSONNEL

Sec.-Treas.....M. J. Reichert

STATIONS

KVOX, Fargo-Moorehead, Minn.; KLPM, Minot, N. D.; KVOC, Valley City, N. D.; KDLR, Devils Lake, N. D.; KGCX, Sidney, Mont-Williston, N. D.; KNOX, Grand Forks, N. D.; KGDE, Fergus Falls, Minn.; KEYJ, Jamestown.

Great Plains Trio

c/o KDAV, Lubbock, Tex.
National Rep.....Broadcast Times Sales

STATIONS

KDAV, Lubbock; KPEP, San Angelo; KZIP, Amarillo, Tex.

Great Western Network

130 Social Hall Ave., Salt Lake City 11, Utah
Phone: DA 2-5681
President .....G. Bennett Larson
Comm. Mgr.....Chet Kreidler

STATIONS

KDYL, Salt Lake City; KIDO, Boise, Idaho; KSEI, Pocatello, Idaho; KTFI, Twin Falls, Idaho; KXLF, Butte, Mont.; KXLJ, Helena, KXLK, Great Falls, Mont.; KXLL, Missoula, Mont.; KXLQ, Bozeman, Mont.; KOOK, Billings, Mont.; ZLG, Denver, Col.; KOB Albuquerque; KLGN, Logan, Utah; KVEL, Vernal, Utah; KLAS, Las Vegas; KELY, Ely, Nev.; KREX, Grand Junction, Colo.

NATIONAL REPRESENTATIVES
Weed and Company

John T. Griffin Stations

STATIONS

KTVX TV Muskogee Okla.; KATV TV Pine Bluff, Ark.; KWTV TV Oklahoma City; KTUL Tulsa; KOMA Oklahoma City; KFPW AM FM Fort Smith, Ark.

Hearst Stations

959 Eighth Ave., New York 19, N. Y.
Phone: Circle 5-7667
V.P., Exec. Dir.....Charles McCabe
V.P., Gen. Mgr.....D. L. Provost

WBAL AM TV Baltimore; WISN AM TV Milwaukee; WCAE Pittsburgh. .. ..

Imperial Broadcasting

(Formerly owned by B'casting Corp. of Am. & Calif. Radio Net)

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 2-6464
Pres., Gen. Mgr.....Frank K. Danzig
V.P., Gen. Sls. Mgr.....A. Bartlett Ross, Jr.
Office Mgr.....Elaine Metzger
Chief Engineer.....James Gardner

STATIONS

KPRO, Riverside; KREO, Indio; KROP, Brawley; KYOR, Blythe, Calif.

Indianhead Network

c/o WJMS, Ironwood, Mich.
National Rep.....Hil F. Best Co.

STATIONS

WJMS, Ironwood; WIKB, Iron River, Mich.

Intermountain Network

146 S. Main St., Salt Lake City 1, Utah
Phone: Empire 4-3561
President.....Lynn L. Meyer
Exec. Vice-Pres.....Jack S. Paige
Eng. Director.....W. D'Orr Cozzens
Chairman of Board.....George C. Hatch

BRANCH OFFICE

P. O. Box 1408, Edgewater Branch.
Phone: Belmont 7-2734
Vice Pres.....Kenneth E. Palmer

STATIONS

KGHF, Pueblo, Colo.; KBMY, Billings, Mont.; KOPR, Butte, Mont.; KCAP, Helena, Mont.; KOJM, Havre, Mont.; KMON, Great Falls, Mont.; KXLO, Lewiston, Mont.; KPRK, Livingston, Mont.; KATL, Miles City, Mont.; KIYI, Shelby, Mont.; KNEB, Scottsbluff, Neb.; KORK, Las Vegas, Nev.; KELK, Elko, Nev.; KFXD, Nampa, Idaho; KIFI, Idaho Falls, Idaho; KWIK, Pocatello, Idaho; KLIX, Twin Falls, Idaho; KVNU, Logan, Utah; KLO, Ogden, Utah; KOAL, Price, Utah; KOVO, Provo, Utah; KALL, Salt Lake City, Utah; KVOC, Casper, Wyo.; KFBC, Cheyenne, Wyo.; KOVE, Lander, Wyo.; KPOW, Powell, Wyo.; KVRS, Rock Springs, Wyo.; KWYO, Sheridan, Wyo.; KGEM, Boise, Idaho; KLUK, Evanston, Wyo.; KGEZ, Kalispell, Mont.; KVEL, Vernal, Utah; KBAR, Burley, Idaho; KOWB, Laramie, Wyoming; KIMN, Denver, Colorado; KBNZ, La Junta, Colorado; KCRT, Trinidad, Colorado; KFKA, Greeley, Colo.; KRLN, Canon City, Colo.; KEXO, Grand Junction, Colo.; KLMR, Lamar, Colo.; KVRH, Salida, Colo.; KGIW, Alamosa, Colo.; KBTK, Missoula, Mont.; KSID, Sidney, Neb.; KSVC, Richfield, Utah; KRAL, Rawlins, Wyo.; KWRL, Riverton, Wyo.; KGOS, Torrington, Wyo.; KWOR, Worland Wyo.; KRTR, Thermopolis, Wyo.

Jefferson Standard Life Insurance Co. Stations

1 Jefferson Pl., Charlotte, N. C.
Phone: EDison 3-8833
President.....Joseph M. Bryan
Exec. V.P., Gen. Mgr.....Charles Crutchfield

STATIONS

WBT, WBTV Charlotte, N. C.; WBTW (TV) Florence, S. C.; WBIG Greenboro, N. C.; WFMY TV, Greensboro, N. C.

Knorr Broadcasting Group

Station WKMH, Detroit, Mich.
General Sales Mgr.....George Millar

STATIONS

WKMH, Detroit; WSAM, Saginaw; WKHM, Jackson; WKMF, Flint, Mich.

Harry Willard Linder Stations

KLGR Redwood Falls, KMHL Marshall, KWLM Willmar, KDMA Montevideo, KTOE Mankato, all Minnesota.

Lobster Network

223 Lisbon Street, Lewiston, Maine
Phone: 2-7650
Director .....Faust Couture

STATIONS

WLOB, Portland; WCOU, Lewiston; WFAU, Augusta; WRUM, Rumford; WGHM, Skowhegan; WGUY, Bangor; WFST, Caribou, all Maine.

Long Radio Enterprises

P. O. Box 1391, Bay City, Mich.
Managing Director.....J. G. Long

STATIONS

KIOX, Bay City; KVIC, Victoria; KTLW, Texas City, Tex.

Maine Broadcasting System

157 High St., Portland 3, Me.
Phone: SPruce 2-0181
Manager.....William H. Rines
Technical Director.....Charles R. Brown
News Supervisor.....Philip N. Johnson

BRANCH OFFICES

100 Main St., Bangor, Me., Phone: 2-4656, Edward E. Guernsey; 175 Water St., Phone: 3-4735, Augusta, Me., Don Powers.

STATIONS

WCSH, Portland; WLBZ, Bangor; WRDO, Augusta, Me.

J. Elroy McCaw Stations

28 W. 44th St., New York 36, N. Y.

KORC Mineral Wells, Tex.; KTVW (TV) Tacoma, Wash.; WINS New York; KELA Centralia, Wash.; KALE Richland, Wash.; KYA San Francisco, KONA (TV) Honolulu; KTVR, Denver; KONA, Honolulu; KDAY, Santa Monica, Calif.; KPOA, Honolulu; WTAC, Flint, Mich.; WFBL, Syracuse, N. Y.

McClatchey Beeline Stations

21st & Q. Sacramento, Calif.

KFBK AM FM Sacramento, KMJ AM FM Fresno, KERN AM FM, Bakersfield, KBEE AM FM Modesto, KOH Reno.

Meredith Station Group

17th & Locust Sts., Des Moines, Iowa
Phone: ATlantic 8-8511
President .....Fred Bohen
Vice Pres.....E. T. Meredith
Treas., Radio-TV Dir.....Payson Hall
Asst. Dir. Radio-TV.....C. A. Larson

KCMO AM FM TV Kansas City, KPHO AM TV Phoenix, Ariz., WOW AM TV Omaha, WHEN AM TV Syracuse.

The Storz Stations

800 Kilpatrick Bldg., Omaha 3, Nebr.
Phone: ATlantic 2228
President .....Todd Storz
V.P., Dir., Engineering.....Dale Moudy

Branch Offices

Builders Exchange Bldg., Minneapolis, Minn.
Phone: FEderal 5-2271
Gen. Mgr.....Stephen Labunski

Pickwick Hotel Bldg., Kansas City, Mo.
Phone: BAltimore 1-8300
V.P., Gen. Mgr.....George Armstrong

624 Canal St., New Orleans, La.
Phone: MAgnolia 3562
V.P., G.M.....Fred Berthelson

Du Pont Bldg., Miami, Fla.
Phone: FRanklin 4-6121
Gen. Mgr.....Jack Sandler

STATIONS

KOWH, Omaha, Nebr.; WDGY, Minneapolis, Minn.; WHB, Kansas City, Mo.; WTIX, New Orleans, La.; WQAM, Miami, Fla.

Midnight Sun Broadcasting Co.

c/o KFAR, Fairbanks, Alaska

Comprises KFAR, Fairbanks; KENI, Anchorage; KJNO, Juneau; KABI, Ketchikan, all Alaska.

The Mid-South Network

WCBI, Columbus, Mississippi
Phone: Fairfax 8-7271
General Manager .....Bob McRaney

STATIONS

WCBI, Columbus; WELO, Tupelo; WMOX-Meridian; WROX, Clarksdale; WNAG, Grenada; WROB, West Point; WAMY, Amory, all Mississippi.

Miracle Valley Radio Network

Station WETZ, New Martinsville, W. Va.
Executive .....John T. Taylor

STATIONS

WMOD, Moundsville; WETZ, New Martinsville; WCEF, Parkersburg, all W. Va.

Money Belt Group

Station WBET, Brockton, Mass.
National Rep.....Walker Rep. Co.

STATIONS

WBET, Brockton; WPEP, Taunton; WARA, Attleboro; WPLM, Plymouth, Mass.

Montana Metropolitan Markets Group

146 S. Main St., Salt Lake City, Utah
Sales Manager.....Lynn L. Meyer

STATIONS

KBMY, Billings; KMON, Great Falls; KOPR, Butte, Mont.

NBC Western Network

c/o KGEE, Bakersfield, Calif.
Vice Pres., Western Div., NBC..John K. West

STATIONS

Pacific Coast Group:

KGEE, Bakersfield; KUGN, Eugene; KMJ, Fresno; KFI, Los Angeles; KMED, Medford; KGW, Portland; KOH, Reno; KCRA, Sacramento; KFSD, San Diego; KNBC, San Francisco; KIST, Santa Barbara; KOMO, Seattle; KHQ, Spokane; KIT, Yakima. Arizona Group: KWJB, Globe; KTAR, Phoenix; KYCA, Prescott; KGLU, Safford; KVOA, Tucson; KYUM, Yuma. Mountain Group: KOB Albuquerque; KSWS, Roswell; KOA, Denver; KTSM, El Paso; KDYL, Salt Lake City; KORK, Las Vegas; KGHL, Billings; KIDO, Boise; KXLF, Butte; KXLQ, Bozeman; KXLK, Great Falls; KXLJ, Telena; KXLL, Missoula; KSEI, Pocatello; KTFI, Twin Falls.

National Negro Network, Inc.

President, Gen. Mgr.....Leonard Evans

STATIONS

WBCO, Birmingham; WMOZ, Mobile; WRMA, Montgomery, Ala.; KGHI, Little Rock, Ark.; KWKW, Pasadena; KSAN, San Francisco, Calif.; WOOK, Washington, D. C.; WOBS, Jackseonville; WMBM, Miami Beach; WEBK, Tampa, Fla.; WERD, Atlanta; WAUG, Augusta; WPNX, Columbus; WJIV, Savannah, Ga.; WGES, Chicago; WLOU, Louisville, Ky.; WMRY, New Orleans; KENT, Shreveport; WSID, Baltimore; WBMS, Boston; WJLB, Detroit; WRBC, Jackson, Miss.; KPRS, Kansas City; KATZ, St. Louis, Mo.; WLIB, New York, N. Y.; WGIV, Charlotte; WAAA, Winston-Salem, N. C.; WCIN, Cincinnati; WJMO, Cleveland; KBYE, Oklahoma City; WHAT, Philadelphia; WILY, Pittsburgh; WPAL, Charleston; WCOS, Columbia; WESC, Greenville, S. C.; WMFS, Chattanooga; WIVK, Knoxville; WDIA, Memphis; WSOK, Nashville, Tenn.; KWBC, Dallas-Ft. Worth; KCOH, Houston; WRAP, Norfolk; WANT, Richmond, Va. .. ..

National Saturation Group

c/o Station WABC, New York, N. Y.
National Rep.....John Blair & Co.

STATIONS

WABC, New York City; WHDH, Boston, Mass.; WFIL, Philadelphia, Pa.; WTRY, Albany-Troy-Schenectady, N. Y.; WNBF, Binghamton, N. Y.; WPRO, Providence, R. I.; WFBR, Baltimore, Md.; WWSW, Pittsburgh, Pa.; WWDC, Washington, D. C.; WWVA, Wheeling, W. Va.; WXYZ, Detroit, Mich.; KFYR, Bismarck, N. D.; WIBC, Indianapolis, Ind.; WCPO, Cincinnati, Ohio; WHB, Kansas City, Mo.; WBNS, Columbus, Ohio; KXOK, St. Louis, Mo.; KFH, Wichita, Kans.; WNOX, Knoxville, Tenn.; WMC, Memphis, Tenn.; WQAM, Miami, Fla.; WDSU, New Orleans, La.; WSM, Nashville, Tenn.; WAPI, Birmingham, Ala.; WDBO, Orlando, Fla.; WKLO, Louisville, Ky.; WSAV, Savannah, Ga.; WJAX, Jacksonville, Fla.; WRR, Dallas-Forth Worth, Tex.; WFLA, Tampa-St. Petersburg, Fla.; KLYN, Amarillo, Tex.; KWFT, Wichita Falls, Tex.; KTRH, Houston, Tex.; WOW, Omaha, Neb.; KRMG, Tulsa, Okla.; KIDO, Boise, Idaho; KFXM, San Bernardino, Calif.; KFRE, Fresno, Calif.; KOY, Phoenix, Ariz.; KGDM, Stockton, Calif.; KGW, Portland, Oreg.; KING, Seattle, Wash.; KGO, San Francisco.

Nevada Network

Station KORK, Las Vegas, Nev.
Executive .....Harry Huey
National Rep.....John E. Pearson Co.

STATIONS

KORK, Las Vegas; KOLO, Reno; KPTL, Carson City; KELY, Ely; KWNA, Winnemucca, Nev.

New England Regional Network

Station WTIC, Hartford, Conn.
Operations Director.....Paul W. Morency

STATIONS

WTIC, Hartford; WBZ, Boston; WJAR, Providence; WCSH, Portland; WLBZ, Bangor; WRDO, Augusta, Me.

Newhouse Newspaper Stations

224 Harrison St., Syracuse, N. Y.
Phone: 3-7111

WSYR AM TV Syracuse. WTPA Harrisburg, KOIN AM TV Portland, Ore.; WABT, WAPI, Birmingham, Ala.; WHBS, Huntsville, Ala.; KWK AM TV, St. Louis, Mo.

New Jersey Network

Station WVNJ, Newark, N. J.
National Rep.....Broad Time Sales

STATIONS

WVNJ, Newark; WTNJ, Trenton; WCAM, Camden; WLDB, Atlantic City, N. J.

North Country Stations

Concord Ave., St. Johnsbury, Vt.
General Manager.....E. Dean Finney
Assistant Manager.....Donald Thurston

STATIONS

WTWN, St. Johnsburg; WIKE, Newport; WNIX, Springfield, Vt.

c/o KFGO, Fargo, N. Dak.

North Dakota Radio Trio Network

National Rep.....Gill-Perna, Inc.

STATIONS

KFGO, Fargo; KGCU, Bismarck; KLPM, Minot, N. Dak.

Northern New England Network

Station WKNE, Keene, New Hampshire
Executive .....Frank B. Estes
National Rep.....Richard O'Connell

STATIONS

WKNE, Keene; WGIR, Manchester; WWNH, Rochester, N. H.

OK Group

Headquarters: 505 Baronne St., New Orleans.
President.....Jules J. Paglin
V.P., Gen. Mgr.....Stanley Ray Jr.
WBOK New Orleans; KYOK Houston; KAOK Lake Charles; WXOK Baton Rouge; WLOK, Memphis.

Oklahoma Big Five Network

Station KSWO, Lawton, Okla.
President .....Leo R. Morris
National Rep.....John E. Pearson Co.

STATIONS

KOCY, Oklahoma City; KFMJ, Tulsa; KCRC, Enid; KSWO, Lawton; KMUS, Muskogee; KSEO, Durant; KSIW, Woodward; KWHW, Altus; KNED, McAlester; WBBZ, Ponca City.

The Oregon Trail Network

c/o Sta. KBKR, Baker, Oregon

PERSONNEL

General Manager.....Gordon Capps

STATIONS

KSRV, Ontario, Ore.; KBKR, Baker, Ore.; KLBM, LaGrande, Ore.

Ozark Network

Station KICK, Springfield, Mo.
General Manager.....Richard Bradley

STATIONS

KICK, Springfield; KBTN, Neosho; KRMO, Monett; KWPM, West Plains; KALM, Thayer; KLRS, Mountain Grove, KBHM, Branson, Mo.; KMDO, Fort Scott, Kans.

Personality Stations

WJLS Bldg., Beckley, W. Va.
President.....Joe L. Smith, Jr.

STATIONS

WKNA, Charleston; WJLS, Beckley; WKWK, Wheeling, W. Va.

John Poole Stations

6540 Sunset Blvd., Hollywood, Calif.
KBIG Avalon, KBIF, Fresno, Calif.

Quality Radio Group

Headquarters: 630 Fifth Ave.,
New York City.
Phone: PL 1-0116

President .....Ward Quaal
Vice-President.....W. H. Summerville
Secretary-Treasurer.....William D. Wagner
KOB Albuquerque; WSB Atlanta; WBZ WBZA Boston-Springfield; WBT Charlotte; WGN Chicago; WLW Cincinnati; WFAA Dallas; WHO Des Moines; WBAP Fort Worth; KPRC Houston; KCMO Kansas City; WSM Nashville; WWL New Orleans; WOR New York; WOW Omaha; WCAU Philadelphia; KDKA Pittsburgh; KEX Portland, Ore.; WRVA Richmond; KSL Salt Lake City; WOAI San Antonio; KIRO Seattle; KVOO Tulsa (all stockholder stations).

RKO Teleradio Pictures, Inc.

(General Teleradio Div.)
President.....Thomas F. O'Neil
Vice-Presidents.....J. Glen Taylor, Willet H. Brown, Gordon Gray, Robert A. S. Schmid, George N. Steffy, Norman S. Knight, Robert Leder, John B. Poor, Robert Manby.
Secy., Gen. Auditor.....Patrick J. Winkler
National Sales V-P.....Wendell B. Campbell

STATIONS

..WNAC AM FM TV, Boston; KHJ AM FM TV, Los Angeles; KFRC San Francisco; WOR AM FM TV, New York; WHBQ AM TV Memphis; WEAT AM TV, West Palm Beach, Fla.; CKLW-TV, Detroit-Windsor. Also owns and operates Don Lee & Yankee MBS Networks.

Rhode Island Coastal Group

c/o WADK, Newport, R. I.
National Rep.....Walker Representation Co.

STATIONS

WADK, Newport; WERI, Westerly, R. I.

Rounsaville Radio Stations Network

3165 Mathieson Dr., N.E., Atlanta, Ga.
Phone: CEdar 3-2195
Pres., Gen. Mgr.....Robert W. Rounsaville
Commercial Mgr.....Lee R. Smith
Chief Engineer.....Paul Cram

BRANCH OFFICES

301 Beekman St., Cincinnati, Ohio
Phone: MU 1-7600
Station Mgr.....Ralph Johnson

2549 S. Third St., Louisville, Ky.
Phone: ME 7-3689
Station Mgr.....Art Selley

400 Davidson St., Nashville, Tenn.
Phone: CH 2-0489
Vice-President .....William Wagner

3165 Mathieson Dr., Atlanta, Ga.
Phone: CE 3-2195
Station Mgr.....John Fulton

1036 Mary St., Jacksonville, Fla.
Phone: EX 8-3411
Station Manager.....Carter Jones

Washington Blvd., Tampa, Fla.
Phone: TAmpa 4-1109
Station Mgr.....Joe Starr

McArthur Causeway, Miami Beach, Fla.
Station Mgr.....Arnold Kaufman

WQXI, WQXI-TV Atlanta, Ga.; WLOU, WQXL-TV Louisville, Ky.; WCIN, WQXN-TV Cincinnati, Ohio; WMBM Miami Beach, Fla.; WIOK, Tampa, Fla.; WSOK, Nashville, Tenn.; WOBS, Jacksonville, Fla.

Rural Radio Network

306 E. State St., Ithaca, N. Y.
Phone: 4-6357

PERSONNEL

Net. Mgr.....H. S. Brown

STATIONS

WRRA, Ithaca, N. Y.; WHLD-FM, Niagara Falls; WRRL, Weathersfield-Bliss; WHDL-FM, Olean; WRRE, Bristol Center; WRRD, De-Ruyster; WRUN-FM, Utica-Rome; WWNY-FM, Watertown; WMSA-FM, Massena; WRRC, Cherry Valley; WFLY, Troy; WEJL, Scranton,

Pa.; WHEN, Syracuse, N. Y.; WDLA, Walton, N. Y.; WELM, Elmira, N. Y.; WGNY, Newburgh, N. Y.; WGY, Schenectady, N. Y.; WHCU, Ithaca, N. Y.; WHLD, Niagara Falls, N. Y.; WJTN, Jamestown, N. Y.; WKBW, Buffalo, N. Y.; WKIP, Poughkeepsie, N. Y.; WMSA, Massena, N. Y.; WNBF, Binghamton, N. Y.; WRUN, Utica-Rome, N. Y.; WWNY, Watertown, N. Y.; WRRL, Wethersfield; WHDL-FM, Olean; WVET, Rochester; WWHG, Hornell.

Scripps Howard Group

1121 Union Central Bldg., Cleveland, Ohio
Phone: MAin 1-1811

President.....Jack R. Howard

WEWS Cleveland, WCPO AM-FM-TV Cincinnati, WNOX Knoxville; WMC, WMCI-TV, Memphis.

William B. Smullin Stations

KIEM AM-TV, KRED-FM Eureka, Calif.; Grants Pass, Ore.; KOTI-TV, Klamath Falls, Ore.

Sooner State Network

Box 1588, Muskogee, Okla.
Phone: MU 2-2488

President .....George Overton

STATIONS

KCRC, Enid; WBBZ, Ponca City; KOME, Tulsa; KMUS, Muskogee; KNED, McAlester; KSEO, Durant; KSWO, Lawton; KWHW, Altus; KOCY, Oklahoma City; KSIW, Woodward, all Oklahoma.

Southern Michigan Network

c/o WTVB, Coldwater, Mich.

General Manager.....James B. Luck

STATIONS

WTVB, Coldwater; WSBE, Hillsdale; WSTR, Sturgis, Mich.

Southern Minnesota Network

c/o KYSM, Mankato, Minn.

National Rep. .....Robert Meeker

STATIONS

KYSM, Mankato; KROC, Rochester; KATE, Albert Lee, Minn.

Southwest Network

Station KROD, El Paso, Tex.

National Rep.....Branham Co.

STATIONS

KROD, El Paso, Tex.; KAVE, Carlsbad; KNEW, Hobbs; KGFL, Roswell; KSIL, Silver City, New Mex.

Spanish Language Network

Station KWKW, Pasadena, Calif.

National Rep.....Broadcast Time Sales

STATIONS

KWKW, Pasadena; KGMS, Sacramento; KRNO, San Bernardino; KVEN, Ventura; KGST, Fresno; KSAN, San Francisco; KPMC, Bakersfield; KSJO, San Jose; KSCO, Santa Cruz; KCOK, Tulare; KMOD, Modesto, Calif.; XERB, Rosarite Beach, Mex.; KOLD, Yuma, Ariz.

Speidel-Fisher Broadcasting Group

WOOK, Greenville, S. C.

National Rep.....Walker Representation Co.

STATIONS

WQOK, Greenville; WOIC, Columbia; WPAL, Charleston, S. C.

Steinman Stations

8 W. King St., Lancaster, Pa.
Phone: EXpress 7-5251

PERSONNEL

Gen. Mgr.....Clair R. McCollough

STATIONS

WDEL-AM-FM, Wilmington, Del.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WGAL-AM-FM-TV, Lancaster, Pa.; WLEV-TV, Bethlehem, Allentown, Easton, Pa.; WEST-AM-FM, Easton, Pa.; WRAW, Reading, Pa.; WRAK, Wiliamsport.

Sunflower Network

c/o Station WREN, Topeka, Kans.
Phone: 2-0505

President .....Max Falkenstien
Secy.-Treas. .....Bob Pratt

STATIONS

KOAM, Pittsburg, Kans.; KFBI, Wichita, Kans.; KVGB, Great Bend, Kans.; KGGF, Coffeyville, Kans.; and WREN, Topeka, Kans.

NATIONAL REPRESENTATIVE

John E. Pearson Co.

Storer Broadcasting Co.

1177 Kane Concourse, Miami Beach, Fla.
118 East 57th St., N. Y. 22, N. Y.
N. Y. Phone: MUrray Hill 8-8630

President.....George B. Storer
Senior Vice Pres.....J. Harold Ryan
Exec. Vice Pres.....Lee B. Wailes
Vice Pres. Ops.....Stanton P. Kettler
V.P., Admn. Asst. to Pres.....Keith Kiggins
Treasurer.....Harry A. Steensen
V.P. Planning, Finance, Secy.....John McCoy
V.P. Eng.....Glenn Boundy
V.P. Northern Dist.....Wm. Kine
V.P. Southern Dist.....George B. Storer, Jr.
V.P., Natl. Pgm. Dir.....Ewald Kockritz
V.P. Eng. .....G. Boundy
Advertising & Sls. Prom.....A. C. Schofield
Merchandising Mgr.....James P. Storer
Dir. Engineering.....Clemens Castle

BRANCH OFFICES

118 E. 57h St., New York 22, N. Y.

V.P., National Sales Dir.....Tom Harker
National Sales Mgr.....Robert C. Wood
Merchandising Mgr.....James P. Storer

20 N. Michigan Ave., Chicago, Ill.

Mid-West TV Sales Mgr.....Lewis P. Johnson
Mid-West Radio Sales Mgr.....Paul B. Evans

111 Sutter St., San Francisco, Calif.

V.P., West Coast Sales Mgr....Gayle V. Grubb
Vice-Presidents .....Glenn Jackson, J. Robert Kerns, Miller Babcock, Harry Lip-

son, Bill Michaels, James Bailey, Allan Haid, Paul Miller.

STATIONS

WJBK AM-FM-TV, Detroit; WSPD-AM-FM-TV, Toledo; WAGA-AM-FM-TV, Atlanta; WBRC AM TV Birmingham; WJW and WJW TV Cleveland; WWVA AM FM, Wheeling W. Va.; WGBS AM FM TV, Miami, Fla.; KPTV Portland, Ore.

Tall Corn Network

c/o KROS, Clinton, Iowa

National Rep.....John E. Pearson Co.

STATIONS

KROS, Clinton; KSIB, Creston; KDTH,, Dubuque; KVFD, Fort Dodge; KFJB, Marshalltown; KWPC, Muscatine; KICD, Spencer; KCIM, Carroll; KOEL, Oelwein; KBOE, Oscaloosa; KSAI, Ames; KOKX, Keokuk; KXIC, Iowa City.

Texas Broadcasting System

Herald Square, Dallas, Tex.

Phone: RA 6811

General Manager.....Clyde W. Rembert

STATIONS

KRLD, Dallas; KENS, San Antonio; KTRH, Houston, Texas.

Texas Quality Network Group

1122 Jackson St. (WFAA), Dallas, Tex.

Phone: Riverside 9631

Representative.....Edward Petry Co. (KPRC), Houston, Tex., Phone: Fairfax 7101, Gen. Mgr. Jack Harris; (WOAI), 1031 Navarro St., San Antonio, Tex., (WFAA) 1122, Jackson St. (Dal), Dallas, Phone: Riverside 9631.

Texas Spanish Language Network

c/o KIWW, San Antonio, Tex.

National Rep.....National Time Sales, Inc.

STATIONS

XEJ, Juarez (El Paso); KIWW, San Antonio; KTXN, Austin; XEO, Brownsville; XEOR, McAllen, Tex.

Texas State Network, Inc.

4801 W. Freeway, Fort Worth 1, Tex.

Phone: PErshing 7-6631

President & Gen. Mgr.....Gene L. Cagle

Vice-President.....Charles B. Jordan

Asst. Gen. Mgr.....Stan Wilson

Sales Manager .....Dale Drake

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; KRRV, Sherman; KPLT, Paris; KENS, San Antonio; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KBWD, Brownwood; KNOW, Austin; KTRH, Houston; KGVL, Greenville, KTRN, Wichita Falls, KTBB, Tyler, all Texas.

Time Inc. Stations

9 Rockefeller Plaza, New York 20, N. Y.

TV-Radio Exec.....Weston Pullen, Jr.

KOB AM TV Albuquerque, N.M.; KDYL AM FM, KTVT-TV Salt Lake City; KLZ AM FM TV Denver.

Tobacco Network, Inc.

516 S. Salisbury St., Raleigh, N. C.

Phone: TEmple 2-8885

President .....Allen Jones

Vice-President.....Ray D. Williams

Secretary-Treasurer.....Phillip G. Sewell

Exec. V.P., Gen. Mgr.....Kenneth C. Willson

Office Mgr.....Nina Livingston

STATIONS

WFNC, Fayetteville; WRAL, Raleigh; WHIT, New Bern; WJNC, Jacksonville; WTIK, Durham; WGNI, Wilmington; WCEC, Rocky Mount, N. C.; WGBR, Goldboro, N. C.; WFTC, Kinston, N. C.; WRCS, Ahoskie, N. C.

Triangle Publications, Inc.

Radio & TV Division

46th & Market Sts., Philadelphia 9, Pa.

Phone: EVergreen 2-4700

V.P., Gen. Mgr.....Roger W. Clipp

Exec. Asst. to Gen. Mgr.....David J. Bennet

Dir. of Natl. Sales.....Edward H. Benedict

Dir. Public Rel., Pgmng.....John D. Scheuer

Dir. of Engineering.....Henry E. Rhea

Business Mgr.....John C. Harlan

Research Mgr.....Richard W. Gideon

STATIONS

WFIL-AM-FM-TV, Philadelphia; WNBF-AM-FM-TV, Binghamton, N. Y.; WFBG-AM-TV, Altoona, Pa.; WNHC-AM-FM-TV, New Haven, Conn.

Tri-Mart Radio Network

P. O. Box 631, Salem, Ore.

Sales Manager.....Dave Hoss

STATIONS

KSLM, Salem; KCOV, Corvallis; KORE, Eugene, Ore.

Tri-W Network

Station WWWB, Jasper, Ala.

President.....W. W. Bankhead

STATIONS

WWWB, Jasper; WWF, Fayette; WWWR, Russellville, Ala.

Upper Midwest Broadcasting System

518 Produce Bank Bldg.,

Minneapolis, Minn.

Phone: Geneva 9631

PERSONNEL

President.....Louis M. Knopp

STATIONS

KASM, Albany; KXRA, Alexandria; KBUN, Bemidji; KLIZ, Brainerd; KBMW, Breckenridge; KDHL, Fairbault; KSUM, Fairmont; WEVE, Eveleth; CKFI, International Falls; KDLM, Detroit Lakes; KROX, Crookston; KNUJ, New Ulm; KVOX, Fargo-Moorhead, all in Minnesota; KDLR, Devils Lake; KOVC, Valley City; KNDC,

Hettinger, all in North Dakota; KABR, Aberdeen; KIJV, Huron; KORN, Mitchell; KDSJ, Deadwood; KISD, Sioux Falls; KRSD, Rapid City; and KGFX, Pierre, all in South Dakota; WHDF, Houghton; WIKB, Iron River; WJMS, Ironwood; WJPD, Ishpeming; WHBY, Appleton; WATW, Ashland; WJPG, Green Bay; WLCX, La Crosse; WLDY, Ladysmith; WIBU, Poynette; WTCH, Shawano, and WFHR, Wisconsin Rapids, all in Wisconsin; KASI, Ames; KCOG, Centerville; KJFJ, Webster City; KAYL, Storm Lake; KSTT, Davenport; KSMN, Mason City; KFAD, Fairfield; KCHA, Charles City, all in Iowa; KCNI, Broken Bow; KFGT, Fremont; KNEB, Scotchbluff, and KJSK, Columbus, all in Nebraska; WMRO, Aurora; WCAZ, Carthage, and WLBK, De Kalb, all in Illinois; WDLB, Marshfield, Wisc.; WMNE, Menomonie, Wisc.; WPDR, Portage, Wisc.; WPRE, Prairie Du Chien, Wisc.; WSPT, Stevens Point, Wisc.; WTRW, Two Rivers, Wisc.; WBKV, West Bend, Wisc.; KJAN, Atlantic, Iowa; WKLK, Cloquet, Minn.; WSHB, Stillwater, Minn.; KLPM, Minot; WBIZ, Eau Claire; KOKX, Keokuk, Iowa; WJAG, Norfolk, Nebr.

United Broadcasting Network

Eighth & Eye Sts., N.W., Washington, D. C.
President .....Richard Eaton

STATIONS

WOOK, WFAN, Washington, D. C.; WARK, Hagerstown; WSID, Baltimore; WINX, Rockville; Md.; WANT, Richmond; WYOU, Newport News, Va.; WJMO, Cleveland, Ohio.

Vermont State Network

c/o WBTN, Bennington, Vt.
National Rep...Joseph Hershey McGillvra, Inc.

STATIONS

WBTN, Bennington; WIKE, Newport; WSYD, Rutland; WTWN, St. Johnsbury; WNIX, Springfield, Vt.

Westinghouse Broadcasting Co., Inc.

122 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 7-0808

President.....Donald H. McGannon
Exec. Asst. to Pres.....R. H. Teter
V.P., Engineering.....R. N. Harmon
V.P., Sales.....A. W. Dannen
V.P., Programming.....R. M. Pack
Natl. Engineering Mgr.....G. E. Hagerty
Eastern Sales Mgr.....P. B. Bascom
Mid-West Sales Mgr.....E. M. Blain
Natl. Program Mgr.....William Kaland
Natl. Adv., Sales Prom. Mgr....D. E. Partridge
Dir. of Research.....M. A. Goldberg
V.P., Washington.....J. E. Baudino
V.P., Boston.....W. C. Swartley
V.P., Pittsburgh.....H. C. Lund
V. P., Cleveland.....R. V. Tooke
West Coast Executive.....P. G. Lasky

BRANCH OFFICES

20 N. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-6373

Midwest Sales Mgr.....E. M. Blain

1625 "K" St., N.W., Washington, D. C.
Phone: STerling 3-0903

Vice-President.....J. E. Baudino

STATIONS

KPIX, San Francisco, Calif.; WOWO, Fort Wayne, Ind.; WBZ-WBZA, Boston-Springfield, Mass.; WBZ-TV, Boston, Mass.; KYW, Cleveland, Ohio; KYW-TV, Cleveland, Ohio; KEX, Portland, Ore.; KDKA, Pittsburgh, Pa.; KDKA-TV, Pittsburgh, Pa.

Wisconsin Network, Inc.

Nash Block, Wisconsin Rapids, Wis.
Phone: 723

PERSONNEL

President.....John M. Walter
Sec.-Treas., Mgr. Dir.....George T. Frechette

STATIONS

WRJN, Racine; WCLO, Janesville; WIBU, Poynette; WHBY, Appleton; WHBL, Sheboygan; WJPG, Green Bay; WFHR, Wisconsin Rapids; WWCF, Baraboo; WSAU, Wausau; WRDB, Reedsburg; KFIZ, Fond du Lac; WGEZ, Beloit, Wisc.

Wyoming Cowboy Network

KFBC, 2923 East Lincolnway, Cheyenne, Wyo.
Phone: 4-4461

STATIONS

..KFBC, Cheyenne; KRAL, Rawlins; KVOC, Casper; KSID, Sidney; KASL, Newcastle.

The Yankee Network

21 Brookline Ave., Boston 15, Mass.
Phone: Commonwealth 6-0800
Exec. V.P., Gen. Mgr.....Norman Knight

STATIONS

WNAC, Boston-Lawrence; WFAU, Augusta, Maine; WIDE, Biddeford, Maine; WALE, Fall River, Mass.; WEIM, Fitchburg-Leominster, Mass.; WHAL, Greenfield, Mass.; WOCB, Hyannis, Mass.; WCOU, Lewiston-Auburn, Maine; WLLH, Lowell, Mass.; WNBH, New Bedford, Mass.; WNLC, New London, Conn.; WBRK, Pittsfield, Mass.; WPOR, Portland, Maine; WEAN, Providence, R. I.; WSYB, Rutland, Vt.; WWSR, St. Albans, Vt.; WMAS, Springfield, Mass.; WWCO, Waterbury, Conn.; WAAB, Worcester, Mass.; WABI, Bangor, Me.; WNAB, Bridgeport, Conn.; WPOP, Hartford, Conn.; WABM, Houlton, Me.; WGIR, Manchester, N. H.; WNLC, New London, Conn.; WAGM, Presque Isle, Me.; WTOR, Torrington, Conn.; WARE, Ware, Mass.

Z-Bar-Net

Station KXLF, Butte, Mont.
Managing Director.....Ed Craney

STATIONS

KXLF, Butte; KXLJ, Helena; KXLQ, Bozeman; KXLK, Great Falls; KXLL, Missoula, Mont.

STATE BROADCASTER ASSOCIATIONS

Alabama Broadcasters Association

P.O. Box 6174, University, Alabama
Meetings: March and October
Elections: March meeting
Members: 81
President...Julian C. Smith, WAGF, Dothan
Vice-Pres.....Herbert M. Martin, WAPI, Birmingham
Secy.-Treas.....W. W. Hunt, WCOV, Montgomery

Arizona Broadcasters Association

Meetings: January, May
Elections: January
Members: 20
Pres....Dick Lewis, KTAR, KVAR, Phoenix
Vice-Pres...Tom Wallace, Sr., KTKT, Tucson
Secy.-Treas....Howard Loeb, KRIZ, Phoenix

Arkansas Broadcasters Association

Meetings: March and August
Elections: March
Members: 45
President..Melvin Spann, KWAK, Stuttgart
Vice-Pres.....Ted Rand, KDRS, Paragould
Secy.-Treas.....C. J. Dickson, KBLO, Hot Springs

California State Radio and Television Broadcasters Association

1420 Truxton Ave., Bakersfield
Meetings: November (and on special call)
Elections: November
Members: 97
President.....Jack Schacht, KBET-TV, Sacramento
1st Vice-Pres.....George Whitney, KFMB, San Diego
Vice-Pres. (Radio).....Lloyd Sigmon, KMPC, Los Angeles
Vice-Pres. (TV)....Joe Drilling, KJEO-TV, Fresno
Sec'y.-Treas.....Gil Paltridge, KROW, Oakland

Colorado Broadcasters and Telecasters Association

c/o Executive Secretary
Meetings: Semi-annual
Elections: June
Members: 53
President.....Phil Hoffman, KLZ, KLZ-TV, Denver
Vice-Pres.....Jerry Fitch, KGLN, Glenwood Springs
Secy.-Treas.....Harry Hoth, KRDO, KRDO-TV, Colorado Springs
Exec.-Secy.....T. Ellsworth Stepp, Director Radio-TV, University of Colorado, Boulder

Connecticut Broadcasters Association

President.....Daniel Kops, WAVZ, New Haven
Vice-Pres.....Charles Bell, WHAY, New Britain
Secretary.....Eric Hatch, WBIS, Bristol

Florida Association of Broadcasters

c/o President or Secretary
Meetings: June and November
Election: June
Members: 85
President.....H. Dennison Parker, WTAN, Clearwater
1st Vice-Pres.....James L. Howe, WIRA, Fort Pierce
2nd Vice-Pres.....John H. Phipps, WCTV, Tallahassee
Secy.-Treas.....Charles Fernandez, WKXY, Sarasota

Georgia Association of Broadcasters

c/o President or Secretary
Meetings: August and January
Elections: August
Members: 56
President...L. H. Christian, WRFG, Athens
Vice-Pres.....W. N. Morris, WMLT, Dublin
Secy.-Treas....John W. Jacobs, Jr., WDUN, Gainesville

Hawaiian Association of Radio and TV Broadcasters

P. O. Box 1380, Honolulu, T. H.
Meetings: On call
Elections: May
Members: 18
President.....John D. Keating,KONA-TV, Honolulu

Idaho Broadcasters Association

Meetings: Fall
Elections: Fall
Members: 23
President.....Clair Hull, KCID, Caldwell
Vice-Pres.....C. N. Layne, KID, Idaho Falls
Sec.-Treas.....K. Clark, KBAR, Burley

Illinois Broadcasters Association

c/o President or Secy.-Treas.

Meetings: February and October
Elections: October
Members: 65
President..George C. Biggar, WLBK,DeKalb
Vice-Pres.....Harold L. Dewing, WCVS, Springfield
Secy.-Treas.....Charles Cook, WJPF, Herrin
Leg. Chairman.....J. Ray Livesay, WLBH, Mattoon

Indiana Broadcasters Association, Inc.

Meetings: 4 times a year
Elections: March
Members 53
President....Dan Park, WIRE, Indianapolis
Vice-Pres. (AM).....Norman Widenhofer, WGL, Fort Wayne
Vice-Pres. (TV).....Bob Lemon, WTTV, Bloomington
Vice-Pres. (FM).....Joe Edwards, WFML, Washington
Secy.-Treas.....Joe Higgins, WTHI, Terre Haute
Asst.-Secy.....Howard A. White, WCTW-FM, New Castle
Asst.-Treas.....Dennis Keller, WITZ, Jasper

Iowa Broadcasters Association

c/o President

Meeting: Annual
Elections: Annual
Members: 42
President.....Anthony J. Koelker, KMA, Shenandoah, Iowa
Vice-Pres...Gene Claussen, KXIC, Iowa City, Iowa
Secy.-Treas.....Ernie Sanders, WOC, Davenport, Iowa

Kansas Association of Radio Broadcasters

KIUL, Garden City

Meetings: April or May
Elections: April or May
Members: 40
President.....Robert Wells, KIUL, Garden City
Vice-Pres...Arden Booth, KLWM, Lawrence
Secy.-Treas.....Tom Bashaw, KFH, Wichita
Leg. Chairman.....Wendell Elliott, KGNO, Dodge City

Kentucky Broadcasters Association

c/o Miss Katherine Peden, Secy.-Treas., WHOP, Hopkinsville

Meetings: October and March
Elections: October
Members:54
President.....Arthur Eilerman, WZIP, Covington
First Vice-Pres.....Dee Huddleston, WIEL, Elizabethtown
Second Vice-Pres.....Al Temple, WKCT, Bowling Green
Secy.-Treas.....Katherine Peden, WHOP, Hopkinsville
Exec. Committe....Gilmore Nunn, WLAP, Lexington; Francke Fox, WHLN, Harlan; Don Horton, WXLK, Lexington

Louisiana Association of Broadcasters

Box 379, Baton Rouge, La.

Meetings: November
Elections: November
Members: 60
President.....Frank Ford, Jr., KENT, Shreveport
Radio Vice-Pres....Hillman Bailey, KNOC, Natchitoches
TV Vice-Pres.....Tom Gibbens, WAFB-TV, Baton Rouge
Treasurer....Gene Jones, KSLO, Opelousas
Exec.-Secy.....Rolfe McCollister, Box 379, Baton Rouge

Maine TV and Radio Broadcasters Association

c/o WLOB, Portland, Maine

Meetings: Spring and Fall
Elections: November
Members: 26
President.....Melvin Stone, WLOB, Portland, Me.
Vice-Pres.....Parker Hoy, WLAM, Lewiston, Me.
Secy.-Treas.....Norman G. Gallant, WFAU, Augusta

Maryland-D.C. Radio and TV Broadcasters Association

c/o President or Secy.-Treas.

Meetings: June and November
Elections: November
Members: 49

President.....Robert Cochrane, WWAR, Baltimore
Vice-Pres.....William H. Paulsgrove, WJEJ, Hagerstown
Secretary.....Fred Houwink, WMAL, Washington

Massachusetts Broadcasters Association, Inc.

President.....Sherwood J. Tarlow
Vice-Pres.....Roy V. Whisnand
Treasurer.....George H. Jaspert
Secretary .....Henry Solomon

Michigan Association of Broadcasters

c/o WHFB, Benton Harbor, Mich.

Meetings: May-September
Elections: November
Members: 85
President.....J. P. Scherer, WHFB, Benton Harbor
Vice-Pres.....F. Sibley Moore, WJR, Detroit
Secy.-Treas..Howard Wolfe, WKNX, Saginaw
New Directors.....Russell Staffeld, WMIQ, Iron Mountain; Les Biederman, WTCM, Traverse City; Jake Scherer, WHFB, Benton Harbor; Harold Neal, WXYZ-TV, Detroit

Minnesota Association of Broadcasters

KSTP, St. Paul, Minn.

Meetings: September
Elections: September
Members: 30
President..Kenneth Hance, KSTP, St. Paul

Mississippi Broadcasters Association

c/o President or Secy.-Treas.

Meetings: March or April
Elections: March or April
Members: 53
President.....Howard Cole, WHOC, Philadelphia
Vice-President.....Bill Guest, WPMP, Pascagoula

Missouri Broadcasters Association

Meetings: April and October
Elections: October
President.....W. Earl Dougherty, KXEO, Mexico
Vice-Pres.....Bruce Barrington, WEW, St. Louis
Secy-Treas.....Wally Richter, KWOS, Jefferson City

Montana Radio Stations, Inc.

c/o President, KFBB, Great Falls

Meetings: August
Members: 26
President...Joe Wilkins, KFBB, Great Falls
Vice-Pres.....Art Mosby, KGVO, Missoula
Secy.-Treas..Charlotte Brader, KOJM, Havre
Leg. Chairman.....Paul MacAdam, KPRK, Livingston

Nebraska Broadcasting Association

c/o KFOR, Lincoln, Nebraska

Meetings: May 1st
Elections: May 1st
Members: 34
President....R. W. Chapin, KFOR, Lincoln
Vice-Pres....David W. Young, KSID, Sidney
Secy.-Treas.....Bud Pentz, KWBE, Beatrice

New Hampshire Association of Broadcasting

President....Frank B. Estes, WKNE, Keene
Vice-Pres.....John Guider, WMOU, Berlin
Manchester
Secy.-Treas. .....Ralph Gottlieb, WKBR, Manchester
Directors.....William White, WMUR-TV, Manchester; Norton Virgien, WFEA, Manchester

New Jersey Broadcasters Association

2881 Mt. Ephraim Ave., Camden 4, N. J.

Meetings: May and October
Elections: October
Members: 20
President...Gordon Giffin, WKDN, Camden
Vice-Pres..Jerry McCarthy, WTOA, Trenton
Secy.-Treas.....John G. Struckell, WOND, Pleasantville

New Mexico Broadcasters Association

P.O. Box 268, Alamogordo

Meetings: September and April
Elections: April
Members: 32
Pres....Wayne Phelps, KALG, Alamogordo
Vice-Pres.....Jim Duncan, KSIL, Silver City
Treas.....John Burroughs, KENM, Portales
Leg. Chairman.Merle Tucker, KGAK, Gallup

New York State Association of Radio and Television Broadcasters

Address: c/o President
Meetings: Annual
Elections: Annual
Members: 92
President.....E. R. Vadeboncour, WSYR, Syracuse
1st Vice-Pres.....William Doerr, WEBR, Buffalo
2nd Vice-Pres.....Gordon Gray, WOR, WOR-TV, New York
Secretary.....W. S. Elliott, WIBX, Utica
Treasurer.....George Dunham, WNBF, Binghamton

North Carolina Association of Broadcasters Inc.

Meetings: June and October
Elections: October
Members: 100
Pres.....E. H. Smith, WIRC, Hickory
Vice-Pres....E. Z. Jones, WBBB, Burlington
Vice-Pres.....Harold Essex, WSJS-TV, Winston-Salem
Secretary.....Cecil B. Hoskins, WWNC, Asheville

North Dakota Broadcasters Association

KNOX, Grand Forks, N. D.

Meetings: 2nd week in October
Elections: 2nd week in October
Members: 22
President.....Les Kleven, KNDC, Hettinger
Vice-Pres...Charles G. Burke, KFGO, Fargo
Secy.-Treas.....Les Maupin, KPLM, Minot

Ohio Association of Radio and Television Broadcasters

33 N. High St., Columbus

Meetings: March and October
Elections: March
Members: 83
President.....J. L. Bowden, WKBN-TV, Youngstown
Vice-Pres. (Radio)..Hubbard Hood, WKRC, Cincinnati
Secy.-Treas.....Carlton S. Dargusch, Jr.

Oklahoma Association of Broadcasters

Meetings: January
Members: 42
President.....Leo Morris, KSWO, Lawton
Board of Directors..Bill Brubaker, KRHD, Duncan; Ed Ryan, KSIW, Woodward; Winston Ward, WBEL, Idabel; Pat Murphy, KCRC, Enid.

Oregon State Broadcasters Association

James W. Frost, Box 5025, Eugene

Meetings: Semi-annual
Elections: April
President..James A. Mount, Matlack-Mount-Thomas Organization, Portland
Vice.-Pres.....Dave Hoss, KSLM, Salem
Secy.-Treas...Carl O. Fisher, KUGN, Eugene
Leg. Chairman.....R. M. Brown, KPOJ, Portland

Pennsylvania Association of Broadcasters

Box 606, Harrisburg

Meetings: May
Elections: May
Members: 130
President.....Thomas B. Price, WBVP, Beaver Falls
1st Vice-Pres.....Roy Morgan, WILK, Wilkes-Barre
2nd Vice-Pres....J. Wright Mackey, WRAK, Williamsport
Treasurer..Tom Metzger, WMRF, Lewistown
Secretary.....George Koehler, WFIL, Philadelphia

Puerto Rican Association of Broadcasters

Box 1072, San Juan, Puerto Rico

Meetings: 2nd Monday of each month
Elections: 2nd Wednesday of July
Members: 19
President....A. Ramos, WKAQ, WKAQ-TV, San Juan

Rhode Island Radio & Television Broadcasters Association

c/o WEAN, 75 Fountain St., Providence

Meetings: Quarterly
Elections: June
Members: 12
President.....H. William Koster, WEAN, Providence
Vice-Pres....Edward Boghossian, WJAR-TV, Providence
Secy.-Treas.....Milton Mitler, WADK, Newport

South Carolina Radio & Television Broadcasters Association

Sec.'s Office, Box 30, Sumter, S. C.

Meetings: January
Elections: January
Members: 47
President.....Charles A. Batson, WIS-TV, Columbia
Vice-Pres...Randy Davidson, WAKN, Aiken

Secy.-Treas....T. Doug Youngblood, WFIG, Sumtner
Leg. Chairman...C. Wallace Martin, WMSC, Columbia

South Dakota Broadcasters Association

President.Evans A. Nord, KELO, KELO-TV, Sioux Falls
Vice-Pres.....Ross Case, KWAT, Watertown

Southern California Broadcasters Association

6047 Hollywood Blvd., Hollywood 28
Chrmn. Bd.....Lloyd Sigmon, KMPC
President.....William J. Taylor, KSLR
Vice-Chairman.....Howard Gray, KGIL
Secretary.....John Hansen, KABC
Treasurer.....Thelma Kirchner, KGFJ

Tennessee Association of Broadcasters

P. O. Box 680, Maryville
Meetings: May and October
Elections: October
Members: 56
Pres....Frank H. Corbett, WGAP, Maryville
Vice-Pres...Paul Overbay, WKPT, Kingsport
Secy.-Treas.....John H. Reese, WATE, Knoxville

Texas Association of Broadcasters

KTRE, Lufkin, Texas
Meetings: Spring and Fall
Elections: Fall
Members: 140
President.....R. G. Lewin, KTRE, Lufkin
Vice-Pres.....Barney Ogle, KRGV, Weslaco
Sec.-Treas....Dave Morris, KNUZ, Houston

Utah Broadcasters Association

146 So. Main St., Salt Lake City
Meetings: January and June
Elections: January
Members: 20
President.....George C. Hatch, KALL, Salt Lake City
Vice-Pres.....Harold Van Wagenen, KIXX, Provo, Utah
Secy.-Treas....Arch G. Webb, KVOG, Ogden

Vermont Association of Radio & Television Broadcasters

c/o WSKI, Montpelier, Vt.
President.....J. Gordon Keyworth, WBTN, Bennington
Vice-Pres...Frank Balch, WJOY, Burlington
Treasurer..Craig Parker, WDEV, Waterbury
Clerk-Sec'y.....Phil Weiss, WSYB, Rutland

Virginia Association of Broadcasters

c/o WDVA, Danville
Meetings: May or June
Elections: May or June
Members: 62 radio stations and 12 associate members
President.....Emerson J. Pryor, WDVA, Danville
Vice-Pres.....Carl L. Lindberg, WPIK, Alexandria
Secy.-Treas.....Milton B. Henson, WREL, Lexington
Leg. Chairman.....C. T. Lucy, WRVA, Richmond

Washington State Association of Broadcasters

Ronald A. Murphy, Manager
Legislative Building, Olympia
Meetings: April and October
Elections: April
Members: 50
President..Len Higgins, KTNT & KTNT-TV, Tacoma
Secy.-Treas....Allen Miller, KWSC, Pullman

West Virginia Broadcasters Association

c/o Secretary
Meetings: Spring and fall
Elections: Spring
Members: 34
President.....A. Garen Ferrise, WMMN, Fairmount
Vice-Pres.....Robert Ferguson, WTRF-TV, Wheeling
Sec.-Treasurer.....Tom Garten, WSAZ, Huntington

Wisconsin Broadcasters Association

900 Gay Building, Madison
Meetings: 1st Tuesday in October
Elections: 1st Tuesday in October
Members: 46
President.....Hugh K. Boice, Jr., WEMP, Milwaukee
Vice-Pres...Paul Skinner, WHBL, Sheboygan
Secretary...Carl Kolata, WTTN, Watertown
Treasurer.....Mig Figi, WAUX, Waukesha
Exec. Secy.....Ed Conrad

Wyoming Assn. of Radio & TV Broadcasters

c/o Secretary
Meetings: Spring
Elections: Spring
Members: 16
President...James Carroll, KWYO, Sheridan
Secretary....Joseph Ernst, KWOR, Worland

MANAGERS AND AGENTS

Addresses and Telephone Numbers of Talent Representatives in New York, Los Angeles and Chicago

☆ NEW YORK ☆

Affiliated Artists Representatives
527 Madison Ave.....PLaza 5-3990

Alexander, Willard, Inc.
30 Rockefeller Plaza.....CIrcle 6-4224

Appell, James S.
400 Madison Ave.....PLaza 3-7840

Basch, Buddy
17 East 45th St.....MUrray Hill 7-8351

Becker, V. S. Advertising Service
551 Fifth Ave.....MUrray Hill 2-0777

Briscoe & Goldsmith, Inc.
522 Fifth Ave.....MUrray Hill 2-6244

Brooks, Ted
134 East 57th St.....PLaza 9-1344

Chase, Cleveland B. Co., Inc.
369 Lexington Ave.....ORegon 9-3691

Cohan, Louis W.
7 W. 24th St.....WAtkins 9-0670

Collins, Ted
7 W. 24th St.....WAtkins 0-0670

Columbia Artists Management, Inc.
113 West 57th St.....CIrcle 7-6900

Consolidated Concerts
30 Rockefeller Plaza.....COlumbus 5-3580

Cooper, Frank, Associates
17 E. 54th St.....PLaza 1-0725

DeGroot, Roy, Consultants, Inc.
17 E. 54th St.....PLaza 1-0725

Fadiman Associates, Ltd.
1501 Broadway .....LAckawanna 4-3544

Famous Artists Corp. of N. Y.
610 Fifth Ave.....CIrcle 7-6200

Herman Fialkoff Agency
1560 Broadway .....JUdson 2-4037

Gabbe, Lutz & Heller
119 W. 57th St.....CIrcle 5-7998

Gale, Inc.
48 West 48th St.....PLaza 7-7100

General Artists Corp.
640 Fifth Ave.....CIrcle 7-7543

Gibbs, John E., & Co.
1270 Sixth Ave.....PLaza 7-5959

Glaser, Joe, Inc.
110 West 55th St.....CIrcle 5-9071

Goodman, Martin
65 W. 54th St.....JUdson 6-1180

Greshler, Abner J.
1270 Sixth Ave.....CIrcle 7-3025

Grossman, Al
1270 Sixth Ave.....CIrcle 5-8422

Hahlo, Sylvia
113 W. 57th St.....JUdson 6-2731

Hanna, Mark
654 Madison Ave.....TEmpleton 8-8730

Hayward, Leland, Ltd.
655 Madison Ave.....TEmpleton 8-5100

Hurok Attractions, Inc.
711 Fifth Ave.....PLaza 9-6000

Karn, Estella H.
49 West 45th St.....JUdson 2-2170

Leddy, Mark J.
48 West 48th St.....JUdson 6-2760

Leipzig, Syd
1564 Broadway .....JUdson 6-0044

Lipset, Benjamin B.
1407 Broadway .....CHickering 4-2466

Management Corp. of America
598 Madison Ave.....PLaza 9-7500

William McCaffrey Agency
501 Madison Ave.....ELdorado 5-1076

Morris, William Agency, Inc.
1740 Broadway.....JUdson 6-5100

Morrow, Marjorie
1501 Broadway .....CHickering 4-0644

Moses, John H.
730 Fifth Ave.....CIrcle 6-2677

Music Corp. of America
598 Madison Ave.....PLaza 9-7500

National Concert & Artists Corp.
711 Fifth Ave.....PLaza 9-6000

National Radio & Theatrical Bureau
1650 Broadway .....JUdson 6-3550

North, Meyer B.
1564 Broadway .....PLaza 7-3445

O'Connor, John
1697 Broadway .....CIrcle 5-4920

Peed, Earl S.
35 West 53rd St.....PLaza 7-3726

Richard, Max
1776 Broadway .....PLaza 7-6414

Shaw Artists Corp.
565 Fifth Ave.....MUrray Hill 8-2230

Shurr, Louis
1501 Broadway .....CHickering 4-8240

Stanley, Aileen
1619 Broadway .....PLaza 7-6779

Stark, Wilbur-Jerry Layton
270 Park Ave.....PLaza 3-1742

Storer, Douglas F.
1270 Sixth Ave.....CIrcle 7-6325

Talad Corp.
730 Fifth Ave. (Suite 1901) . COlumbus 5-3530

Wolf Associates, Inc.
420 Madison Ave. . . . . PLaza 5-2050

Yost, Ben, Enterprises
1650 Broadway . . . . . CIrcle 6-6532

☆ LOS ANGELES ☆

Alexander, Alec, Agency
208 S. Beverly Dr., B. H. . . . CRestview 1-6101

Allan, Lane, Agency
8746 Sunset Blvd. (46) . . . . . CRestview 6-9617

Alvarado, Carlos, Agency . . . . . CRestview 5-7203
8820 Sunset Blvd. (46) . . . . . BRadshaw 2-3688

Armstrong, Sam, Agency
425 S. Beverly Dr., B. H. . . . CRestview 4-5937

Artigue, Louis
8776 Sunset Blvd. (46) . . . . . CRestview 6-4652

Artists Associates Agency
160 N. La Brea Ave. (28) . . HOllywood 4-4179

Artists' Management Corporation
121 S. Beverly Dr., B. H. . . . CRestview 4-5167

Auer, Miles Bohm
5205 Hollywood Blvd. (27) . HOllywood 9-1691

Auslander, Leland
139 S. Beverly Dr., B. H., Suite 312
CRestview 1-2131

Barnes, William, Agency
8776 Sunset Blvd. (46) . . . . . CRestview 4-1166

Bender-Ward Agency
971 N. La Cienega Blvd. (46) . . . OLiver 2-1465

Bernie, Herman, Agency
260 S. Beverly Dr., B. H. . . . CRestview 5-0117

Bonham, C. Hershel, Agency
8584 Sunset (46) . . . . . BRadshaw 2-7933

Brandies, Bob, Agency . . . . . HOllywood 5-6978
11559 Ventura Blvd., Studio City . . . SU 2-4872

Brewis, Alex, Agency
7417 Sunset Blvd. (46) . . . . . CRestview 4-6701

Burr, Dorothy, Agency . . . . . HOllywood 4-6898
8272 Sunset Blvd. (46) . . . . HOllywood 4-8082

Coutman-Barskin-Short Agency, Inc.
8743 Sunset Blvd. (46) . . . . . CRestview 5-4137

Collins and Associates
8165 Sunset Blvd. (46) . . . . HOllywood 3-5545

Cooper, Frank, Associates
9145 Sunset Blvd. (46) . . . . . CRestview 5-4128

Cooper, Ray, Agency
139 S. Beverly Dr., B. H., Suite 333
CRestview 6-9769

C. S. Agency . . . . . PO 6-4248
5062 Lankershim Blvd., N. Hollywood
HOllywood 7-2600

Darrow Agency, The
600 N. Sepulveda Blvd., Bel Air . . . . GR 2-9514

Davis, Mary Webb . . . . . BRadshaw 2-6584
8532 Sunset Blvd. (46) . . . . CRestview 1-6121

Deuser, Lewis J., Agency
425 S. Beverly Dr., B. H. . . . CRestview 1-9134

Doak, Virginia, Agency, Inc.
9172 Sunset Blvd. (46) . . . . . BRadshaw 2-6211

Donaldson Agency, The
971 N. La Cienega (46) . . . . . OLiver 2-0355

Draesemer, Isabelle, Agency . . . . . WE 5-1759
8272 Sunset Blvd. (46) . . . . . HOllywood 4-1782

Fame Agency, The
8208 Sunset Blvd. (46) . . . . HOllywood 5-2254

Famous Artists Corporation
9441 Wilshire Blvd., B. H. . . . CRestview 1-5222

Fidler, Adeline, Agency
3213 Riverside Dr. (27) . . . . . NO 5-7938

Field, Marjorie, Artists
9081 Santa Monica (48) . . . . CRestview 6-8080

Frings, Kurt, Agency
468 N. Camden Dr., B. H. . . . CRestview 1-6115

Garfield, Milton, Agency
9000 Sunset Blvd. (46) . . . . . CRestview 4-8631

Gertz, Mitchell, Agency
338 N. Rodeo Dr., B. H. . . . . CRestview 4-5491

Gold, Sid, Agency
221 N. Robertson Blvd., B. H. CRestview 4-7247

Goldstone, Jules & Co., Inc.
8721 Sunset Blvd. (46) . . . . . CRestview 5-1191

Goldstone-Tobias Agency
404 N. Roxbury Dr., B. H. . . . CRestview 6-1071

Green, Ivan, Agency, The
292 S. La Cienega, B. H. . . . . OLiver 2-4010

Greshler, Abner J.
8701 Wilshire Blvd., B. H. . . . . OLiver 2-3012

Grossman-Levee-Garfield
9000 Sunset Blvd. (46) . . . . . CRestview 4-8631

Grossman, Milton M., Agency
9000 Sunset Blvd. (46) . . . . . CRestview 4-8631

Halliburton, Jeanne
9172 Sunset Blvd. (46) . . . . . CRestview 5-5575

Hamilburg, Mitchell J., Agency
8776-8780 Sunset Blvd. (46) . CRestview 5-4171

Herdan-Sherrell Agency
201 N. Robertson Blvd., B. H. CRestview 1-5236

Hershon, Red, Agency
9952 Santa Monica Blvd., B.H.
CRestview 4-6381

Herzbrun, Walter
8820 Sunset Blvd. (46) . . . . . CRestview 6-4157

H. I. T. Agency
Hollywood International TV and
Theatrical Agency
8820 Sunset Blvd. (46) . . . . . CRestview 1-3132

Ingersoll, George, Agency . . . . . HOllywood 7-0862
7167½ Sunset Blvd. (46) . . . HOllywood 2-2301

Irwin, Lou, Inc.
9165 Sunset Blvd. (46).....CRestview 1-7131

Jackson, Edith, Inc......HOllywood 7-0155
6605 Mollywood Blvd. (28)..HOllywood 4-9236

Jaffe Agency, Inc., The
8553 Sunset Blvd. (46).....CRestview 6-6121

Katz, Fred, Agency, Inc.
9171 Sunset Blvd. (46).....CRestview 6-3189

Kaufman, Milton, Agency
120 El Camino Dr., B. H....CRestview 1-5749

Kohner, Paul, Inc.
9169 Sunset Blvd. (46).....CRestview 1-5165

Kumin-Olenick Agency
355 N. Canon Dr., B. H.....CRestview 4-5221

Lance, Leon O.
8820 Sunset Blvd. (46).....CRestview 6-6014

Lauren, J. W., Agency
8272 Sunset Blvd. (46)....HOllywood 7-5087

Lazar, Irving Paul
211 S. Beverly Dr., B. H....CRestview 5-6153

Leonard, Fred J., Agency.....HOllywood 4-7546
7441 Sunset Blvd. (46).....CI 3-5285

Lesser, Ted, Agency
900 Wilshire Blvd. (17).....MU 7356

Levee, M. C.
9000 Sunset Blvd. (46).....CRestview 6-6285

Levee, Sid
9000 Sunset Blvd. (46).....CRestview 4-8631

Linder, Jack, Agency
368 N. La Cienega Blvd. (48)...OLiver 2-0562

Longenecker, Robert
8428 Melrose Pl. (46).....OLiver 3-3770

MacQuarrie, Earl
717 N. La Cienega Blvd. (46)..OLiver 2-1180

Marx, Bert, Agency
915½ Westbourne Dr. (46)..CRestview 1-9111

MCA Artists, Ltd.
9370 Santa Monica Blvd., B. H.
CRestview 6-2001

McMillan, Hazel, Agency.....CR 6-9823
7471 Melrose Ave. (46).....WE 1-1171

Medford, Ben
300 S. Beverly Dr., B. H....CRestview 1-7021

Messinger, Lillie, Agency
8428 Melrose Place (46)....CRestview 5-8541

Meyers, Walter
9167 Sunset Blvd. (46).....CRestview 1-8161

Middleton, Wallace, Agency
8278 Sunset Blvd. (46).....HOllywood 4-1165

Mishkin Agency, The
292 S. La Cienega, B. H.....OLiver 2-0944

Moore, Lola, Agency
9172 Sunset Blvd. (46).....CRestview 6-5401

Morris, Wm., Agency, Inc CRestview 4-7451
151 El Camino, B. H.....BRadshaw 2-4111

Ochs, Al.....HOllywood 9-6470
1651 Cosmo St. (28).....HOllywood 9-1518

Oliver, Maurine
8820 Sunset Blvd. (46).....CRestview 1-6382

Omega Artists, Inc.
1610 N. Argyle St. (28)....HOllywood 9-7187

Payton, Bob, Agency
8272 Sunset Blvd. (46)....HOllywood 9-1411

Pearson, Ben
1046 N. Carol Dr. (46).....CRestview 4-5488

Pomeroy, Jack
7616 Sunset Blvd. (46)....HOllywood 9-6366

Powers-Stanley
1741 N. Ivar (28).....HOllywood 2-0791

Premiere Artists & Productions Agency
1046 Carol Dr. (46).....CRestview 4-5488

Preminger, Ingo, Agency
8462 Sunset Blvd. (46)....HOllywood 2-7396

Producers Studio Corp. Agency
5634 Santa Monica Blvd. (38)
HOllywood 9-2728

Reeves, Mary—Oriental Casting
950 N. Clark St. (46).....CRestview 6-8475

Rocamora, Wynn
8584 Sunset Blvd. (46).....CRestview 4-5431

Rose-Ann Agency
7074 Lanewood (28).....HOllywood 9-2692

Rosen Agency, The
232 N. Canon Dr., B. H.....CRestview 5-6151

Rosenberg-Coryell Agency
404 N. Roxbury Dr. B. H....CRestview 4-7381

Rosner, Milt, Agency
9110 Sunset Blvd. (46).....CRestview 6-7023

Rush, Art, Inc.
357 N. Canon Dr., B. H.....CRestview 4-6841

Ryan, Frank.....CRestview 1-4627
8949 Sunset Blvd. (46).....CRestview 1-9321

Salkow, Lester, Agency
8749 Sunset Blvd. (46).....CRestview 5-4505

Saphier, James L., Agency, Inc.
9538 Brighton Way, B. H...CRestview 1-7231

Schuller, William, Agency.....CRestview 4-6949
9151 Sunset Blvd. (46).....BRadshaw 2-4984

Schwartz Agency.....CRestview 5-5132
121 S. Beverly Dr., B. H....CRestview 6-9369

Seaman, George, Agency
8272 Sunset Blvd. (46).....HOllywood 2-1161

Shamberg-Gold Agency
6223 Selma (28).....HOllywood 9-2904

Shauer, Melville, A., Agency
9110 Sunset Blvd. (46).....CRestview 1-1103

Shaw, Glenn.....BRadshaw 2-1011
8746 Sunset Blvd. (46).....CRestview 5-8582

Shiffrin, William, Agency
449 S. Beverly Dr., B. H....CRestview 4-7643

Shurr, Louis, Agency
327 N. Rodeo Dr., B. H.....CRestview 1-1116

Silber, Arthur, Agency
1597 Cross Roads of World (28)
HOllywood 4-9106

Small, Paul, Artists Ltd. Inc.
9244 Olympic Blvd., B. H...CRestview 4-5877

Snitzer, Lou-Fritschi, Al, Inc.
6404 Hollywood Blvd. (28)..HOllywood 9-6271

Somlyo, E. T., Agency
1100 S. Beverly (35).....CRestview 6-2041

Stempel, Frank
717 N. La Cienega Blvd. (46)...OLiver 2-1404

Stewart, Rosalie, Agency
441 S. Beverly Dr., B. H....CRestview 4-6123

Swanson, H. N., Inc.
8523 Sunset Blvd. (46).....CRestview 1-5115

Swoverland, Harold .....HOllywood 4-7265
8218 Sunset Blvd. (464)...HOllywood 4-0226

Talad Corp.
3460 Wilshire Blvd., Suite 306(5)
DUnkirk 7-1344

Thompson, David H.
9172 Sunset Blvd. (46).....CRestview 1-2188

Ullman, George, Agency, Inc.
8979 Sunset Blvd. (46).....CRestview 4-5238

Usher, Marge
8212 Vista Del Mar, Playa Del Rey
CRestview 4-6161

Wadsworth, Jessie B., Agency
9172 Sunset Blvd. (46).....CRestview 6-0698

Weil, Agency, The
971 N. La Cienega (46).....OLiver 2-2872

Weiner, Jack, Agency
8979 Sunset Blvd. (46).....CRestview 6-7081

Weintraub, Murry, Agency
9172 Sunset Blvd. (46).....CRestview 1-1137

Welch, Suey, Agency.....HOllywood 4-2461
306 W. 3rd St. (13).....MAdison 6-3938

Wendling, Charles, Agency
9111 Sunset Blvd. (46).....CRestview 6-2348

White, Al, Agency.....ST 9-8681
3551 Vista Haven Rd., Sherman Oaks
HOllywood 2-3471

White, William B., Agency
332 S. Beverly Dr., B. H.....CRestview 4-6301

Wiley, Richard, Agency
8923 Sunset Blvd. (46).....CRestview 5-4179

Wilkins, Paul, Agency
9006 Sunset Blvd. (46).....CRestview 1-6188

Willson, Henry
9441 Wilshire Blvd., B. H...CRestview 1-5222

Wilson, Bill, Agency
8736 Sunset Blvd. (46).....CRestview 4-5915

Winkler, Daniel M.
9606 Santa Monica Blvd., B. H.
CRestview 1-7244

Winters, Ralph H., Agency
8272 Sunset Blvd. (46).....HOllywood 2-1149

Wookey, Betty, Agency
1610 Las Palmas (28).....HOllywood 2-2301

Zimmerman Theatrical Agency
1600 N. La Brea (28).....HOllywood 5-1582

☆ CHICAGO ☆

Associated Booking Corp.
203 North Wabash.....CEntral 6-9451

Benn Theatrical Enterprises
64 West Randolph St.....DEarborn 2-6850

Consolidated Radio Artists of Ill.
32 W. Randolph St.....FRanklin 2-8300

General Artists Corp.
8 S. Michigan.....STate 2-6288

Harry Greben Enterprises
203 N. Wabash.....DEarborn 2-0996

Gumbiner Management Co.
120 S. LaSalle St.....STate 2-0248

Charles E. Hogan
203 North Wabash.....CEntral 6-2032

Tweet Hogan
203 North Wabash.....ANdover 3-6910

Jack & Jill Players Radio Artists Co.
25 E. Jackson.....WAbash 2-0317

Lear, Les Productions Corp.
112 W. Randolph.....FRanklin 2-7840,
RAndolph 6-0905

Paul Marr Theatrical Agency
203 North Wabash.....DEarborn 2-7415

McConkey Artists Corporation
Congress Hotel. .....HArrison 7-9660

Morris, William, Agency Inc.
919 N. Michigan.....WHitehall 3-1744

Morse, Sidney P.
203 N. Wabash Ave.....FRanklin 2-4408

Music Corporation of America
430 N. Michigan Ave.....DElaware 7-1100

Mutual Entertainment Agency, Inc.
203 North Wabash.....RAndolph 6-6990

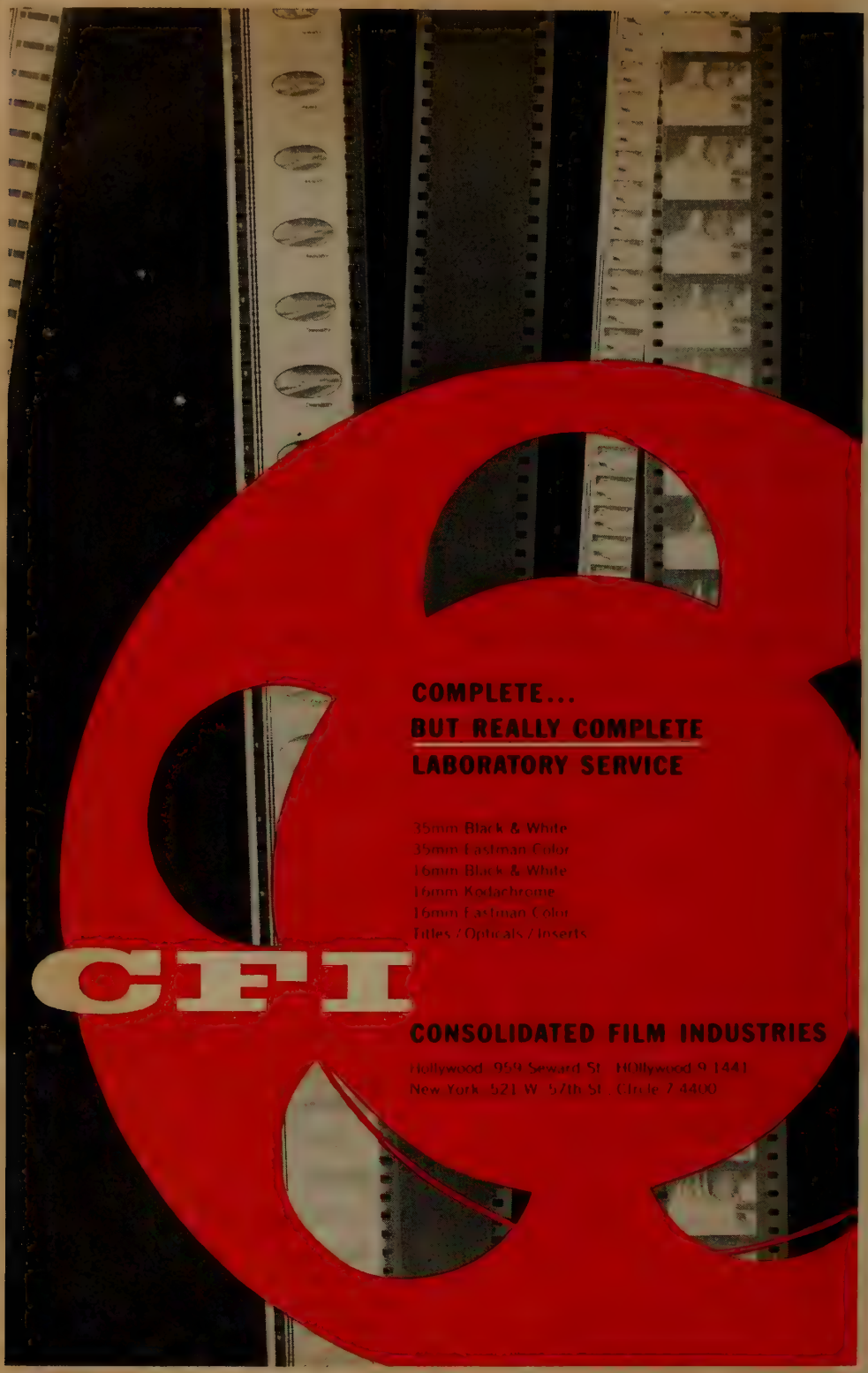
O'Malley, David P., Inc......FRanklin 2-5070

Page, Sidney J.
203 North Wabash.....STate 2-7344

Radio Talent, Inc.
35 E. Wacker.....FRanklin 2-4351

Schuster, Milton
127 North Dearborn St.....DEarborn 2-2708

WLS Artists Bureau
1230 W. Washington Blvd.....MOnroe 6-9700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1957

TWENTIETH ANNUAL EDITION

TELEVISION YEAR BOOK

CHAS. A. ALICOATE
Editor-in-Chief

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EASTMAN FILMS

For

THE BEST IN TELEVISION

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W. J. German, Inc.

•

FORT LEE CHICAGO HOLLYWOOD

FULLEST ELECTION COVERAGE ON TV IN HISTORY

From top to bottom, representative scenes of the ABC, CBS, and NBC television coverage of the presidential election night returns. Smoothly coordinating a great deal of detail, and conveying results to listeners with extraordinary speed, the networks achieved the most complete and successful coverage in history.

TELEVISION'S FINEST HOUR OF LIVE DRAMA

ALUMINUM COMPANY OF AMERICA

PRESENTS

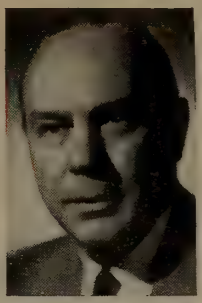
The ALCOA HOUR

ALTERNATE SUNDAY EVENINGS

NBC-TV 9-10 P. M. E. S. T.

REPRESENTED BY FULLER & SMITH & ROSS INC — ADVERTISING

Sigalert—An Instant Warning Device to Alert the Public



By
LOYD C. SIGMON
Chairman of the Board
Southern California
Broadcasters Assn.

SIGALERT, born of necessity as an instantaneous warning device to alert the public of disaster or major inconvenience, has become the model for modern emergency communication in less than two years of official use.

Forty-eight communities in the County of Los Angeles, in addition to cities in Nevada and Arizona, are joined today in a mighty electronic network that instantly relays, through Sigalert, news of disaster, impending or actual, major traffic tieups or other information considered to be vital to the public interest.

Within a few months, Sigalert will be made available to radio stations, newspaper offices, police and civil defense departments and other agencies nationwide.

With Sigalert installed in radio stations throughout the country, the President of the United States, for example, could instantly reach the listening public with a message of major importance, simply by pressing a Sigalert button. All radio and TV stations equipped with Sigalert could immediately broadcast the President's voice, or his taped message could be played back on the air numerous times.

As now installed in more than a score of radio and TV stations, newspaper offices, aircraft companies, civil defense posts and public utilities offices, Sigalert is a specially-designed receiver that is turned on and off by sub-audible impulse from the Los Angeles police radio station. A red light glows, a bell rings, and the tape recorder goes into action.

Responsible fire or police officers utilize the Sigalert system whenever, in their opinion, a situation exists likely to affect any considerable part of the population of Southern California, Nevada or Arizona. The officer says via police band radio: "This is a Sigalert bulletin" and the message is immediately broadcast on police shortwave from the Los Angeles Police Communications Center to all Sigalert receivers.

An example of the speed with which Sigalert bulletins can be effective over vast areas is the case of the 7-year-old boy who was critically injured in a traffic accident on Santa Monica Boulevard in Los Angeles. His identity was unknown. A Sigalert bulletin went out over the commercial stations in Los Angeles, and within 20 minutes after the bulletin was aired, the boy's father in Idaho was on the long-distance phone in contact with the Santa Monica General Hospital to make identification.

Sigalert, developed at the request of Los Angeles Police and in collaboration with the Southern California Broadcasters Association, has proved itself in many crises since Labor Day, 1955, when it first went on the air.

Chief of Police William Parker credits Sigalert with holding down the death toll in the tragic Santa Fe train wreck in Los Angeles last year. Through Sigalert bulletins, doctors, nurses and ambulances were summoned, hospitals alerted and the curious public told to stay away. Sigalert served the public interest in the Pacific Palisades landslide and during the extensive Malibu fires which destroyed thousands of acres of timber, burned scores of homes. Sigalert notified residents to pack up and leave, notified motorists to by-pass the inferno, helped marshal off-duty firemen, police officers, Red Cross workers and volunteers.

Sigalert alerted Long Beach to evacuate thousands of homes when Los Angeles County experienced, in '56, a seven-day rainstorm and flood that threatened to obliterate retaining walls and inundate the city. Taped messages of public importance accumulated so fast one network station killed its program until the danger was past.

In the words of Arthur C. Hohmann, Deputy Chief of the Los Angeles Police Department, "Sigalert has notified the public of many dangerous or delaying conditions. Public response has been excellent. Sigalert bulletins have forestalled many telephonic inquiries that otherwise would have overloaded police telephone circuits. Sigalert can become Free Worldwide in scope. Meanwhile, it plods incident by incident toward the certainty of the universal success it so richly deserves."

Chief Hohmann's opinion of Sigalert and its future is known and shared by many Police Chiefs throughout the country. Word has gone out: Sigalert is on the way . . . and by a simple addition to any existing police transmitter, it will arrive soon in Hometown, U.S.A.

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EASTMAN PROFESSIONAL MOTION PICTURE FILMS
THE EASTMAN 16mm PROJECTOR, MODEL 275
THE EASTMAN 16mm CONTINUOUS PROJECTOR, MODEL 300
THE EASTMAN TELEVISION RECORDING CAMERA

Whether you use film to bridge the coast-to-coast gap of time and space . . . to overcome the confinements of studio walls . . . or to pre-test your investment in time and talent, Eastman is always the first choice both for production and projection.

Motion Picture Film Department

EASTMAN KODAK COMPANY

Rochester 4, N. Y.

Agents for the Sale and Distribution of Eastman Professional Motion Picture Films

W. J. GERMAN, INC.

Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.

Advertising Agency Puts Case Of Handling TV Production

By
EMIL MOGUL
President
Emil Mogul Company
Inc.

SHOULD advertising agencies produce television shows? In a word, my position on the question is *Yes*. The only proviso I would make is that agencies obviously must be equipped with more than just a desire to be creators and impresarios.

Consider it first from the advertiser's point of view. It seems to me the client stands to benefit in a variety of ways from an agency-produced show. There is first the advantage of economy. Since agencies do not depend on TV show production for their profit, as the independent producers do, or even partially as the networks do, shows would on the whole cost clients less if agencies produced them and felt responsible for justifying the costs. In the present economics of the TV business, the prices of network shows are often supported at an unnecessarily high level by the shortage of time—with networks able to command higher prices than they are necessarily worth for shows that occupy desirable time slots. Independent packagers are in business to produce and sell shows and naturally require greater profits than agencies would require for the same production. Since the agency's primary interest is not in selling a program but in utilizing TV time to attract the largest possible audience, the agency is or at least should be, less interested in progting from the production itself.

Shows produced by agencies would automatically be much more closely supervised by the agencies than they are when, for practical purposes, they are out of the agency's hands and—no sarcasm intended—in the laps of the gods. Since an agency's fortunes with a particular client rise or fall, as they so often do, with the ratings of the client's TV show, it seems to me the agency should have much more to do with running the show than simply choosing it in the first place and then praying that the initial judgment was correct, to say nothing of the moral obligation of *earning* its commission on talent and production costs.

From the network's point of view, the question may appear to be a different one. Admittedly, networks must, for their own protection and as a public obligation, maintain standards of taste, quality, interest and programming diversification which it might be difficult to maintain if each sponsor were an individual producer. But this is not a really valid argument against encouraging agencies to assume the responsibility. Many of the finest shows on the air today are produced by independent packagers — and in some cases they are far greater credit to the network and stations which telecast them than much of the networks own product. And at least two of the really outstanding shows on the air are currently agency-produced. Maintaining proper programming standards would still be a matter of network policies, policing, and the prerogatives of approval and disapproval.

From the public's point of view, it should make no difference whatsoever who produces the show they watch—network, packager or agency. The inalienable right to tune in and tune out is the most effective arbiter of what's good TV and what's bad TV, in any case. As for the agencies themselves, all of this presupposes the necessary talent and manpower to produce programs of sufficient quality and interest to attract and hold audiences. And this of course means large additional overhead which would in many instances exceed the agency 15% or 17.65% gross income. To maintain the same profits that it currently earns on a network produced or packaged show, the agency would have to charge a substantial additional production fee. But this should certainly still leave room for a considerable saving to the client.

Whether it is or should be an agency *responsibility* to produce its own shows is quite a different question from whether agencies should be allowed or *encouraged* to do it. And whether any individual agency should *seek* this additional responsibility is of course for that agency to decide. As for ourselves, we've created and produced successful shows in the past and we plan to do so again. When we put our money on a *horse*, we're willing to gamble on our judgment and the jockey. But when we put our client's money on a TV show, we'd like to have as much as possible to do with making it run—even if it means a lot more work for us.

East-West TV Network — Economic Closed Circuit Package Deals

A package deal, in closed circuit television, can be made available through the coordination of a group of clients and the multiple use of leased facilities of A.T.&T. and local phone companies. The packages now ready to deliver are of this type.

Services rendered in the 9 *and* 11 *city package deals described below are as follows*: Origination from any included city; video and audio—long lines and local loops; 9'x12' TV projection, with union operation, and Network supervision at each location; hotel liaison; facility test prior to show; reports on test and show.

NINE MAJOR INDUSTRIAL MARKETS

(April — May — June)

Chicago	South Bend	Pittsburgh
Columbus	Cincinnati	Cleveland
Detroit	Indianapolis	Huntington, W. Va.

9 CITY PACKAGE RATE

1 Hour	$ 9,746.39
2 Hour	$12,954.00
COMPARE:	
Average 1 Hour	$13,531.04
East-West Package	9,746.39
SAVING	$ 3,784.65

ELEVEN KEY FARM BELT MARKETS

(June — July — August)

Minneapolis	Omaha	Witchita
Mason City	Quincy	Sioux Falls, S.D.
Des Moines	Peoria	Kansas City, Mo.
Madison, Wisc.		Davenport, Iowa

11 CITY PACKAGE RATE

1 Hour	$11,965.00
2 Hour	$16,427.00
COMPARE:	
Average 1 Hour	$17,400.00
East-West Package	11,965.00
SAVING	$ 5,435.00

EAST WEST PROJECTION OPERATION RATES

Uniform 9' x 12' projection equipment
Available in any key market—anytime.

To 1 Hour 30 Minutes	$435.00
Base period to 3 Hours	$525.00

"Off-the-air" projection service available

(Price includes Agency commission.)

— ESTIMATING COST —

It is relatively simple to estimate the cost of a closed circuit show. By using the following formula you can readily determine the approximate cost of a show for your Company.

Multiply the number of cities to be reached by $480.00, (average one time local video and audio charge); add, $435.00 per city for projection; plus $1.24 per airline mile for inter-city video and audio, (includes Fed. tax); average studio origin at $1500.00; your estimate of script and talent.

Prices Include Fed. Tax and Agency Commission. Does not include script or talent.

EAST-WEST TV NETWORK

2924 AUBURN AVE.
TOLEDO 6, OHIO

Creative Thinking Necessary in TV Film Commercial Activity

By
SHAMUS CULHANE
President
Shamus Culhane Prod., Inc.

AS a man deeply interested in the graphic arts, I assume it's within my province to attempt to forecast some of the developments that can be expected in the field of television film commercials during 1957.

Generally, the picture appears to be bright. During 1956, an estimated total of $397,498,000 was spent by national advertisers alone in spot television. Naturally, this steady growth pattern is reflected in the film commercial business and we expect to see this healthy trend continue upward during the coming year.

There are many factors contributing to the increased activity within this field. Advertisers have been compelled to use a greater variety of commercials to cater to an increasingly sophisticated television audience. A spot that was considered outstanding five years ago might be quite ordinary by today's standards.

There is a more discerning audience to be sold today. We can remember in the early days when some commercials ran two or three years with quite a successful sales record. Today, a campaign can be "old hat" in a matter of months.

Another product of this era of intensified competition will be the excursion by advertisers and agencies into new areas of commercial expression. I anticipate more experimentation in the field of commercial technique with utilization of some art forms which have been considered, up to this time, as somewhat esoteric and avant garde. I believe the influence of abstraction and other non-objective art forms will be felt more strongly this next year.

Coupled with these new graphic forms will be an ever increasing and ingenious use of new sounds. Only now is there a growing appreciation of what sound can do to enhance the film commercial. I look for greater use of original orchestral scores sound effects and unique instrumental combinations to bolster the attention-getting power of the commercial sell.

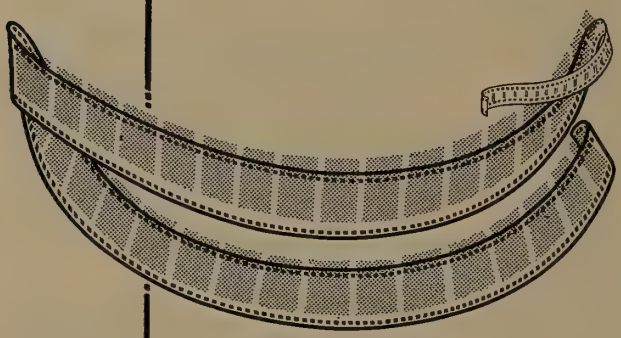
Animation will be employed more than ever before. In my judgment, animation remains the most exciting and desirous form of commercial. Quite probably, the rotoscope technique, which optically combines live action and animation, will be utilized to a greater extent than before despite the increased cost due to intricacy of production. This marriage of realism and imagination will be effectively harnessed by more advertisers in 1957.

The antics of Bert and Harry Piel have already exerted an influence that is bound to extend into 1957. Agencies are presently attempting to duplicate the success of this series by a more careful attention to characterization in their animated commercials.

One cannot survey any field of television endeavour without contemplating the impact of color on the 1957 scene. Here is a subject of vast possibilities, one, which I venture, will affect merchandising revolution beyond present expectation when it is finally accepted by advertisers as a truly mass medium. Having experienced its explosive impact on Hollywood upon its introduction in the 30's, I can fully appreciate its potential. Despite its growing popularity, for 1957 at least, black and white commercials will continue to dominate the commercial field.

I have attempted, with the usual reservations, to map just a few of the possibilities. There are certainly many turns in the road which may turn out to be dead ends. To judge how successful a prognosis this has been, I suggest checking this space next year to see whether I've been booked for a return engagement.

COMPLETE CREATIVE PRODUCTION



Service with a Smile...

Let put your TV commercials on FILM.

has more years in the business of advertising on film than anybody.

has studios fully equipped to produce live or animated films in New York, Hollywood and London.

NATIONAL SCREEN SERVICE CORPORATION

TELEVISION & INDUSTRIAL FILMS DIVISION

TV Equipped Motion Picture Theatres in the United States

State	*City*	*Seating Capacity*	*Theatre*	*Equip. Mftrs.*
California	Fresno	2,169	Fresno	RCA
	Huntington Park	1,468	Huntington Park	RCA
	Los Angeles	1,757	Downtown	RCA
		2,213	Orpheum	RCA
		3,387	Paramount	RCA
		1,363	Ritz	GPL
	San Francisco	2,646	Paramount	RCA
		399	Telenews	Trad
Colorado	Denver	2,096	Paramount	GPL
Dist. of Col.	Washington	3,452	Capitol	RCA
		1,838	Keith's	RCA
Florida	Jacksonville	1,155	Florida	Trad
	Miami	2,000	Carib	RCA
		—	Capitol	RCA
Georgia	Atlanta	2,476	Paramount	Trad
Illinois	Chicago	1,299	Crown	RCA
		3,931	Marbro	RCA
		2,649	State Lake	RCA
		—	Loop	Trad
		3,414	Tivoli	RCA
		4,320	Uptown	RCA
Indiana	Indianapolis	3,313	Indiana	RCA
Iowa	Des Moines	1,708	Paramount	Trad
Kentucky	Louisville	3,100	Rialto	GPL
Louisiana	New Orleans	3,400	Saenger	RCA
Maryland	Baltimore	2,048	Century	RCA
		1,320	Metropolitan	Trad
		2,843	Stanley	RCA
		1,860	State	RCA
Massachusetts	Boston	1,500	Pilgrim	RCA
		3,583	State	RCA
Michigan	Detroit	2,500	Eastown	RCA
		3,435	Hollywood	RCA
		4,029	Michigan	PT. (Intermediary)
		2,967	Palms State	RCA
Minnesota	Minneapolis	4,013	Radio City	PT.
	St. Paul	2,362	Paramount	RCA
Missouri	St. Louis	3,166	State	RCA
Nebraska	Omaha	2,978	Orpheum	RCA
New Jersey	Asbury Park	1,558	St. James	Trad
	Camden	2,213	Stanley	RCA
New York	Albany	1,550	Grand	RCA
	Binghamton	2,284	Capitol	RCA
	Buffalo	2,091	Centre	RCA
	N.Y.C.—Bronx	2,353	Fordham	RCA
	N.Y.C.—Brooklyn	4,060	Fox	RCA
		2,146	Marine	RCA
	N.Y.C.—Manhattan	450	Guild Newsreel	RCA
		3,650	Paramount	PT. (Intermediary)

State	City	Seating Capacity	Theatre	Equip. Mftrs.
		2,282	Victoria	GPL
	N.Y.C.—Flushing	2,146	Prospect	RCA
North Carolina	Charlotte	1,405	Carolina	Trad
Ohio	Cincinnati	3,037	Albee	RCA
	Cleveland	3,009	Allen	RCA
		3,465	Hippodrome	RCA
		2,616	Palace	RCA
		3,446	State	RCA
	Dayton	2,665	Keith's	GPL
	Toledo	2,455	Rivoli	RCA
Oregon	Portland	1,832	Liberty	Trad
Pennsylvania	Chester	2,272	Stanley	RCA
	Erie	1,434	Shea's	RCA
		2,584	Warner	RCA
	Philadelphia	1,030	Royal	Trad
		2,947	Stanley	RCA
	Pittsburgh	2,016	J. P. Harris	RCA
		3,486	Penn	RCA
		3,719	Stanley	RCA
Texas	Dallas	—	Tower	RCA
	Houston	—	Kirby	RCA
Utah	Salt Lake City	1,759	Utah	RCA
Virginia	Richmond	1,396	Byrd	RCA
		1,393	National	RCA
		668	State	RCA
Washington	Seattle	2,559	Orpheum	RCA
Wisconsin	Milwaukee	2,436	Riverside	RCA
		2,431	Warner	RCA

Represented Nationally by Peters, Griffin, Woodward, Inc.

WTVJ Miami . . .

NOW 8 YEARS "ON-THE-AIR" EXPERIENCE.

Channel 4 with 100,000 watts full power telecast from a 1,000 ft. tower is the only TV station giving complete coverage of the entire South Florida market.

Merchandising and promotion are our "by-words". . . the tools that add an extra plus to your sales curve.

FLORIDA'S FIRST TV STATION

WTVJ·Channel 4

MIAMI

1956 "EMMY" WINNERS

BEST SINGLE PROGRAM OF THE YEAR
"Requiem For A Heavyweight"—"Playhouse 90."

BEST NEW PROGRAM SERIES
"Playhouse 90."

BEST SERIES (HALF HOUR OR LESS)
"The Phil Silvers Show."

BEST SERIES (ONE HOUR OR MORE)
"Caesar's Hour."

BEST PUBLIC SERVICE SERIES
"See It Now."

BEST COVERAGE OF A NEWSWORTHY EVENT
"Years Of Crisis," Year-end report, Murrow and correspondents—CBS.

BEST CONTINUING PERFORMANCE IN A DRAMATIC SERIES (ACTOR)
Robert Young in "Father Knows Best."

BEST CONTINUING PERFORMANCE IN A DRAMATIC SERIES (ACTRESS)
Loretta Young in "Loretta Young Show."

BEST CONTINUING PERFORMANCE BY A COMEDIAN IN A SERIES
Sid Caesar in "Caesar's Hour."

BEST CONTINUING PERFORMANCE BY A COMEDIENNE IN A SERIES
Nanette Fabray in "Caesar's Hour."

BEST SINGLE PERFORMANCE (ACTOR)
Jack Palance in "Requiem For A Heavyweight"—"Playhouse 90."

BEST SINGLE PERFORMANCE (ACTRESS)
Claire Trevor in "Dodsworth"—"Producer's Showcase."

BEST SUPPORTING PERFORMANCE (ACTOR)
Carl Reiner on "Caesar's Hour."

BEST SUPPORTING PERFORMANCE (ACTRESS)
Pat Carroll on "Caesar's Hour."

BEST MALE PERSONALITY (CONTINUING PERFORMANCE)
Perry Como.

BEST FEMALE PERSONALITY (CONTINUING PERFORMANCE)
Dinah Shore.

BEST NEWS COMMENTATOR
Edward R. Murrow.

BEST TELEPLAY WRITING (HALF HOUR OR LESS)
James P. Cavanagh for "Fog Closing In" on "Alfred Hitchcock Presents."

BEST TELEPLAY WRITING (HOUR OR MORE)
Rod Serling for "Requiem For A Heavyweight"—"Playhouse 90."

BEST COMEDY WRITING
"Phil Silvers"—Hiken, Friedberg, Webster, Stern, Rosen, Jacoby.

BEST DIRECTION (HALF HOUR OR LESS)
Sheldon Leonard for "Danny's Comeback"—"The Danny Thomas Show."

BEST DIRECTION (ONE HOUR OR MORE)
Ralph Nelson for "Requiem For A Heavyweight"—"Playhouse 90."

BEST ART DIRECTION (HALF HOUR OR LESS)
Paul Barnes for "Your Hit Parade."

BEST ART DIRECTION (ONE HOUR OR MORE)
Albert Heschong for "Requiem For A Heavyweight," "Playhouse 90."

(Continued on Page 749)

Sunday's something special

on

NBC-TV 9-10 P.M., E.S.T.

The Goodyear Tire & Rubber Company Presents . . .

THE GOODYEAR PLAYHOUSE

Young & Rubicam, Inc., Advertising

The one and only thing NEW in television!

ZENITH "SPACE-COMMAND" TV TUNER

It answers silent commands from your easy chair...or even from the next room. Turns set on and off, changes stations, mutes sound, shuts off long, annoying commercials!

You'll be amazed! There's nothing between you and the television set but space! No wires, no cords, no batteries, no radio control waves. Yet the "SPACE-COMMANDER" control box in your hand carries out your commands from across the room, or even from the next room. Is it magic? How does it work? Well, *see* it yourself . . . *try* it yourself at your Zenith dealer's. You've just never seen anything like it! And remember—only Zenith has it!

NOTHING BETWEEN YOU AND THE SET BUT SPACE

- You hear nothing!
- You see nothing!
- No transistors!
- No radio control waves!
- No wires!
- No flashlights!
- No batteries!
- No cords!
- The only wireless complete remote control!

ZENITH

The Royalty of RADIO, TELEVISION and PHONOGRAPHS

Backed by 38 years of leadership in radionics exclusively

ALSO MAKERS OF FINE HEARING AIDS

Zenith Radio Corporation, Chicago 39, Ill.

1956 "EMMY" WINNERS

BEST CINEMATOGRAPHY FOR TELEVISION
Norbert Brodine for "The Pearl"—"Loretta Young Show."

BEST LIVE CAMERA WORK
"A Night To Remember"—"Kraft Television Theatre," NBC.

BEST EDITING OF A FILM FOR TELEVISION
Frank Keller for "Our Mr. Sun"—"A. T. & T. Science Series."

BEST MUSICAL CONTRIBUTION FOR TELEVISION
Leonard Bernstein for "Omnibus."

BEST ENGINEERING OR TECHNICAL ACHIEVEMENT
Ampex and CBS for video tape development.

NEW YORK EMMY AWARDS

MOST OUTSTANDING LIVE LOCAL PROGRAM
"Night Beat"—WABD.

BEST DOCUMENTARY OR EDUCATIONAL PROGRAM
"Camera Three" (January 1-15, 1956)—WCBS-TV.

BEST NEWS PROGRAM
"11th Hour News" with John K. M. McCaffery—WRCA-TV.

BEST CHILDREN'S OR TEEN AGE PROGRAM
Tie: "Children's Theatre," WRCA-TV; "On The Carousel," WCBS-TV.

MOST OUTSTANDING MALE PERSONALITY
Mike Wallace—WABD.

MOST OUTSTANDING FEMALE PERSONALITY
Jinx McCrary—WRCA-TV.

SPECIAL STATION ACHIEVEMENT
Dual award to WABD for "Night Beat," and WPIX for UN coverage.

HOLLYWOOD EMMY AWARDS

BEST ENTERTAINMENT PROGRAM
"Stars Of Jazz"—KABC-TV.

BEST DOCUMENTARY OR EDUCATIONAL SHOW
"Harvest" with Dr. Frank Baxter—KRCA.

BEST CHILDREN'S PROGRAM
"Faith Of Our Children"—KRCA.

BEST NEWS PROGRAM
"Big News," C. Roberts, B. Stout, G. Stratton, A. Green—KNXT.

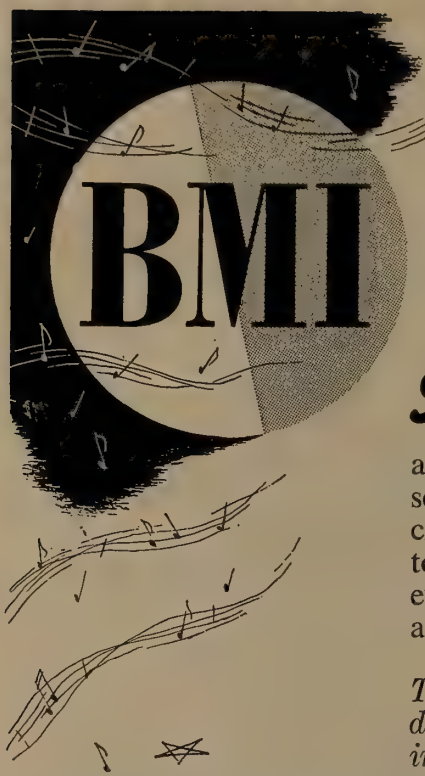
BEST SPORTS PROGRAM
"Gil Stratton's Sport News"—KNXT.

MOST OUTSTANDING MALE PERSONALITY
Clete Roberts—KNXT.

MOST OUTSTANDING FEMALE PERSONALITY
Eleanor Powell—KRCA.

BEST LOCAL PRODUCTION ALSO SEEN OUTSIDE LOS ANGELES
Paul Coates' "Confidential File"—KTTV.

SPECIAL STATION ACHIEVEMENT AWARD
KNXT for general overall excellence in public service.
Honorable Mention—To KTTV for standards of public service.



For SERVICE in TV

SERVICE continues to be one of the basic theme songs at BMI. Not only are its facilities offered to its TV licensees, but to producers, advertising agencies and their clients, TV film distributors, music conductors, directors, and everyone in TV concerned with music and programming.

This service is apparent in the day to day activities of BMI and is provided in many forms, such as:

- Assistance in the selection or creation of music for theme, background, bridge, cue or incidental mood music.
- Help in protecting music ownership rights.
- Answers to questions concerning copyrights, music right for future residual usage and help in solving all other problems concerning the use of music in TV.
- Aid in music clearance.

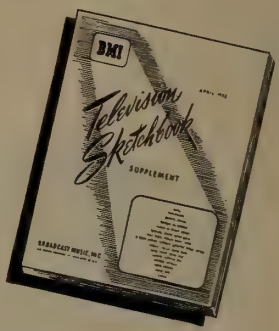
TELEVISION *Sketch* BOOK

A regular monthly service of pre-tested musical sketches for the producer, director and artist

Timely and practical working scripts for the presentation of songs in dramatic, comic and pictorial fashion.

The very latest song hits as well as the standard favorites are developed into photogenic sketches which can be used effectively as complete musical shows, as production numbers in variety programs or as scene-setting segments.

There are dozens of ways in which you can adapt the BMI Sketchbook to advantage.



Let BMI give you the TV Music Story — Call or write BMI TV SERVICE DEPARTMENT

BROADCAST MUSIC, INC. 589 FIFTH AVENUE NEW YORK 17, N.Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

TELEVISION NETWORKS

EXECUTIVE

PERSONNEL

ARTICLES

MAPS

1957

Learning Public's Tastes Needed for TV Series' Success

By
OLIVER TREYZ
Vice President
in Charge
ABC Television
Network

AS everyone has heard at one time or another, build a better mousetrap and the whole world will come to you. Television is certainly no exception.

To bring the viewer to your network channel requires consistency and quality, finding a need and filling it, building a habit of expectancy. Programs with a sawtooth, up and down record, cannot succeed as winners over the long haul. Inevitably, a spotty viewing audience will result, since people will not follow a program if it doesn't deliver with regularity.

Witness the record of feature films in the Los Angeles area alone. At first a sensation when the MGM package was presented, an up and down rating pattern soon developed. This was the direct result of offering features of varying quality. As in any feature package, this group included films both bad and good, and in-between. The public, as discerning a group as there ever was, reacted with the same inconsistency as the film series itself.

In contrast, consider any number of network shows which maintain consistency throughout the year and develop strong audience loyalty. Each new rating report shows a stability in share of audience. Possessing an intangible though pre-possessing personality and giving the audience consistency each week, these programs will always emerge victorious over the spectaculars, the shows which cannot maintain a theme and focus.

Who would underestimate the regular drawing power of a "Disneyland," which presents something new and different each week, yet holds the attention of the viewer since he knows what to expect from the inimitable talent of Walt Disney.

Always a winner with motion picture audiences, Westerns and Adventures have established themselves firmly as television leaders. "Cheyenne," "The Life and Legend of Wyatt Earp," "Gunsmoke," "Broken Arrow" and "The Adventures of Jim Bowie" fill a need of the American public and deliver with consistent high quality. I, for one, predict they'll be with us for a long time to come, maintaining loyalty as long as Americans are *Americans.*

Many examples of programs which deliver with regularity could be cited. In network television today, we have "Crossroads," Alfred Hitchcock, "The $64,000 Question," "Father Knows Best," "The Ed Sullivan Show," "What's My Line?," "Dragnet" and many others, all of which have that extra something which distinguishes them in the eye of the viewer. They have found a need, and filled it.

Of the newer shows of the past season or two, none has quite equalled the record of Lawrence Welk. Where other musical shows had failed, Welk and his Champagne Music became an overnight phenomenon. Welk hit the top and has remained there since with a combination of his magnetic personality and the presentation of music in the way the people wanted to hear it. As such, he'll *continue* to hold top ratings.

In its planning for the 1957-58 season, ABC Television will rely heavily on this quality-consistency-expectancy formula as it readies new programs. We believe that Frank Sinatra, long a favorite, will become a firmly entrenched habit with television viewers. So too, will the new Walt Disney program and the latest adventure series to come from the Warner Bros. studios.

One important factor in building expectancy which cannot be ignored is 52-week exposure. ABC Television research has found that shows which are in there punching the year-round build up a much stronger habit than those which take the conventional hiatus during the summer months. This exposure has helped immeasurably in the success of Welk, "Disneyland," Wyatt Earp, "Cheyenne," Ed Sullivan and others.

While not relying on mousetraps to capture audiences, ABC Television has achieved unusual results with a "mouse." With the "Mickey Mouse Club" ABC-TV has established itself firmly in the daytime picture. With its year-round appeal, the club has become a habit with the housewife and young America. With it as a keystone, ABC Television is planning new and important daytime entries. As at night, we will follow the pattern of finding a need and filling it, firmly convinced that it will bring us public acceptance and acclaim.

A.B.C. TELEVISION NETWORK

JAMES T. AUBREY, JR.
Vice President in Charge of Programming and Talent

James T. Aubrey, Jr. was named vice president in charge of programming and talent for ABC-TV network in January, 1957. He had previously served as manager of CBS-TV programs in Hollywood since June, 1956. From 1952 to 1956, Aubrey was general manager of KNXT, Hollywood, and of the Columbia TV Pacific Network. Prior to this, he was sales manager of KNXT from January to June 1952; account executive with KNXT during 1951-52 and account executive with KNX from 1948 to 1951. Aubrey was associated with Street and Smith Publications and Conde Nast Publications following World War II. During the war he served with the Air Force. A graduate of Princeton University, Summa Cum Laude, Aubrey is married to actress Phyllis Thaxter. They have two children.

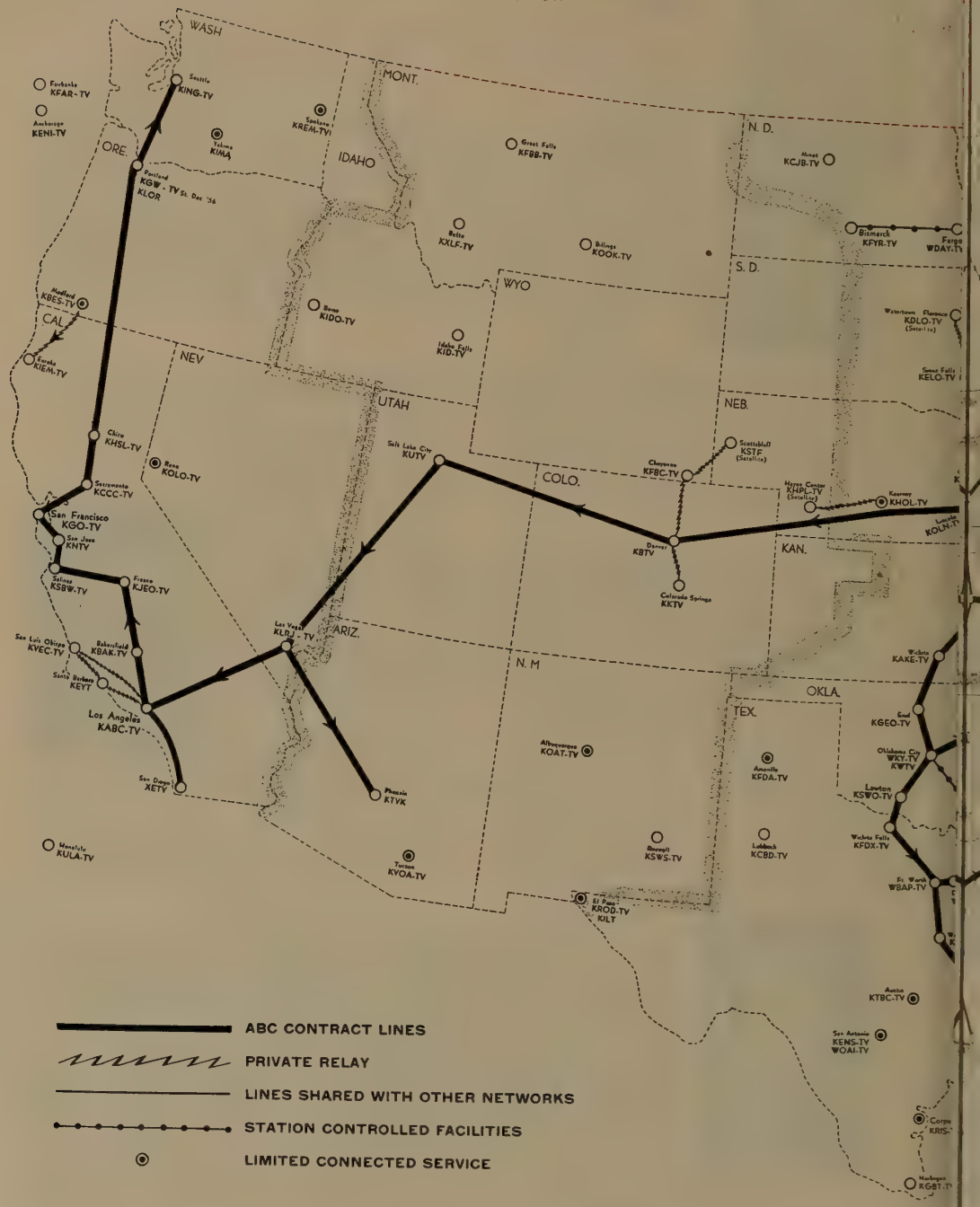
SLOCUM CHAPIN
Vice President in Charge of Sales

Slocum Chapin, VP in charge of sales for ABC-TV, is a graduate of Dartmouth College. Prior to joining WJZ (now WABC) as sales manager in 1942, he served in sales promotion for World Broadcasting System; in sales with WOC, Davenport, Iowa; as sales manager of WKBN, Youngstown, Ohio, and as general manager of WSTC, Stamford, Conn. Chapin moved from the local New York station in 1944 to the radio network sales department and then in 1948, was appointed eastern sales manager for ABC-TV when the department was created in 1948. In 1951, he was named vice president in charge of owned and operated stations for ABC, a post he held until being named to his present position in 1954.

JOHN DALY
V.P. in Charge of News, Special Events, Sports and Public Affairs

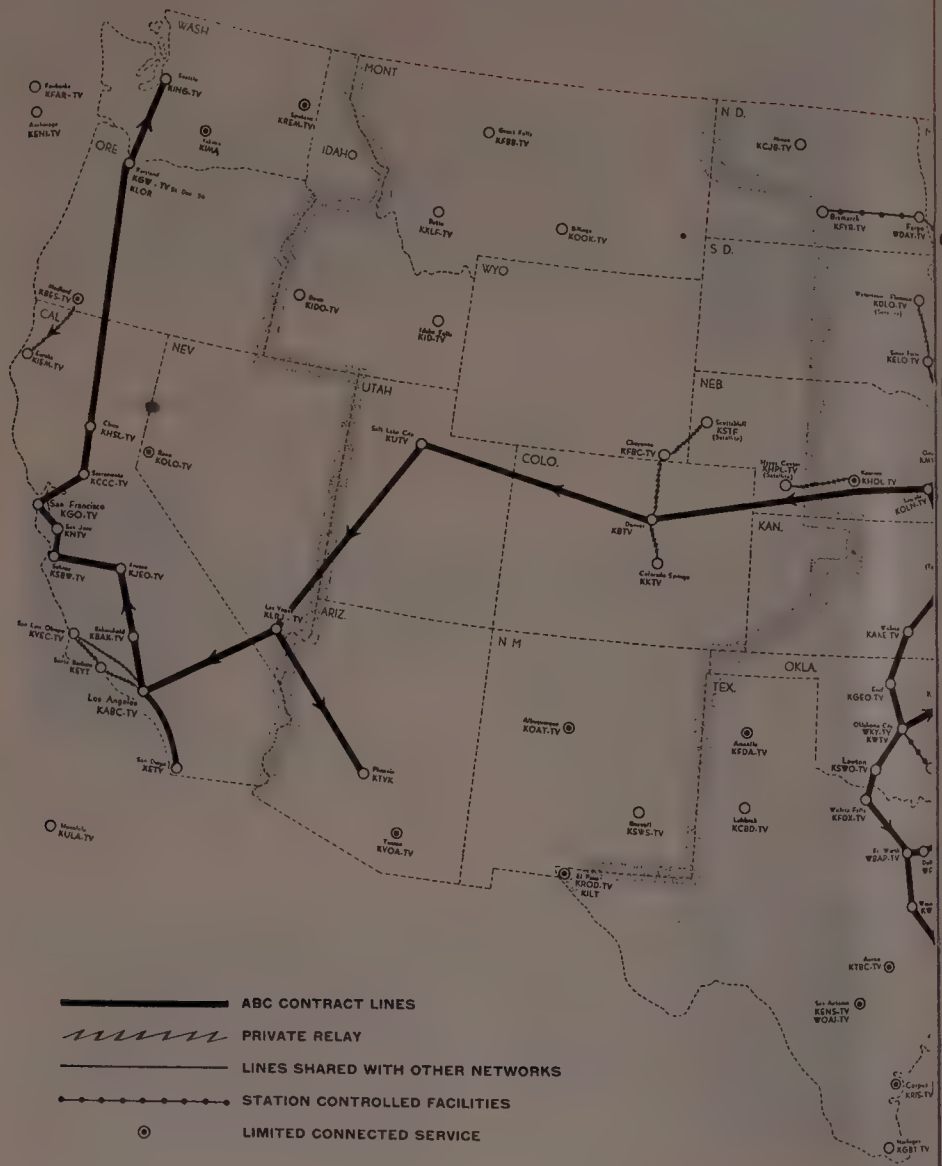
John Daly, vice president of ABC in charge of news, special events, sports and public affairs, started as a CBS radio reporter and commentator in 1937 in Washington, D. C., after leaving Boston College. He left CBS after 12 years, joining ABC in 1949 and was named to his present post in August, 1953. Daly worked under a Washington dateline for four years. He was transferred to New York in 1941. Daly's combat reporting included eye witness accounts of the Sicilian campaign, the Italian campaign and the Anzio landing. He returned to cover the 1944 conventions, Presidential campaign and election. Since joining ABC he has directed or participated in the coverage of each year's great stories—from the Korean crises through the major sessions of the UN, the 1956 political events, the inaugurations of President Eisenhower, the coronation of Queen Elizabeth, the Army McCarthy hearings, the Suez Invasion and the Hungarian rebellion.

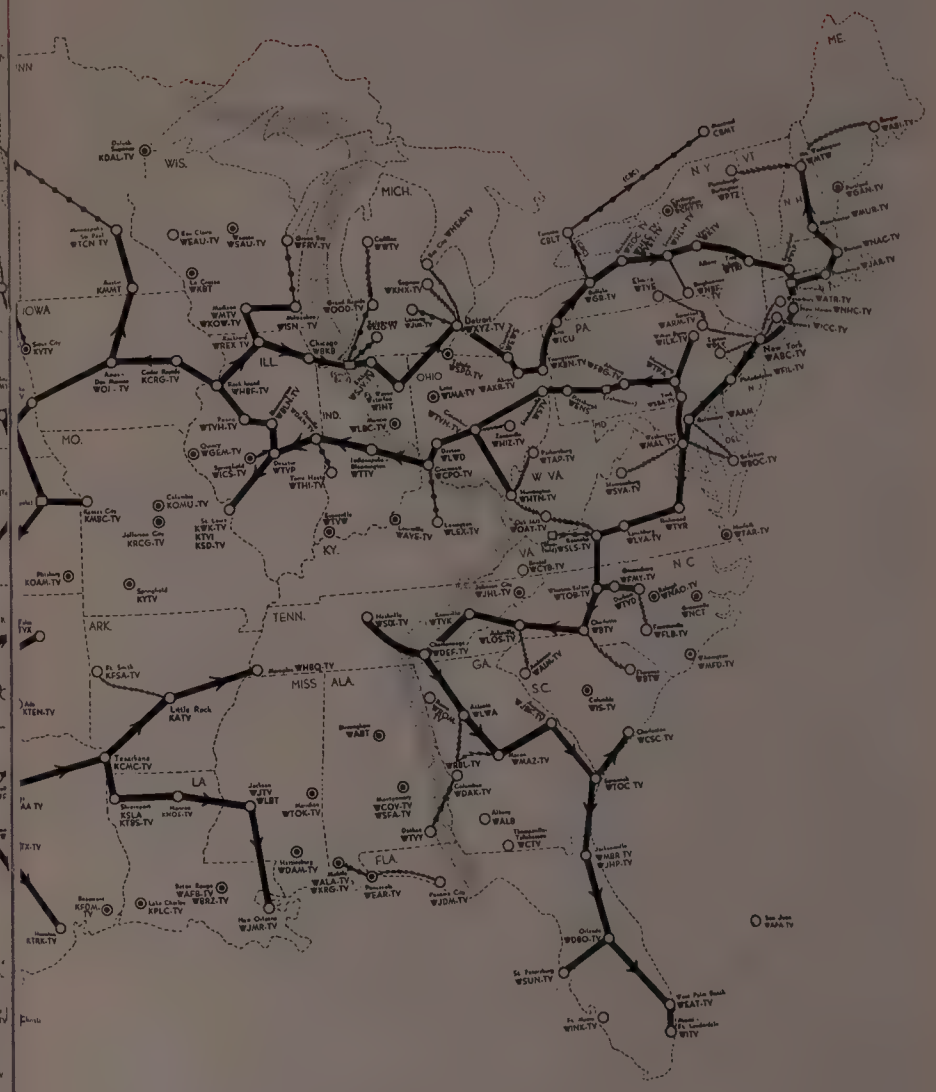
AMERICAN BROAD



CASTING COMPANY

AMERICAN BROADCASTING COMPANY





AMERICAN BROADCASTING CO., INC.

(A Division of American Broadcasting-Paramount Theaters, Inc.)

7 West 66th Street, New York 23, N. Y.
Telephone Number: SUsquehanna 7-5000

OFFICERS

Leonard H. Goldenson....President of American Broadcasting-Paramount Theatres & Acting President of American Broadcasting Company
James T. Aubrey, Jr.....Vice-President
James W. Beach.....Vice-President
Alfred Beckman .....Vice-President
Slocum Chapin .....Vice-President
John Daly .....Vice-President
Edward DeGray .....Vice-President
Michael J. Forster .....Vice-President
Robert H. Hinckley .....Vice-President
Earl Hudson .....Vice-President
Frank Marx .....Vice-President
John H. Mitchell .....Vice-President
Sterling C. Quinlan.....Vice-President
Simon B. Siegel.....Treasurer of American Broadcasting-Paramount Theatres & Treasuurer of American Broadcasting Company
Robert L. Stone.....Vice-President
Oliver Treyz .....Vice-President
Thomas Velotta .....Vice-President
Mortimer Weinbach .....Vice-President & General Counsel
Omar Elder.....Secretary & Assistant General Counsel
Michael P. Boland.....Assistant Treasurer
J. Russell Gavin.....Assistant Treasurer

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Jason Rabinovitz .....Administrative V.P.
Eugene Accas .....Administrative V.P.

Engineering & General Services

Frank Marx.....Vice-President in Charge
Richard Hamilton..Supervisor of Communications
George Milne.....Traffic Coordinator
Clure Owen .....Administrative Assistant
John Preston...Director of Engineering Facilities
Lawrence A. Ruddell.....Recording Director
Joseph J. Spagnola,.....Director of Office & Studio Services
William Trevarthen.....Director of Eng. Ops.
Reginald Willcocks.....Traffic Manager
Merle Worster...Eastern Engineering Ops. Mgr.

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Joseph Fitzpatrick.....Internal Auditor
J. Russell Gavin.....Assistant Treasurer
Edward Graessle.....Manager of Treasury Affairs
Marie McWilliams.....Director of Personnel

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Mortimer Weinbach .....Vice-President & General Counsel
Omar Elder..Secretary & Ass't. General Counsel
Richard L. Freund.....Dir. of Labor Relations

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Richard Depew.....Mgr. of TV Program Oper.
Theodore H. Fetter....Director of Program Dept.
Freelon Fowler.....Film Program Manager
Frederick P. Laffey.....Administrative Manager & Budget Officer
Daniel Melnick...Program Development Manager
Charles Mortimer.....Mgr. Prog. Prod.
William Seaman.....Mgr. TV Prog. Service

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Bernard Paulson...Director of Television Services Department
Ruth K. Blainey.....Operations Manager
Leonard Maskin....Television Services Manager
James McNaughton.....Executive Art Director
Frederick J. Schuhman.....Studio Services Coordinator

News, Special Events, Sports & Public Affairs

John Daly.....Vice-President in Charge of News, Special Events, Sport & Public Affairs
Thomas Velotta.....Vice-President & Administrative Officer of News, Special Events, Sport & Public Affairs
Donald G. Coe...Dir. of Special Events and Ops.
Ruth Crawford .....Librarian
Francis N. Littlejohn.....News and Public Affairs Dir.
William A. Whitehouse.....Director of Radio & TV Sports

Press Information & Advertising

Michael J. Foster.....Vice-President in Charge
John H. Eckstein.....Director of Advertising
Hank Warner.....Director of Press Information

Station Clearance

Donald S. Shaw Jr.,.Director of Station Clearance
Joseph Giaquinto....Manager Station Clearance

Sales

Slocum Chapin.....Vice-President in Charge of Television Network Sales
William Gillogly.Eastern TV Network Sales Mgr.
Henry T. Hede....Business Mgr.-TV Network
Alice Stamatis....Manager of Order Processing
Eugene Wyatt.....National Program Sales Mgr.

Station Relations

Alfred R. Beckman.....V.P. in Charge of Station Relations

Research and Sales Development

Donald Coyle.....V.P., Research & Sales Development
Julius Barnathan.....Mgr. of Research
Bert Briller.....Mgr. of Sls. Development

ABC Film Syndication, Inc.

1501 Broadway

George T. Shupert.....President
Richard P. Morgan.....Vice-President in Charge Business Affairs
Donald L. Kearney...Vice-President in Charge of Sales
John B. Burns.....Vice-President & Director of National Sales
William L. Clark.....Vice-President & Director of Western Sales Division
Lee Francis..Advertising & Promotion Manager

CHICAGO

20 N. Wacker Drive, Chicago 6, Ill.

Sterling C. Quinlan.....Vice-President in Charge of WBKB
James W. Beach.....Vice-President and Director of Network TV
Grover Allen.....Exec. Producer
Ralph Andrews.....Manager, WBKB Film Dept.
Manuel Fingerhut.....Comptroller, WBKB
Elliott W. Henry, Jr.....Pub. and Prom. Dir.
William P. Kusack.....Manager of Engineering Dept.
Rex Maupin.....Director of Music for WBKB
Con O'Dea.....Manager, WBKB News & Special Events
Daniel Schuffman.....Program Manager, WBKB
Matthew Vieracker....General Manager, WBKB
Harold Wettersten..Sales Manager, TV Network Central Division

DETROIT

1700 Stroh Bldg., Detroit 26, Mich.

James Riddell.....President & General Manager
Elizabeth Ashton.....Traffic Manager
Joseph C. Cassel.....Controller
Harold Christian.....V. P., in Charge of Merchandising & Research
Ralph Dawson.....Television Sales Manager
Page Heldenbrand.....Promotion Manager
Charles Kocher.....Chief Engineer
John Lee.....Television Manager
John Pival.....Vice-President for Television
Peter Strand.....Executive Producer

HOLLYWOOD

ABC Television Center
Hollywood 27, Calif.

Earl Hudson...Vice-President, Western Division
J. Cliford Anderson...Director of Labor Relations
Jack Brembeck.....Promotion Manager
Dorothy L. Brown..Continuity Acceptance Editor, Western Division
Sanford Cummings.....ABC Coordinator, Disney TV
Ralph G. Denechaud....Asst. to Chief Engineer, Western Division
Thomas Lufkin.....Program Mgr., National TV Network, Western Division
Theodore Grenier.....Chief Engineer, Western Division
Allen E. Maynard.....Purchasing Agent & Building Maintenance Supervisor
Courtney McLeod.....Dir. of Network Traffic, Station Clearance & TV Sales Service, Western Division
Robert P. Myers.....Pacific Coast Counsel, ABC
Norma T. Olson.....Director TV Program Operations
Daniel P. O'Reilly..News Editor, Western Division
Frank G. Ralston, Jr.....Network Film Director, ABC-TV
Peter G. Robinson...Program Director, KABC-TV
Elton Rule.....Sales Manager, KABC-TV
Florence T. Schiro.....Personnel Director
Selig Seligman...General Manager of KABC-TV
J. English Smith.....Director
John C. Wagner....Controller, Western Division
Ernest Stern.....Dir. of Promotion-Publicity, Western Division

SAN FRANCISCO

420 Taylor St., San Francisco 2, Calif.

John H. Mitchell.....V. P. in Charge of San Francisco Office
Russ Baker.....Program Manager
Jon Barkhurst.....Prom. and Pub. Mgr.
Vincent Francis.Western Division Sales Manager TV Network
Harry Jacobs.....Chief Engineer & Building Maintenance Manager
Edith Kirby.....Traffic Manager
Robert Mitchell.....Film Editor
Lorraine Pedersen..Continuity Acceptance Editor
Victor Reed..Manager of News & Special Events & Advertising, Promotion & Publicity
David Sacks....Sales Manager KGO &KGO-TV
Henry Saroyan....Controller & Purchasing Agent
Edward Smith.....Production Manager
Mary Jane Wolf.....Sales Service Mgr.

WASHINGTON

1735 DeSales St., N.W.
Washington, D. C.

Robert H. Hinckley....Vice-President in Charge of Washington Office

WABC-TV, NEW YORK

7 West 66th St., New York 22, N. Y.

Robert L. Stone....V.P. in Charge of WABC-TV
Gordon Kunz..Production Manager of WABC-TV
Joseph Stamler.....Sales Mgr.
George Rice.....Program Manager

ABC-TV Station Affiliates Association

Frederick Houwink (Chrmn.).....WMAL, Washington, D. C.
Harry LaBrun (V. Chrmn.)..WLWA, Atlanta, Ga.
Joseph Hladky (Sec'y)..KCRG-TV, Cedar Rapids, Ia.
Joseph Drilling (Treas.)..KJEO-TV, Fresno, Calif.

Board of Governors

Joseph Bernard.....WGR-TV, Buffalo, N. Y.
Donald Davis.....KMBC-TV, Kansas City, Mo.
Joseph Herold.....KB-TV, Denver, Colo.
Robert Lemon.....WTTV, Indianapolis, Ind.
William Walbridge...KTRK-TV, Houston, Texas

FOR ADDITIONAL PERSONNEL LISTING SEE PAGE 259

what they watch

needs watching

"Every day is a school day. The things Johnny learns from TV—really remarkable."

"Peter never used to look both ways before he crossed the street. Now he does it—because *Jiminy Cricket* told him to!"

A few years back, you didn't hear parents talk like that about children's television. Nobody thought the whole country could be a classroom. Maybe you remember some of the things that parents used to say.

Today, such words have a far-away ring, like the bell on the little red school house. Today the whole country's a classroom.

It isn't that parents have changed or that children have changed. Nothing has changed—but television itself.

Television is no longer a child. Today's shows for children are sometimes educational, often exciting and always entertaining. Today's television is wonderful. And ABC intends to keep it wonderful—make it even more wonderful by daring to make it thoughtfully different.

We watch what children watch. We watch *Rin Tin Tin* and *Mickey Mouse Club* and *Jim Bowie* and *Disneyland* and *Cheyenne*. We hope that parents watch the way we do.

We are never too preoccupied to be watchful. But we are proud of our efforts—and of the efforts of other networks—in making television for children a trusted, well-adjusted playmate.

abc

television network

what they watch needs watching

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abc

television network

CBS Television Programming Assumes Basic Viewing Habits

By
MERLE S. JONES
President
CBS Television

AFTER a decade of television, it would be reasonable to expect that the unprecedented hold which the medium has had on the American public would begin to wear off. But nothing of the sort has happened. Nor are there any indications that the pattern will change during the coming year.

Indeed industry estimates predict that set ownership will climb a substantial 5%, raising the number of television homes to 41,800,000, or 83% of the U.S. total. But even though this gain in raw circulation is impressive, it is outshadowed by the forecast that the average television family in 1957 will continue to spend more than five hours a day watching television entertainment, information and education.

With viewing remaining at the same high level, and with the addition of 3 million new television families, America by the end of 1957 will be spending 209 million hours a day watching television—4½ million more hours per day than in 1956.

The public's increasing commitment to television carries important implications for both the broadcaster and the advertiser—on the one hand the acceptance of greater responsibilities, and on the other, recognition of greater opportunities.

We at CBS Television will seek to meet this greater challenge by adhering to the basic programming policy which won for the network in 1956 a leadership unmatched in the history of the medium: a monthly average of 8 out of the Top 10 nighttime programs . . . 8 of the Top 10 daytime programs . . . and an audience virtually as large as those delivered by the other two networks combined.

In our opinion this unprecedented record stems directly from a two-fold policy: first, to create the best in entertainment, information, and public service programming; and second, to give each program a reserved spot on the schedule so that it can be presented at the same time on the same day, week after week.

This policy of program frequency and continuity springs from a recognition that man is a creature of habit with a recurring pattern to his activities week to week. As part of this routine, he not only watches television but develops the habit of watching the same programs week after week. Thus, CBS Television has sought to mesh its program schedule into the normal behavior and activities of the television audience, so that each viewer will form the habit of watching certain programs on certain days at certain times.

But this faith in the value of regular week to week programming does not mean that the CBS Television schedule will remain unchanged in the future, any more than it meant there were no changes in the past. During 1956, for example, more than twenty new program series were introduced on the network; and undoubtedly a comparable number of new series will be introduced during 1957.

This commitment to a regular weekly schedule does not preclude the so-called "special one-time broadcasts." We believe in the merit of such broadcasts but only when they provide viewers with entertainment or information of sufficient value to justify a break in the viewer's normal routine. In other words, a special show must offer something special. Operating within this definition CBS Television in 1956 broadcast such special events as the Kentucky Derby and The Orange Bowl, "The Sinking of the Andrea Doria", the annual news review by CBS News foreign correspondents — "Years of Crisis," day and night coverage of the two National Conventions, the Election Night returns, such special public affairs programs as "The Secret Life of Danny Kaye", and such entertainment one-shots as "The Victor Borge Show."

We at CBS Television during the coming months will do everything possible to maintain our role as "pace setter of the networks." We hope to achieve this goal by strengthening our regularly scheduled program lineup, by presenting one-time broadcasts that are indeed special, and by further extending our efforts in the fields of education and information through such exciting series as the new "Odyssey." By so doing we hope to provide our advertisers with a still more effective means of reaching—and selling—their products to the largest audiences ever gathered by a medium of mass communication.

C.B.S. TELEVISION NETWORK

HUBBELL ROBINSON, JR.
Executive Vice President in Charge of Network Programs

Hubbell Robinson, Jr. was named to his post of vice president and director of CBS-TV network programs in 1951 when the web was reorganized into separate network operations for television and radio. He joined CBS in 1947 as a vice president in charge of network programs. Prior to his affiliation with CBS, Robinson was vice president and director of radio for Young & Rubicam from 1928 to 1944. He joined the Blue Network, now ABC, in 1944, as vice president and director of programs. Robinson moved to Foote, Cone and Belding as vice president in charge of radio in 1945. A native of Schenectady, N. Y., Robinson was graduated from Brown University. Following graduation he was a reporter on the Schenectady Union Star and the Knickerbocker Press in Albany. In 1928, he moved to New York and entered advertising.

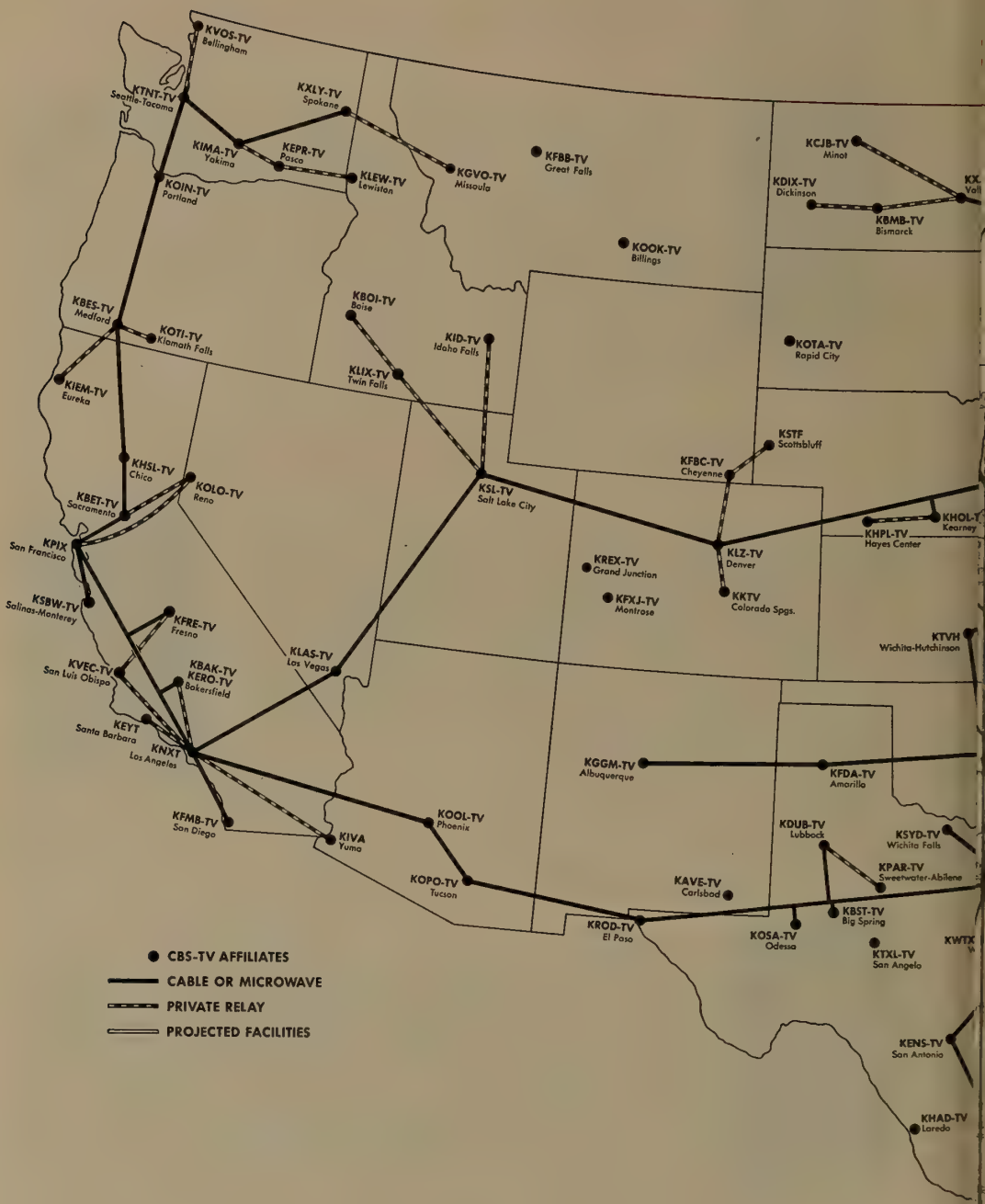
SIG MICKELSON
Vice President in Charge of News and Public Affairs

Appointed vice president in charge of CBS News and Public Affairs in 1954, Sig Mickelson took over when the Radio and Television News and Public Affairs Departments were combined. Prior to that, he had served as director of news and public affairs for TV. He was reporter, then editor of the Sioux Falls, S. Dak., Argus Leader and newscaster for Station KSOO, Sioux Falls. He instructed journalism at Louisiana State University and was an assistant professor of journalism at Kansas University and the University of Minnesota. Mickelson joined CBS in 1943 as news editor of Station WCCO, Minneapolis, an outlet then owned by CBS. He served as director of news and special events, director of public affairs and production manager there. Late, in 1949, he transferred to New York to be CBS director of public affairs. Two years later he headed news and public affairs for TV. Mickelson was graduated from Augustana College, S. Dak., in 1934. Later, he received his master's degree at the University of Minnesota.

WILLIAM H. HYLAN
Vice President of Sales Administration

Associated with CBS for 19 years, William H. Hylan, vice president of sales administration since February, 1957, was named vice president in charge of network sales for CBS television in 1952. He entered military service with the Army after four years as an account executive with CBS Radio Sales from 1937 to 1941. In 1945, he returned to CBS radio and was appointed assistant to the director of station administration. He switched to the network's new TV sales staff as an account executive in 1948. In 1951, he was named assistant sales manager. Early the next year, Hylan was appointed eastern sales manager. He was born in New York City in 1905 and spent a good part of his youth as a resident of the Island of Puerto Rico. Hylan was graduated from Yale University.

CBS TELEVIS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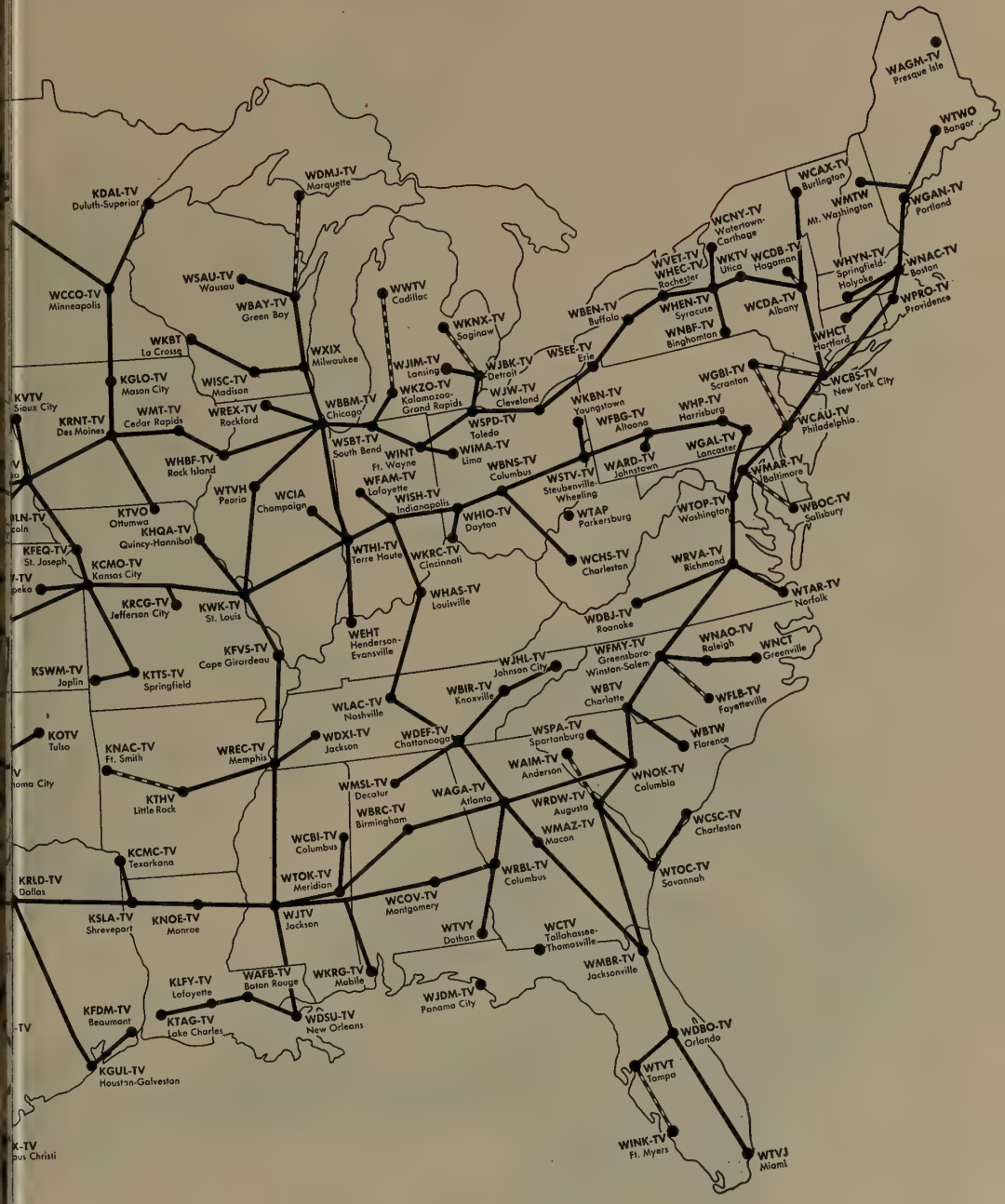
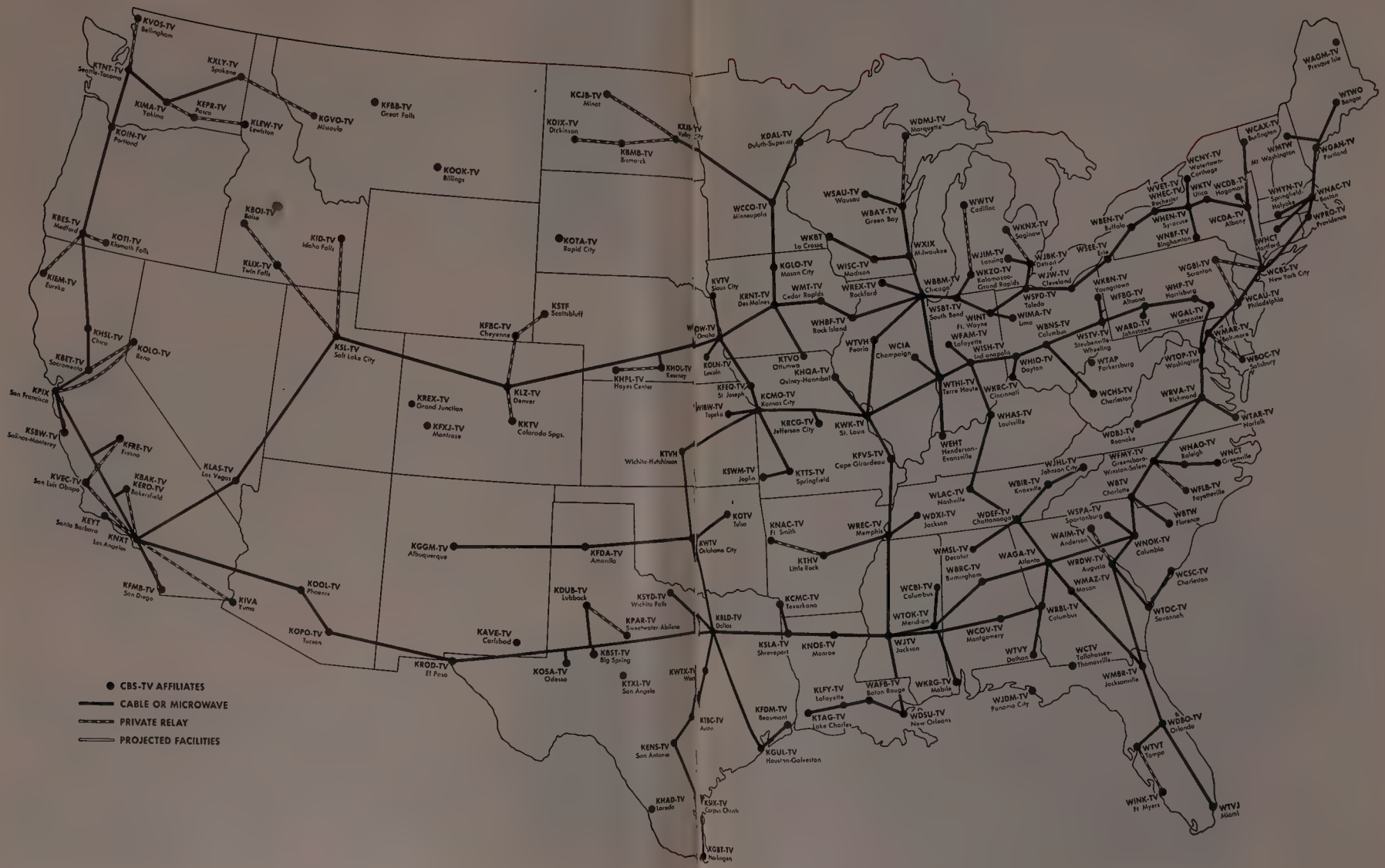
KOIN-TV Portland
KGVO-TV Missoula
KFBB-TV Great Falls
KCJB-TV Minot
KDIX-TV Dickinson
KBMB-TV Bismarck
KOOK-TV Billings
KBES-TV Medford
KOTI-TV Klamath Falls
KIEM-TV Eureka
KBOI-TV Boise
KID-TV Idaho Falls
KLIX-TV Twin Falls
KOTA-TV Rapid City
KSTF Scottsbluff
KFBC-TV Cheyenne
KHSL-TV Chico
KOLO-TV Reno
KBET-TV Sacramento
KSL-TV Salt Lake City
KPIX San Francisco
KREX-TV Grand Junction
KLZ-TV Denver
KHPL-TV Hayes Center
KFXJ-TV Montrose
KKTV Colorado Spgs.
KSBW-TV Salinas-Monterey
KFRE-TV Fresno
KLAS-TV Las Vegas
KTVH Wichita-Hutchinson
KVEC-TV San Luis Obispo
KBAK-TV
KERO-TV Bakersfield
KEYT Santa Barbara
KNXT Los Angeles
KGGM-TV Albuquerque
KFDA-TV Amarillo
KFMB-TV San Diego
KIVA Yuma
KOOL-TV Phoenix
KDUB-TV Lubbock
KSYD-TV Wichita Falls
KPAR-TV Sweetwater-Abilene
KOPO-TV Tucson
KAVE-TV Carlsbad
KBST-TV Big Spring
KROD-TV El Paso
KOSA-TV Odessa
KTXL-TV San Angelo
KENS-TV San Antonio
KHAD-TV Laredo
CBS-TV AFFILIATES
CABLE OR MICROWAVE
PRIVATE RELAY
PROJECTED FACILITIES

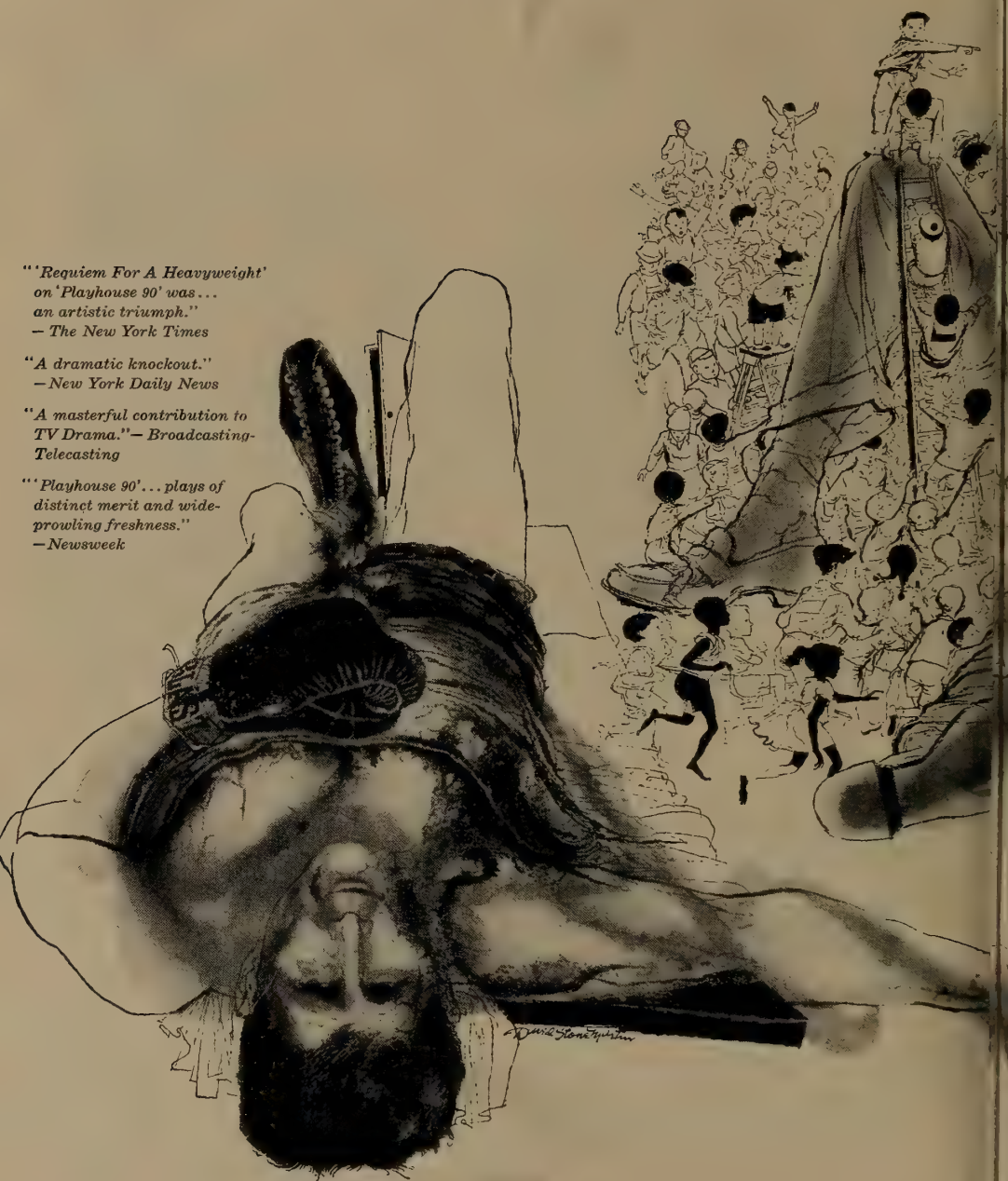
ION NETWORK


WAGM-TV Presque Isle
WTWO Bangor
WCAX-TV Burlington
WMTW Mt. Washington
WGAN-TV Portland
WNAC-TV Boston
WPRO-TV Providence
WHYN-TV Springfield-Holyoke
WHCT Hartford
WCBS-TV New York City
WCAU-TV Philadelphia
WMAR-TV Baltimore
WBOC-TV Salisbury
WTOP-TV Washington
WTAR-TV Norfolk
WRVA-TV Richmond
WNCT Greenville
WNAO-TV Raleigh
WFLB-TV Fayetteville
WBTW Florence
WNOK-TV Columbia
WCSC-TV Charleston
WTOC-TV Savannah
WMBR-TV Jacksonville
WDBO-TV Orlando
WTVT Tampa
WTVJ Miami
WINK-TV Ft. Myers
WCNY-TV Watertown-Carthage
WVET-TV Rochester
WHEC-TV
WKTV Utica
WCDB-TV Hagaman
WCDA-TV Albany
WHEN-TV Syracuse
WNBF-TV Binghamton
WBEN-TV Buffalo
WSEE-TV Erie
WGBI-TV Scranton
WHP-TV Harrisburg
WFBG-TV Altoona
WGAL-TV Lancaster
WARD-TV Johnstown
WSTV-TV Steubenville-Wheeling
WTAP Parkersburg
WCHS-TV Charleston
WDBJ-TV Roanoke
WFMY-TV Greensboro-Winston-Salem
WBTV Charlotte
WSPA-TV Spartanburg
WAIM-TV Anderson
WRDW-TV Augusta
WMAZ-TV Macon
WRBL-TV Columbus
WCTV Tallahassee-Thomasville
WTVY Dothan
WJDM-TV Panama City
WDSU-TV New Orleans
WAGA-TV Atlanta
WBRC-TV Birmingham
WCBI-TV Columbus
WCOV-TV Montgomery
WJTV Jackson
WTOK-TV Meridian
WKRG-TV Mobile
WAFB-TV Baton Rouge
WDEF-TV Chattanooga
WBIR-TV Knoxville
WJHL-TV Johnson City
WLAC-TV Nashville
WMSL-TV Decatur
WDXI-TV Jackson
WREC-TV Memphis
WHAS-TV Louisville
WEHT Henderson-Evansville
WTHI-TV Terre Haute
WKRC-TV Cincinnati
WHIO-TV Dayton
WSTV-TV Steubenville-Wheeling
WBNS-TV Columbus
WISH-TV Indianapolis
WFAM-TV Lafayette
WINT Ft. Wayne
WIMA-TV Lima
WSPD-TV Toledo
WKBN-TV Youngstown
WJW-TV Cleveland
WJBK-TV Detroit
WJIM-TV Lansing
WKZO-TV Kalamazoo-Grand Rapids
WKNX-TV Saginaw
WWTV Cadillac
WBBM-TV Chicago
WSBT-TV South Bend
WXIX Milwaukee
WREX-TV Rockford
WISC-TV Madison
WBAY-TV Green Bay
WSAU-TV Wausau
WDMJ-TV Marquette
WCIA Champaign
WTVH Peoria
WHBF-TV Rock Island
WMT-TV Cedar Rapids
KRNT-TV Des Moines
KGLO-TV Mason City
WKBT La Crosse
WCCO-TV Minneapolis
KDAL-TV Duluth-Superior
KVTV Sioux City
KTVO Ottumwa
KHQA-TV Quincy-Hannibal
KFEQ-TV St. Joseph
KCMO-TV Kansas City
KRCG-TV Jefferson City
KWK-TV St. Louis
KFVS-TV Cape Girardeau
KTTS-TV Springfield
KSWM-TV Joplin
KOTV Tulsa
KNAC-TV Ft. Smith
KTHV Little Rock
KCMC-TV Texarkana
KRLD-TV Dallas
KSLA-TV Shreveport
KNOE-TV Monroe
KLFY-TV Lafayette
KTAG-TV Lake Charles
KFDM-TV Beaumont
KGUL-TV Houston-Galveston

CBS TELEVISION NETWORK



programs for



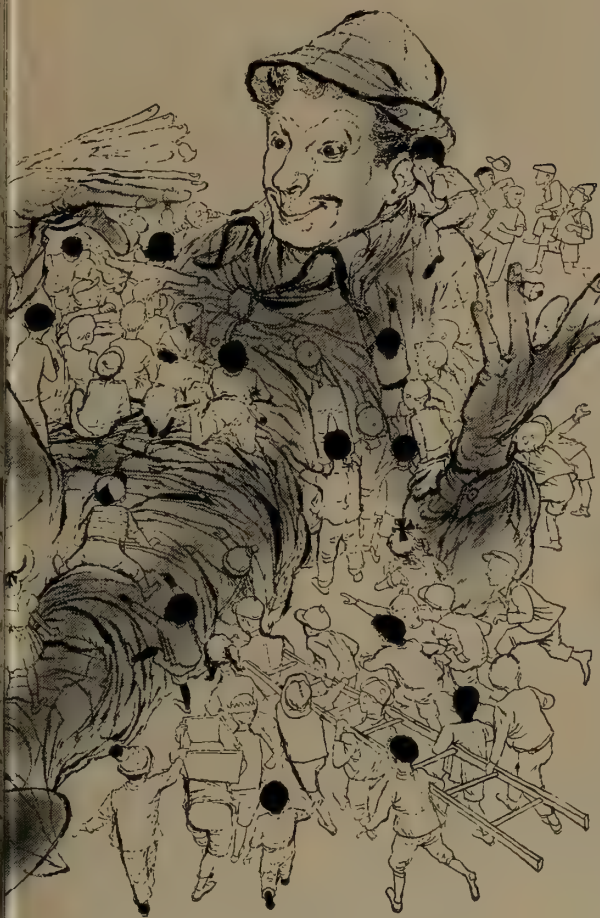
"'Requiem For A Heavyweight' on 'Playhouse 90' was... an artistic triumph."
— The New York Times

"A dramatic knockout."
—New York Daily News

"A masterful contribution to TV Drama."— Broadcasting-Telecasting

"'Playhouse 90'... plays of distinct merit and wide-prowling freshness."
—Newsweek

profit



"Moving, heartwarming and funny . . . Kaye, Murrow and Friendly did their work for nothing: the money . . . went to UNICEF."— New York Post

". . . Not only grand television . . . but . . . great statesmanship."
— Variety

". . . will probably win all the awards . . . will deserve every last one of them."— New York World-Telegram and Sun

As television ended its first decade two programs eloquently testified to its boundless vitality: the regularly scheduled weekly dramatic series *Playhouse 90* and the hour-and-a-half one-time special broadcast, *"The Secret Life of Danny Kaye."*

Each presented a great actor in a stunning performance, won vast audiences and unstinted praise as a major television contribution, took infinite pains to produce. One yielded its producers tangible financial reward; the other nothing but critical acclaim.

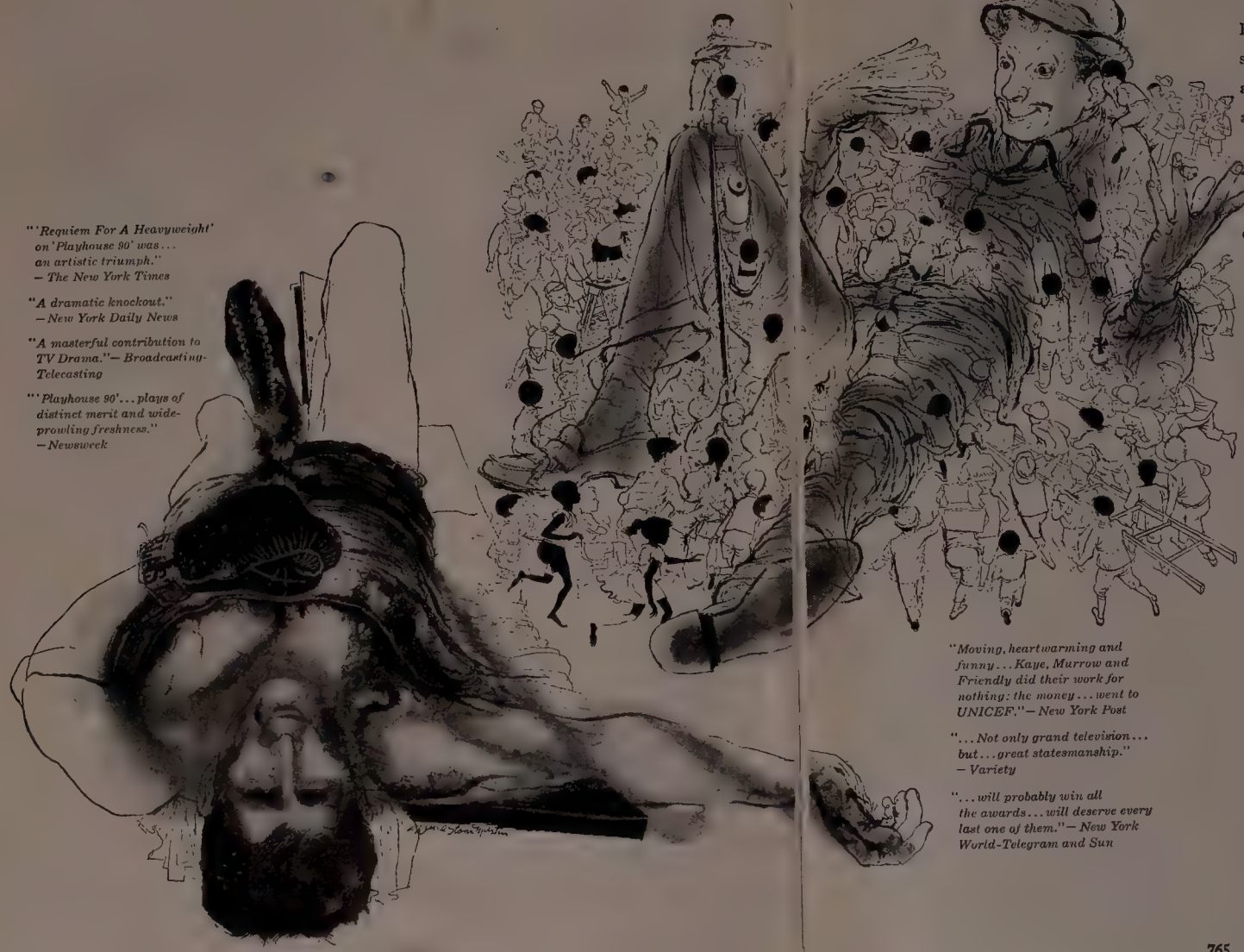
It would be difficult to say which was more profitable to television.

In these two programs the medium again brilliantly demonstrated its unique capacity to respond to the varied needs, interests and aspirations of the American people. Broadcast on CBS Television, they were produced with the enthusiasm and imagination that characterize the entire program schedule of the network.

This kind of programming for profit helps explain why Americans spent more time watching television during 1956 than during any previous year, and why they spent as much time watching CBS Television as the other two networks combined.

CBS TELEVISION

programs for profit



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— Newsweek

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CBS TELEVISION

CBS TELEVISION
A DIVISION OF CBS, INC.

485 Madison Avenue, New York 22, N. Y.
Telephone: PLaza 1-2345
Production Center: 524 W. 57th St., New York 19, N. Y.
Telephone: JUdson 6-6000
Registered Telegraphic Address—CBSINC NEW YORK

NOTE: A full listing of the CBS, Inc., Board of Directors and Officers, as well as Radio Div. executive personnel will be found on Page 266.

CBS TELEVISION DIVISION OFFICERS

Merle S. Jones.....President
Hubbell Robinson Jr.....Exec. V.P. in Charge of Network Programs
Harry G. Ommerle....Vice-President in Charge of Network Programs, New York
Alfred J. Scalpone....Vice-President in Charge of Network Programs, Hollywood
R. M. Weitman.....V.P. Prog. Devel.
Oscar Katz....V.P. in Chg. of Daytime Programs
H. Leslie Atlass.....Vice-President in Charge of Central Division
Edward L. Saxe....V.P. in Charge of Operations General Services
William H. Hylan..V.-P. of Sales Administration
Herbert V. Akerberg..Vice-President in Charge of Station Relations
Edward Shurick.....Vice-President and Director of Station Relations
William B. Lodge..Vice-President of Engineering and Station Relations
Howard S. Meighan....Vice-President in Charge of Western Division
Leslie Harris.....Vice-President & General Manager, CBS Television Film Sales, Inc.
W. Spencer Harrison.....Vice-President and Busiess Mgr. of Talent & Contract Properties
Craig Lawrence....Vice President in Charge of CBS Television-Owned Stations
Thos. K. Fisher.....Vice-President and General Attorney
William J. Flynn.....Controller

Network Sales

Thomas H. Dawson....Vice-President in Charge of Network Sales
George E. Klayer..... .Network Sales Manager
Sam K. Maxwell.....Eastern Sales Manager
Roland Blair.....Mid-Western Sales Manager
Charles R. Sterritt.....Detroit Sales Manager
William J. Fagan.....Business Manager
Robert Hoag.....Program Sales Mgr.
Edward F. Lethen, Jr.....Manager of Network Sales Development
Frank Smith.....Assistant Manager of Network Sales Development
Robert F. Jamieson.....Sales Service Manager
Terrence McGuirk.....Sales Manager, EMP
George A. Kolpin.....Contract Manager

Network Programs

Hubbell Robinson, Jr...Executive Vice President in Charge of Network Programs
Harry G. Ommerle....Vice-President in Charge of Network Programs, New York
Alfred J. Scalpone....Vice-President in Charge of Network Programs, Hollywood
R. M. Weitman.....V.P. Prog. Devel.
Oscar Katz.....Vice President in Charge of Daytime Programs
Lester Gottlieb.....General Executive
Marlo Lewis.....Executive Producer, Music & Variety Programs
Gilbert A. Ralston..Director, Network Programs, N. Y.
Robert D. Martin....Talent & Casting Director New York
Milo Frank.Talent& Casting Director, Hollywood
Bert Berman..Dir. of Daytime Pgm. Development
Edwin Friendly.....Dir. of Daytime Programs
Richard Lewine.....Executive Producer
E. Carlton Winckler.....Production Manager

Operations

Edward L. Saxe.....Vice-President in Charge of Operations
Henry Grossman.....Director of Operations
R. G. Thompson.....Director of Technical Operations
H. C. Meier....Manager of Network Operations
Walter R. Pierson.....Dir. Production Facilities Planning
Albert J. Raymond.....Mgr. of Theater and Stage Operations
Anthony Boschetti.....Manager of Procurement
Paul Wittlig.....Manager of New Effects Development
Orville Sather,..Manager of Technical Operations
Lawrence B. Gumbinner.....Traffic Manager
M. Clay Adams....Manager of Film Productions Operation
Gordon Shadwick.....Manager of Film Service Operations
George Lehmann.....Manager of Scenery Construction

Station Relations

Herbert V. Akerberg...Vice-President in Charge of Station Relations
Edward P. Shurick....Vice-President & Director

Robert Wood.....Assistant Director
Bert Lown.....Western Manager
Ed Scovill.....Midwest Manager
David R. Williams.....Eastern Manager
Donald Clancy.....Business Manager

Advertising & Sales Promotion

William Golden.....Creative Director
John P. Cowden.....Operations Director
Robert Strunsky.....Copy Chief
Alex Kennedy....Director of Program Promotion
George Bristol....Director of Sales Presentations
Thomas Means.....Director of CBS Owned Television Stations Promotion Service
Edward Side.....Production Manager

Press Information

Charles J. Oppenheim.....Director of Information Services
Larry Lowenstein.....Director—N.Y.
James J. Kane.....Director—Hollywood
Robert F. Blake....Manager of Special Projects
Harry Feeney.....Trade News Editor
Dorothy Leffler....Director of Magazine Division

Research

Jay Eliasberg .....Director
Rose Marie O'Reilly.....Manager of Ratings
Tore Hallonquist..Manager of Program Analysis
Leonard DeNooyer.....Mgr., Coverage Div.

Engineering

William B. Lodge.....V.P., Engineering and Station Relations
A. B. Chamberlain.....Chief Engineer
H. A. Chinn.....Chief Audio-Video Engineer
J. D. Parker.....Chief Radio Engineer

Business Affairs

W. Spencer Harrison...Vice-President and Business Mgr. of Talent & Contract Properties
Charles Woodward.....Senior Attorney
Merritt H. Coleman..Director of Business Affairs
Louis T. Stone.....Dir. of Talent Commitments
Philip Feldman..Director of Business Affairs, L. A.
David Klinger.....Budget Control Manager

CBS Television Enterprises

Sydney Rubin .....Director
Murray Benson.....Sales Manager

Accounting

William J. Flynn.....Comptroller
Norman C. Hadley....Director, Accounting Ops.

Executive Division, Hollywood

Howard S. Meighan.....V.P., West. Div.
H. G. Theis....Director of Operation, Hollywood
Lester H. Bowman.....Dir., Phys. Ops., L.A.
James Melick.....Director of Production Adm.

News & Public Affairs

Sig Mickelson.....Vice-President in Charge of News and Public Affairs
John F. Day.....Director of News
Irving Gitlin.....Director of Public Affairs
Elmer Lower.....Director of Special Projects
Howard Kany.....Manager of Newsfilm
Jack Bush....Manager of News Film Production
George Crothers.....Director of Educational & Religious Broadcasts
Henry Wefing.....Executive Assistant to Director News
James Burke.....Assignment Editor, CBS News
David Zellmer..Executive Producer of TV News
Robert Skedgell..Exec. Producer of Radio News
William MacPhail.....Director of Sports
Helen Sioussat..... ....Director of Talks
Theodore F. Koop.....Director of News and Public Affairs, Washington

CBS Television Spot Sales

John A. Schneider.....General Manager
Ben Margolis.....Business Manager
Robert F. Davis.....Research Manager
Walter Stein.....Ass't Research Manager
Bruce Bryant.....Eastern Sales Manager
Frank Elliott Jr.....Director Sales Development
B. Colvig.....Director Sales Promotion

Branch Offices

Arthur C. Elliott.....Midwestern Sales Manager
410 N. Michigan Ave., Chicago
H. H. Holtshouser.....Atlanta Manager
800 Peachtree St., N.E., Atlanta, Ga.
Richard R. Loftus.....Detroit Manager
902 Fisher Bldg., Detroit 2, Mich.
John White.....San Francisco Manager
Palace Hotel, San Francisco
Edward A. Larkin.....Los Angeles Manager
1313 N. Vine St., Los Angeles

CBS Television Film Sales, Inc.

Leslie Harris..Vice-President & General Manager
Thos. W. Moore.....General Sales Manager
Fred Mahlstedt.....Director of Operations
Eugene Moss.....Sales Promotion Manager
Walter Scanlon.....Merchandising Manager
John C. Sebastian.....Publicity Manager

Terrytoons Division

Paul Terry, Newell T. Schwin

CBS-OWNED TELEVISION STATIONS

Craig Lawrence....Vice President in Charge of CBS Television-Owned Stations

WCBS-TV, 488 Madison Ave. New York 22, N. Y.

Sam Cook Digges.....General Manager
Frank Shakespeare Jr.....Sales Manager
Clarence Worden..Assistant to General Manager
Hal Hough.....Program Director
Robert Patt.....Promotion Manager
William C. Lacey.....Film Manager
Robert Fuller.....Publicity Manager

WBBM-TV, 410 N. Michigan Ave. Chicago, Ill.

H. Leslie Atlass.....Vice-President, Central Division

KNXT, 1313 North Vine St. Los Angeles 28, Calif.

Clark B. George.....General Manager

WXIX, 5445 North 27th St. Milwaukee, Wis.

Edmund C. Bunker.....General Manager

WHCT, Asylum Street Hartford, Conn.

Harvey Struthers.....General Manager

Spectaculars, Color Gain Firm Hold on Viewing Public

By
EMANUEL SACKS
Vice President
TV Network Programs
National Broadcasting
Company

ONE of the most significant developments of the 1956-57 broadcasting season has been the success of the Spectaculars and other special shows injected in the regular schedule. This type of NBC programming, nearing the end of its third season, has become progressively more attractive to both the public and the advertiser.

The bare statistics tell the story:

The Spectaculars and the one-shot programs this season are averaging higher audience ratings than in either of their first two years.

These special shows on NBC television averaged a 42 per cent higher rating in the Fall than the average of all nighttime shows scheduled on a regular basis on the three television networks.

Of the 169 Spectaculars presented in the last three seasons, 40 per cent, or four out of ten, achieved Top Ten rankings in the Nielsen ratings.

The Spectaculars alone, separately rated from the special one-shot programs, showed an 18 per cent audience gain for 1956-57 over the previous season.

One of the Spectaculars, "Jack and the Beanstalk," attracted the largest audience ever to view a 90-minute show—55,000,000 viewers, a 75 per cent greater audience than the average of the three main competing shows.

The Spectaculars and the special programs apparently have won a permanent place in the plans of major advertisers. This is a statement which can be made with some confidence on the basis of inquiries at hand and interest in our plans for these programs in the 1957-58 season. Advertisers looking for special power, special impact and special merchandising find the answer in the Spectaculars and the special one-shot programs.

In addition to the Specials, we will always continue to maintain a strong schedule of regular daily and weekly programming. We recognize that regular programming, building strong audience interest and habit, is the backbone of our programming.

Although NBC remained the only network broadcasting Spectaculars and special programs on a regular basis at the outset of 1957, indications are that other networks may yet return to them. This is a development foreshadowed by heavy advertiser interest and public demand.

In any compilation of the factors which contributed most to the success of the Spectaculars and special programs, two stand out: the excitement of color and live television. Color it catching on and taking hold with the public and live programming is proving an enduring audience attraction.

The added beauty, emotion and realism of color TV is now on tap every night of the week. Color adds still more excitement to this special event type of programming and accelerates audience building. In the process, it brings the program added promotional power.

At NBC we believe that television is fundamentally a live medium. This remains the major 1957 fact-of-life in our industry despite the influx of Hollywood films.

The success of the Spectaculars, the fact that such shows as Perry Como and Steve Allen are doing better than ever on live programs, the new viewer interest created by "Playhouse 90" on CBS through some of its live presentation of television originals, prove that audiences are attracted by live programming—by the immediacy, the excitement, the right-before-the-eyes quality of a live show.

This does not mean that there isn't plenty of room for film in television. Some of the most popular shows on all networks are on film. Also, this doesn't overlook the fact that "The Wizard of Oz," presented in prime time as a network show, drew a huge audience. But how many features are there which have the wonderfully timeless appeal of that show?

The networks, together, present some 12,000 hours of programming a year. Hollywood's yearly film output is less than one-tenth of this total.

The future lies in live programming. We must continue to build new live shows. We must continue our search for creative talent —writers, producers, entertainers. We must recruit from all areas of show business. We must go on trying out new ideas. We must emphasize in television the quality which is unique to that medium. It was this quality which gave TV its fantastic rate of growth.

N.B.C. TELEVISION NETWORK

ROBERT E. KINTNER
Executive Vice President, TV Network Programs and Sales

Robert E. Kintner was elected to his present post of executive vice president, TV network programs and sales, in February, 1957. He had been named an executive vice president a month earlier. Kintner, former president of ABC, is a graduate of Swarthmore College. He joined the editorial staff of the New York Herald Tribune, later becoming Washington correspondent for that paper. With Joseph Alsop, he wrote a nationally syndicated column. Kintner has co-authored several magazine articles and books. In 1941 he joined the Army, serving overseas, and with the War Department Bureau of Public Relations in Washington. He joined ABC as VP in 1944 with supervision of programming, public services, public relations and advertising. In 1946 he was elected executive VP, and president in 1949. He resigned in October, 1956.

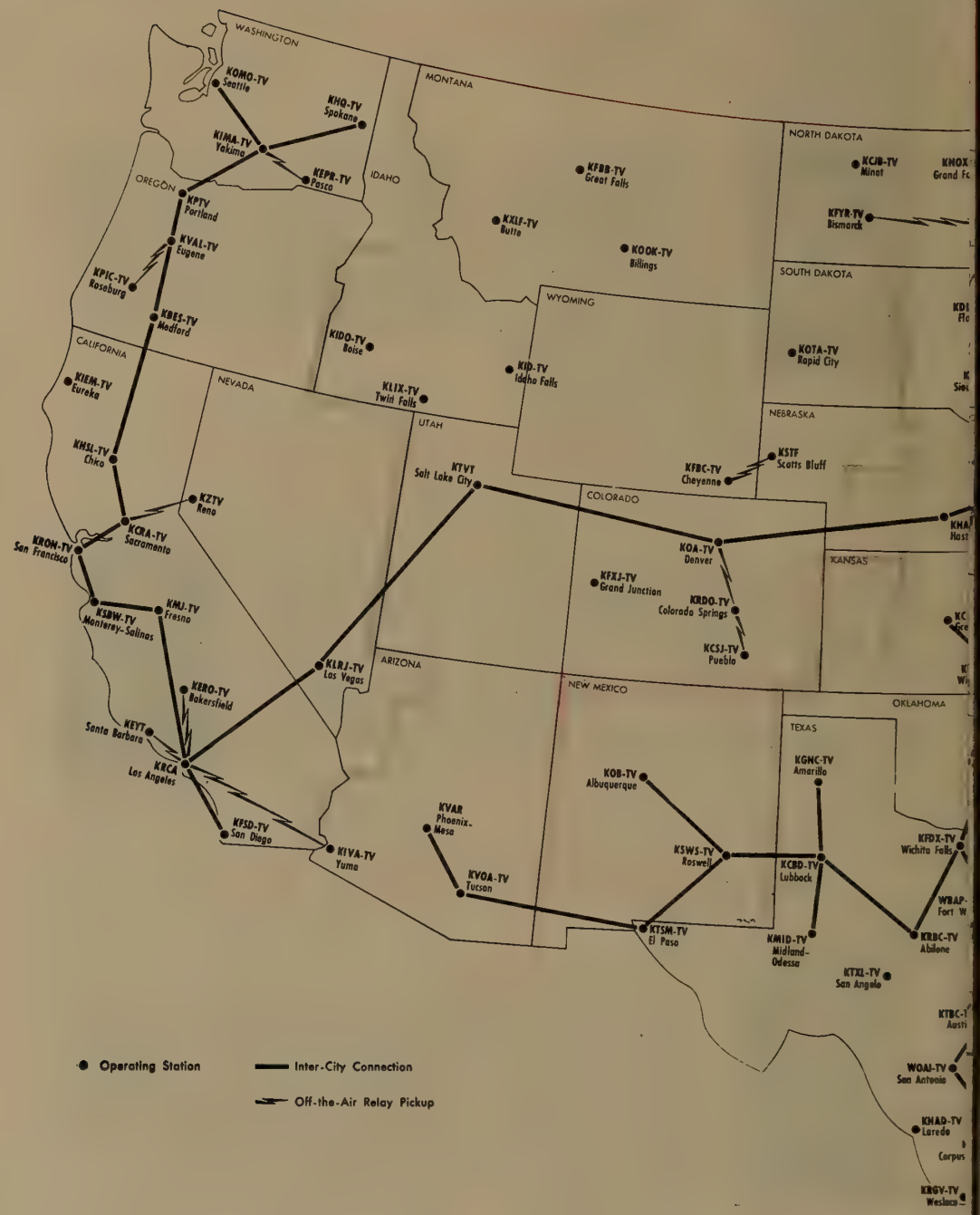
THOMAS A. McAVITY
Executive Vice President, Staff

Appointed to his new post as executive vice president, staff, on Feb. 6, 1957, Thomas A. McAvity was formerly vice president, TV network programs and sales. He first joined NBC in 1929 as a producer, then left in 1932 and for several years supervised the production of radio programs as vice president of Lord and Thomas' radio department. From 1937 to 1941, McAvity was manager of their Hollywood office. He later concentrated on free-lance productions and packaging, rejoined NBC in 1951 as director of talent and program procurement for TV. McAvity was appointed national program director in 1952. He was elected VP of the TV network programs division in 1954 and a year later was made VP in charge of the TV network. A native of St. John, N. B., McAvity attended Ridley College in Ontario and McGill University in Montreal.

WILLIAM R. GOODHEART, JR.
Vice President, Television Network Sales

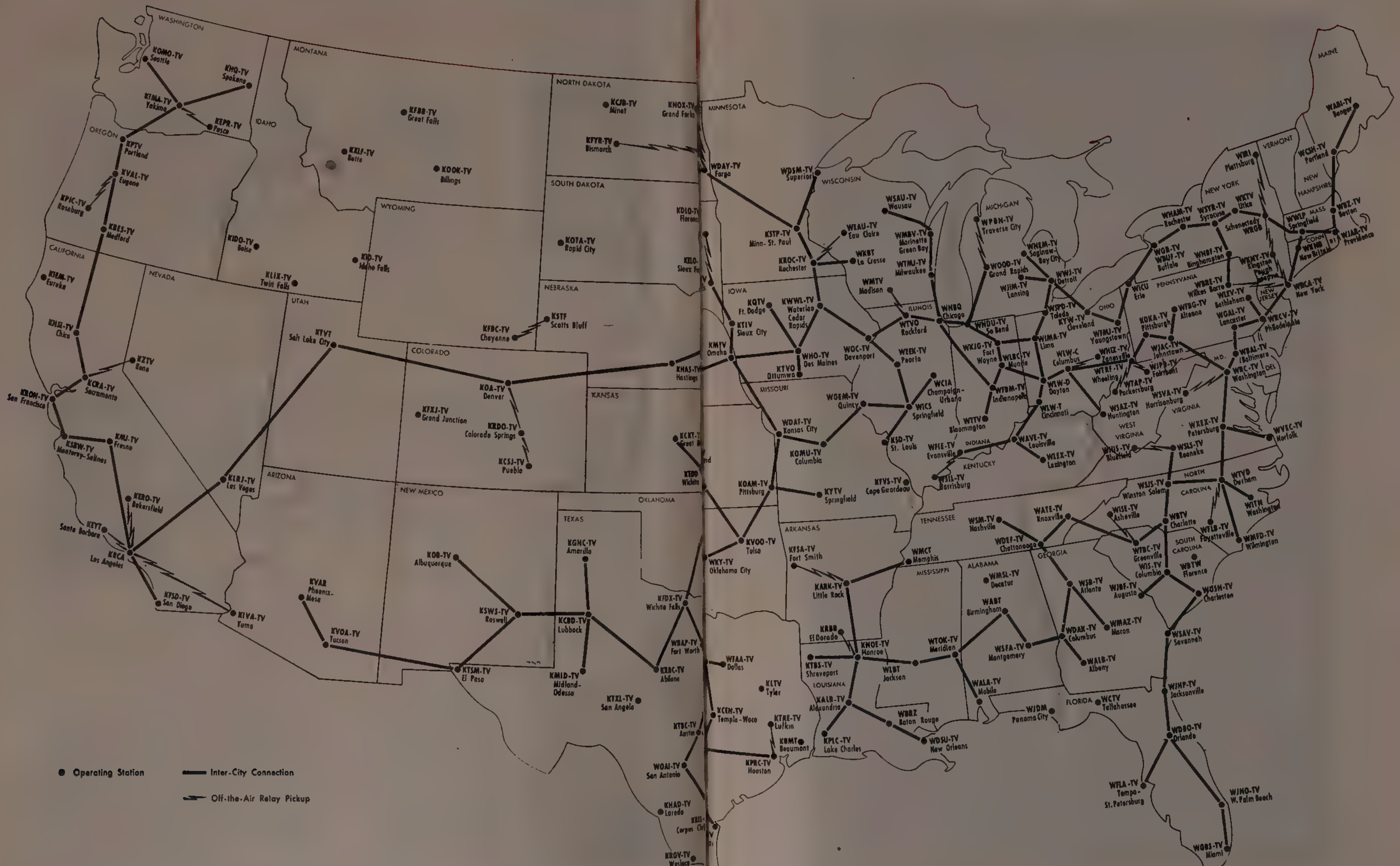
William R. Goodheart, Jr. was placed in charge of sales for the NBC television network in September of 1956 and was named a vice president the succeeding month. Goodheart joined NBC in May of 1956 in an executive capacity. For almost a quarter of a century, he discovered, developed and managed stars in the entertainment field. Goodheart co-founded the Music Corporation of America in 1924. He retired from MCA in 1943 as an executive vice president and established the Goodheart Farms at Eaton, Ohio, specializing in Aberdeen Angus cattle and Hampshire hogs. Since coming to NBC, he conceived the "NBC Bandstand" program series of live big-name orchestra music on both radio and TV. Born in Chicago, Goodheart attended the Universities of Chicago and Illinois.

NATIONAL BROAD



CASTING COMPANY

NATIONAL BROADCASTING COMPANY



more and more

advertisers

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COLOR

every night

of the

week on

NBC

television

a service of RCA

NATIONAL BROADCASTING COMPANY, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Telephone: CIrcle 7-8300

Registered Telegraphic Address: NATBROCAST NEW YORK

NOTE: A full listing of the NBC corporate personnel, as well as the board of directors, will be found on Page 278.

EXECUTIVE

Robert W. Sarnoff.....President
Joseph V. Heffernan.....Staff Vice President

ADMINISTRATIVE DIVISION

J. M. Clifford.....Executive Vice President, Administration

Engineering and Facilities Administration

Andrew L. Hammerschmidt.....Vice President, Engineering and Facilities Administration
Joseph J. Arnone.....Manager, Design and Construction
William A. Clarke.....Manager, Engineering Administration and Services
George K. Graham.....Liaison Engineer
Raymond F. Guy.....Director, Radio Frequency Engineering
Albert Humbert..Manager, Building Maintenance
Edward M. Lowell.....Manager, Administration
Robert F. McCaw.....Director, Facilities Administration

Integrated Services Department

William S. Hedges....Vice-President in Charge of Integrated Services
Edwin L. Dunham..Manager, Music Library and Services
Willard Frech.....Chief Accountant
Mildred Joy.....Chief Librarian
J. Robert Myers.....Manager, Traffic

TELEVISION NETWORK

Programs and Sales

Robert E. Kintner.....Executive Vice President, Television Network Programs and Sales
William V. Sargent....Director, Administration, Television Network

Network Sales

William R. Goodheart, Jr.....Vice President, Television Network Sales
Michael H. Dann.....Vice President, Television Program Sales
Walter D. Scott.....Vice President, Television Sales Director
Edward R. Hitz.....Vice President, Television Sales, Central Division

Treasurer

H. Earl Rettig.....Vice President and Treasurer
William A. Williams.....Assistant Treasurer

Public Relations Division

Kenneth W. Bilby.....Vice-President for Public Relations

National Advertising and Promotion Department

John H. Porter.....Manager of National Advertising & Promotion
Donald Foley..National Sales Promotion Manager
John Graham.....Art Director
Edwin Vane.....National Audience Promotion Manager

Press and Publicity Department

Sydney H. Eiges.....Vice President, Press and Publicity
Ellis Moore.....Director, Press Department
William E. Anderson....Manager, Business and Trade Publicity
Milton Brown.....Manager, Program Publicity
Robert R. Brown..Manager, Institutional Publicity
Kathryn Cole.....Manager, Information
Sidney Desfor.....Manager, Photo Unit
Mike Horton.....Director, Information
William Burke Miller....Night Executive Officer
Charles Henderson.....Pub. Mgr., Radio Net., O & O Stations, NBC Spot Sales
Cornelius K. Sullivan.....Public Relations Rep.

Planning & Development Department

Leonard H. Hole.....Director of Program Development
Tadeusz Danielewski.....Manager, Program Development Production
Ross Donaldson.....Manager, Writing Services
Robert Garthwaite.....Coordinator, Program Development
Nat Wolff.....Director, Program Planning
David W. Tebet.....General Program Executive

Station Relations Division

Harry Bannister.....Vice-President for Station Relations
Donald J. Mercer...Director of Station Relations

TELEVISION NETWORK PROGRAMS DIVISION

Emanuel Sacks.....Vice President, Television Network Programs

National Program Department

Mort Werner.....Vice-President, National Programs
Giraud Chester, John P. Cleary..General Program Executives
Thomas O. Loeb.....Mgr. of TV Network Programs
LeRoy Passman.....Manager of Program Administration
Albert McCleery.....Executive Producer

Public Affairs Department

Davidson Taylor.....Vice-President in Charge of Public Affairs
Benjamin K. Park.....Director, Public affairs
Thomas S. Gallery.....Manager of Sports
William McAndrew.....Director of NBC News
Arch Robb.....Manager of Special Events
Edward Stanley.....Manager of Public Service Programs
Barry Wood.....Director of Special Events

Talent Department

James E. Denning.....Director, Talent & Program Contract Administration
Charles J. Moos.....Manager, Talent & Program Contract Administration
Martin J. Begley.....Casting Director

Production Operations

Ernest W. Theiss.....Manager, Production
Stanley Parlan.....Manager, Broadcast Film
Edward A. Whitney.....Manager, Broadcast

Network Business Affairs

Carl M. Stanton.....Vice President, Television Network Programs and Sales, Business Affairs
John J. Heywood.....Director, Business Affairs
Edward J. Stegeman.....Associate Director, Business Affairs
Joseph M. Milroy....Manager, Program Services
Francis X. O'Shea.....Manager, Business Administration

FILM DIVISION

Daniel Curtis.....Manager, Eastern Sales
H. Weller Keever.....Director, Sales
Edward Montanus.....Manager, Central Sales
Clifford Ogden.....Manager, Western Sales

WRCA-TV—New York

William N. Davidson.....General Manager
Frederick E. Acker.....Business Manager
Peter Affe..Manager, Studio and Film Operations
William A. Berns....Manager, News and Special Events
Max Buck.....Director, Advertising, Promotion and Merchandising
George A. Heinemann.....Manager, WRCA-TV Programs
Jay Heitin.....Director, WRCA-TV Sales
John R. O'Keefe.....Director, Publicity

WBUF-TV—Buffalo

Charles Bevis.....General Manager

WNBQ—Chicago

Jules Herbuveaux.....General Manager & Vice-President of WMAQ, WMAQ-FM, WNBQ

WRCV-TV—Philadelphia

Lloyd E. Yoder.....V.P., General Manager of WRCV, WRCV-TV

KRCA—Hollywood

Thomas C. McCray..V.P. & Gen. Mgr. of KRCA

WRC-TV—Washington

Carleton D. Smith....Vice-President & General Manager of WRC, WRC-FM, WRC-TV

NBC OWNED STATIONS AND NBC SPOT SALES DIVISION

Thomas B. McFadden.....Vice President, NBC Owned Stations and NBC Spot Sales
Donald E. Bishop.....Director, Publicity and Community Services
Thomas S. O'Brien....Director, Business Affairs

WASHINGTON AND PACIFIC DIVISION OFFICES

Washington

Frank M. Russell....Vice-President, Washington

Pacific Division

John K. West.....Vice President for the Pacific Division
Alan W. Livingston.....Vice President, Television Network Programs
Lewis S. Frost.....Manager, Radio Network Programs, Pacific Division
Sheldon B. Hickox, Jr.....Director of Station Relations
Harold Kemp.....General Program Executive
John R. Kennedy.....Liaison Engineer
Thomas W. Sarnoff....Vice President, Director, Production and Business Affairs
Ralph F. Shawhan...Director, Press and Publicity
Oscar C. Turner...Personnel and Labor Relations Manager

NOTE: A listing of the personnel of California National Productions, Inc., will be found on Page 985.

NTA Plans Future Based On Advantages Of Film Web

By
ELY A. LANDAU
President
NTA Film Network

THE time honored business advice "Find a need and fill it" probably sums up the reasons "why" of the NTA Film Network as well as any maxim in the book.

That's if you don't use the word "find" in the sense of "discovery," of course. We were hardly the first to discover the need for a television network linking its affiliates by the use of film, unshackled by the built-in restrictions and heavy cost burdens of coaxial cable.

Nor can we in these, our incipient stages, accurately measure how completely we fill this need. We can, however, pause for a deep breath after a hectic yesterday, and venture a look at tomorrow as viewed from the vantage point of today.

I have repeatedly referred to America's fourth television network as a lower case network with an upper case tomorrow. In that tomorrow, I am convinced, the archaic aspects of network broadcasting, virtually unchanged since the mid-Twenties, will be drastically overhauled and updated. The television network of this tomorrow will be a modernized version, primarily a film network, and we of the NTA Film Network are pointing for this future in the hurly-burly of our busy today.

The Network's status report is just as simple as its compilation was complicated. It seems like yesterday . . . and it was, as a matter of fact, a few short months ago . . . that we decided to organize a network that would give its stations an additional source of strong, competitive programming and national advertising revenue; that would offer to the advertiser and his agency a new, convenient marketplace to buy nationwide cavverage at a realistic cost; and a network which would elevate the program standards of television, offering finer entertainment to the television household of the nation.

We set October 15th, 1956 as our target date, and we met our deadline. As of April 1st, the Network will be operating under its first commercial auspices, as the sponsorship by the Warner-Lambert Pharmaceutical Company, one of the country's most respected advertisers, goes into effect.

Even in these, our "lower case" days, the NTA Film Network will be furnishing commercial service to 128 television stations from coast to coast covering with their combined signals over ninety percent of America's television homes.

And tomorrow? Mindful of the fact that tomorrow, despite the popular saying to the contrary, always comes, we are making earnest preparations for its advent. An hour and a half children's spectacular, our next program project, is nearing completion. Eleven series of half hour programs are in varying stages of development at Twentieth Century-Fox and Desilu. We are, in a word, arming ourselves for an expanded tomorrow, stepping up our programming support to our affiliates and the communities they serve, thus creating new television advertising opportunities for America's already television conscious advertisers.

We feel that we are already serving the public by broadening the base of the television medium, widening the program horizons on channels already available. With the increase in the number of stations a virtual vertainty, these top programs will be available to more and more people.

Mindful of the fact that service to the public is TV's primary reason for existence, our Network will constantly seek ways and means to further that service. We believe that the phrase "public service programming" can be consonant with excitement and entertainment, and we are not unmindful of the challenge uch programming represents.

In the years to come we confidently expect "NTA" to loom more and more importantly in the television spectrum as network television advances.

NTA FILM NETWORK

A Subsidiary of National Telefilm Associates

60 West 55th Street, New York, New York

Telephone: PLaza 7-2100

President.....Ely A. Landau

Exec. V.P.....Oliver Unger

V.P. Director Sales.....Harold Goldman

V.P. & Sec'y.....Edythe Rein

Sales Manager.....William Koblenzer

Dir. Station Relations.....Tony Azzato

Dir. Promotion.....Martin Roberts

Dir. Advertising.....Kermit Kahn

Dir. Public Relation.....Frank Young

Dir. Film Dept.....Marvin Schlaffer

Mgr. Sta. Prom. Service.....Barbee Wolf

Mgr. Traffic Dept.....Vincent Fiumano

Mgr. Shipping Operations.....Dan Kennis

Offices

New York

60 West 55th Street

New York, N. Y.

Chicago

612 N. Michigan Ave.

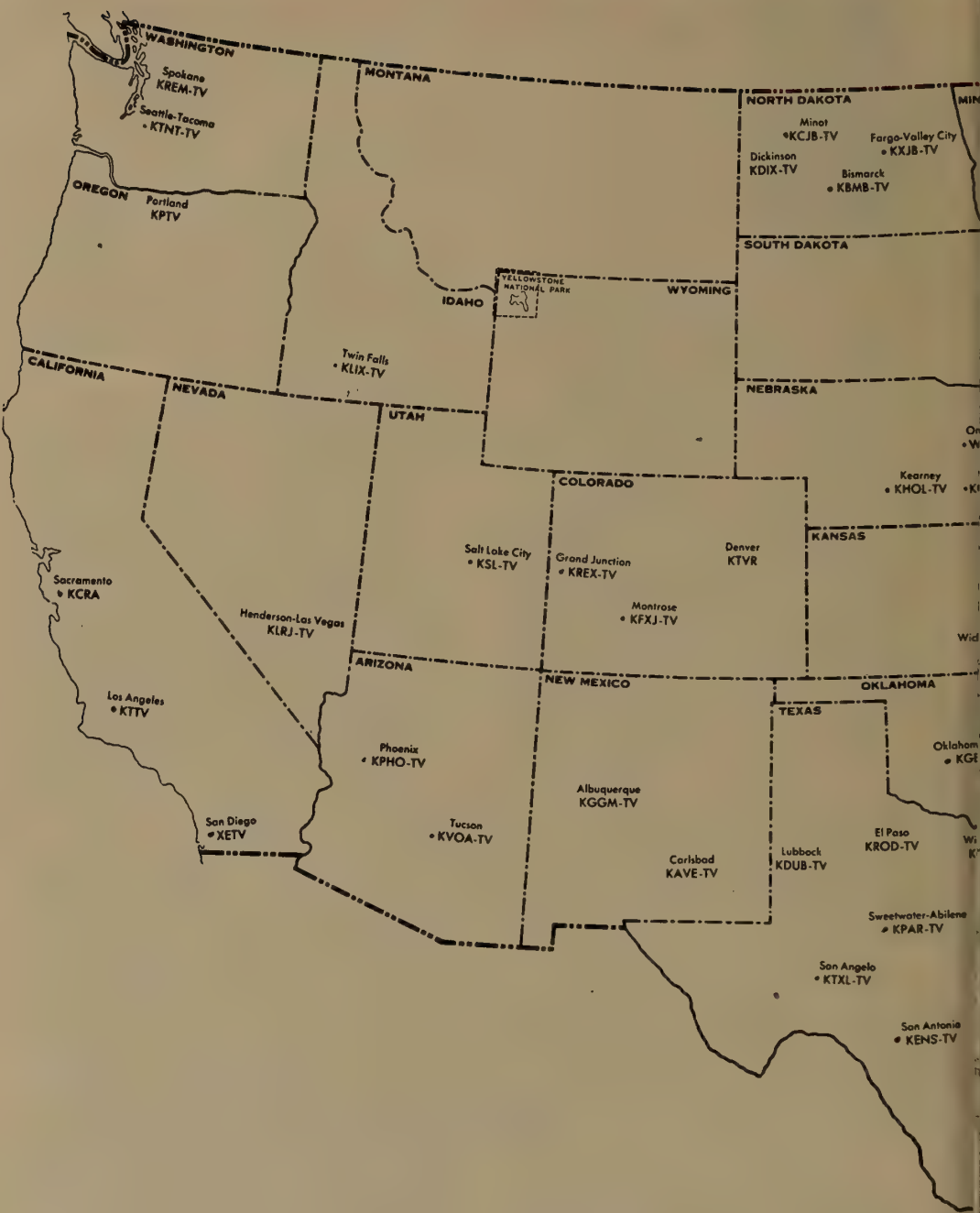
Chicago, Ill.

Hollywood, Calif.

8721 Sunset Blvd.

Hollywood, Calif.

NTA FILM


WASHINGTON
Spokane
KREM-TV
Seattle-Tacoma
• KTNT-TV
MONTANA
NORTH DAKOTA
Minot
•KCJB-TV
Fargo-Valley City
• KXJB-TV
Dickinson
KDIX-TV
Bismarck
• KBMB-TV
OREGON
Portland
KPTV
SOUTH DAKOTA
YELLOWSTONE NATIONAL PARK
IDAHO
WYOMING
Twin Falls
• KLIX-TV
CALIFORNIA
NEVADA
UTAH
NEBRASKA
Kearney
• KHOL-TV
COLORADO
KANSAS
Salt Lake City
• KSL-TV
Grand Junction
• KREX-TV
Denver
KTVR
Sacramento
• KCRA
Montrose
• KFXJ-TV
Henderson-Las Vegas
KLRJ-TV
ARIZONA
NEW MEXICO
OKLAHOMA
Los Angeles
• KTTV
TEXAS
Phoenix
• KPHO-TV
Albuquerque
KGGM-TV
San Diego
• XETV
Tucson
• KVOA-TV
El Paso
KROD-TV
Carlsbad
KAVE-TV
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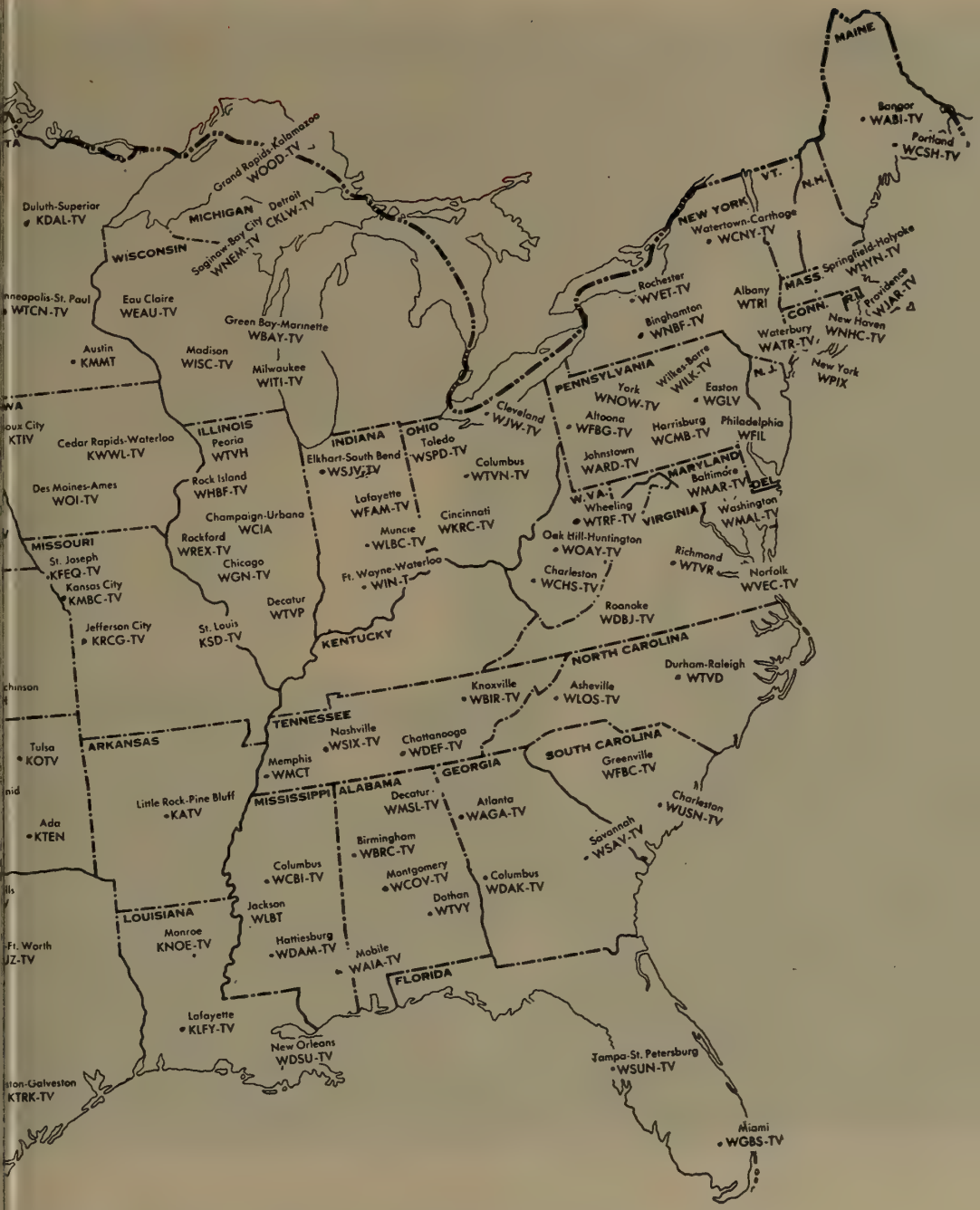
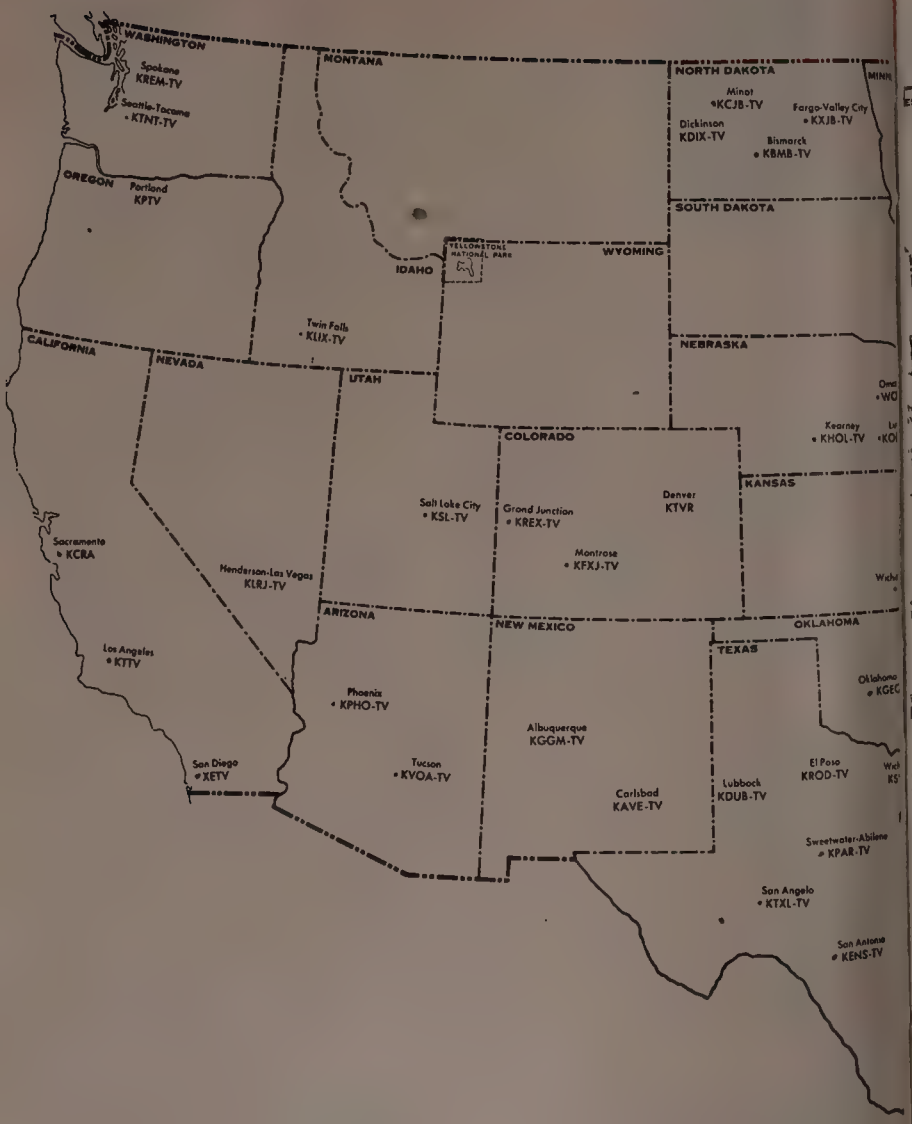
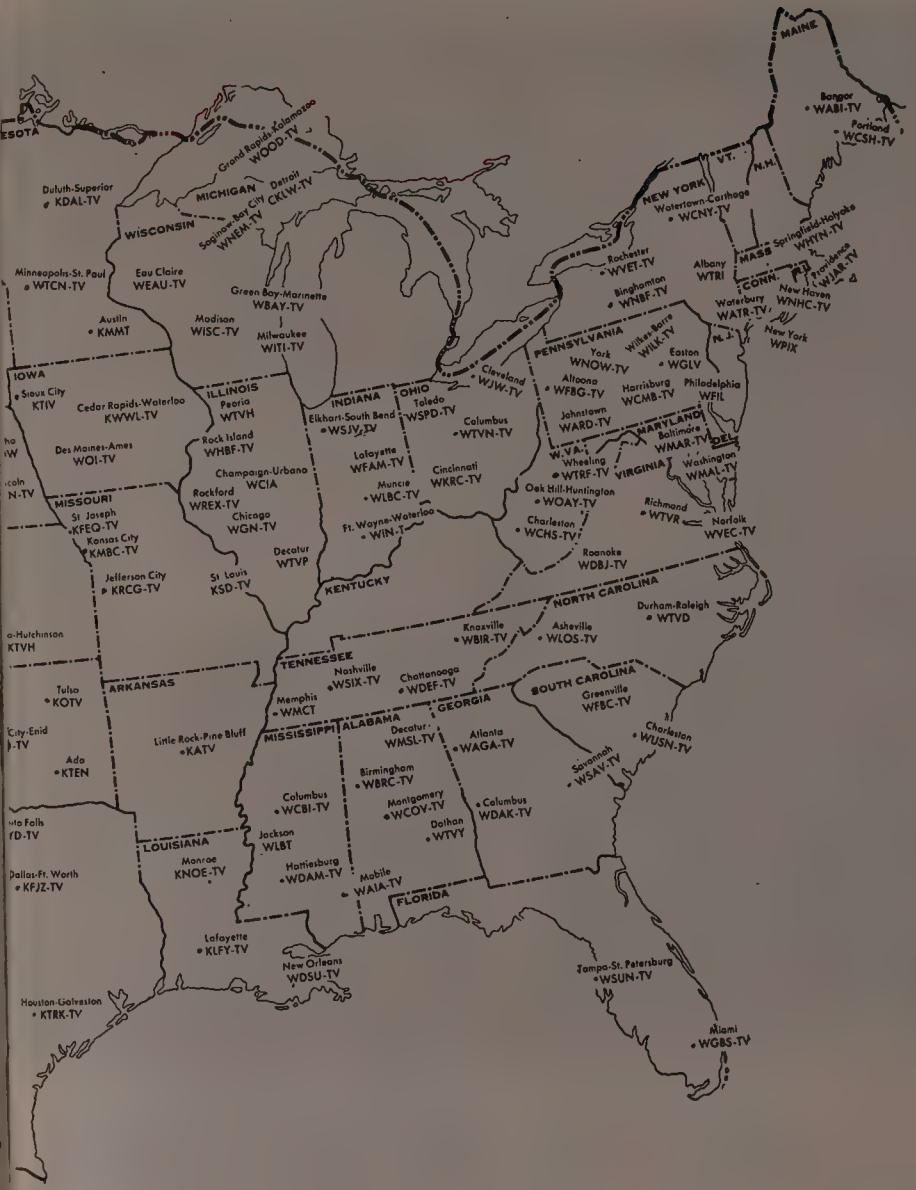
Sweetwater-Abilene
• KPAR-TV
San Angelo
• KTXL-TV
San Antonio
• KENS-TV

NETWORK

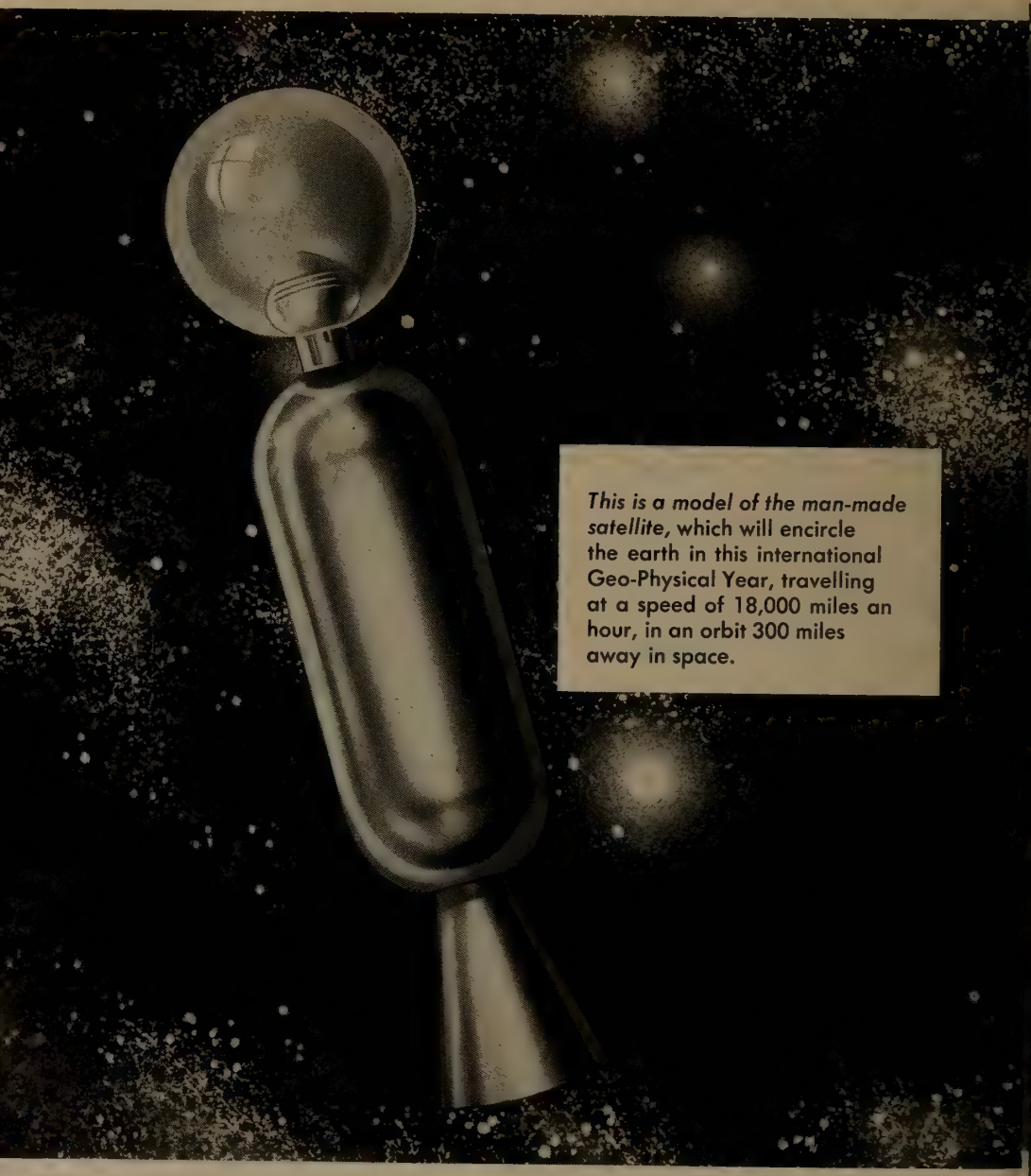

MAINE
Bangor
WABI-TV
Portland
WCSH-TV
VT.
N.H.
NEW YORK
Watertown-Carthage
WCNY-TV
Rochester
WVET-TV
Binghamton
WNBF-TV
Albany
WTRI
MASS.
Springfield-Holyoke
WHYN-TV
Providence
WJAR-TV
CONN.
New Haven
WNHC-TV
Waterbury
WATR-TV
New York
WPIX
N.J.
PENNSYLVANIA
York
WNOW-TV
Wilkes-Barre
WILK-TV
Easton
WGLV
Altoona
WFBG-TV
Harrisburg
WCMB-TV
Philadelphia
WFIL
Johnstown
WARD-TV
MARYLAND
Baltimore
WMAR-TV
DEL.
Washington
WMAL-TV
W.VA.
Wheeling
WTRF-TV
VIRGINIA
Richmond
WTVR
Norfolk
WVEC-TV
Roanoke
WDBJ-TV
Oak Hill-Huntington
WOAY-TV
Charleston
WCHS-TV
Cleveland
WJW-TV
OHIO
Toledo
WSPD-TV
Columbus
WTVN-TV
Cincinnati
WKRC-TV
INDIANA
Elkhart-South Bend
WSJV-TV
Lafayette
WFAM-TV
Muncie
WLBC-TV
Ft. Wayne-Waterloo
WIN-T
KENTUCKY
Knoxville
WBIR-TV
Asheville
WLOS-TV
NORTH CAROLINA
Durham-Raleigh
WTVD
Grand Rapids-Kalamazoo
WOOD-TV
MICHIGAN
Detroit
CKLW-TV
Saginaw-Bay City
WNEM-TV
WISCONSIN
Green Bay-Marinette
WBAY-TV
Milwaukee
WITI-TV
Madison
WISC-TV
Eau Claire
WEAU-TV
Duluth-Superior
KDAL-TV
Austin
KMMT
ILLINOIS
Peoria
WTVH
Rock Island
WHBF-TV
Champaign-Urbana
WCIA
Rockford
WREX-TV
Chicago
WGN-TV
Decatur
WTVP
St. Louis
KSD-TV
Cedar Rapids-Waterloo
KWWL-TV
Des Moines-Ames
WOI-TV
MISSOURI
St. Joseph
KFEQ-TV
Kansas City
KMBC-TV
Jefferson City
KRCG-TV
ARKANSAS
Little Rock-Pine Bluff
KATV
Tulsa
KOTV
Ada
KTEN
LOUISIANA
Monroe
KNOE-TV
Lafayette
KLFY-TV
New Orleans
WDSU-TV
TENNESSEE
Nashville
WSIX-TV
Memphis
WMCT
Chattanooga
WDEF-TV
MISSISSIPPI
Jackson
WLBT
Hattiesburg
WDAM-TV
ALABAMA
Decatur
WMSL-TV
Birmingham
WBRC-TV
Montgomery
WCOV-TV
Dothan
WTVY
Columbus
WCBI-TV
Mobile
WAIA-TV
GEORGIA
Atlanta
WAGA-TV
Columbus
WDAK-TV
SOUTH CAROLINA
Greenville
WFBC-TV
Charleston
WUSN-TV
Savannah
WSAV-TV
FLORIDA
Tampa-St. Petersburg
WSUN-TV
Miami
WGBS-TV
Minneapolis-St. Paul
WTCN-TV
Sioux City
KTIV
Ft. Worth
KTRK-TV
Galveston

NTA FILM NETWORK





Speaking of Launching



This is a model of the man-made satellite, which will encircle the earth in this international Geo-Physical Year, travelling at a speed of 18,000 miles an hour, in an orbit 300 miles away in space.

NTA

New Concepts . . .

Just as the satellite is a totally new concept in aerodynamics, so is the NTA Film Network in the dynamics of television air.

To wit: coverage of about 90% of America's television homes . . . at an amazingly low cost that is science fact, not fiction. With the flexibility of "spot" and the prestige of network.

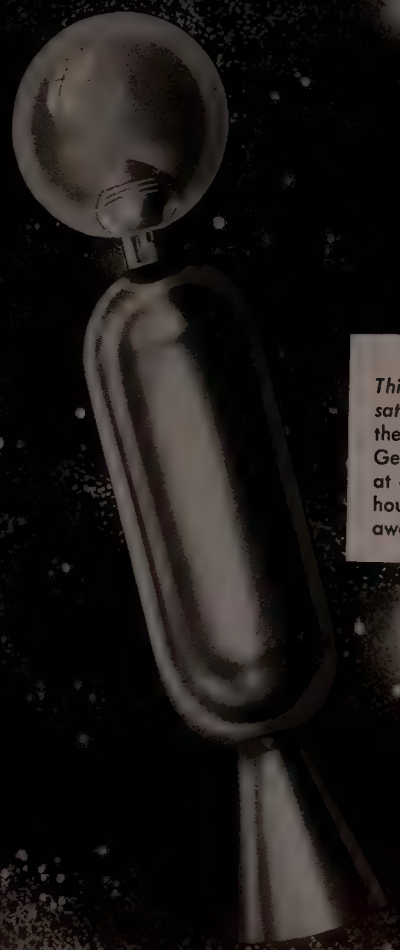
It seems to be working, too, inasmuch as the NTA Film Network went on the air on October 15th, 1956, with over 100 television stations and completed its first commercial sale effective April 1st, 1957, in 129 markets.

Everything considered, a rather good orbit to be travelling in.

FILM NETWORK

Tomorrow's TV Network today

Speaking of Launching New Concepts . . .



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Everything considered, a rather good orbit to be travelling in.

NTA FILM NETWORK

Tomorrow's TV Network today

SUSPENDED TV OPERATIONS

A list of TV stations which have gone off the air but have retained their C.P.'s

City	Call Letters	Dates of Broadcast Cessation
	CALIFORNIA	
Fresno	KBID-TV (UHF)	July 15, 1954
	FLORIDA	
Pensacola	WPFA-TV	
	GEORGIA	
Atlanta	WATL-TV	
	ILLINOIS	
Bloomington	WBLN (TV)	
	INDIANA	
Princeton	WRAY-TV (UHF)	July 17, 1954
	IOWA	
Des Moines	KGTV	
	KENTUCKY	
Louisville	WKLO-TV (UHF)	April 20, 1954
	MASSACHUSETTS	
Cambridge (Boston)	WTAO-TV	
Worcester	WWOR-TV	
	MICHIGAN	
Lansing	WTOM-TV (UHF)	
	MINNESOTA	
Duluth	WFTV (UHF)	July 11, 1954
	MISSISSIPPI	
Meridian	WCOC-TV (UHF)	July 30, 1954
	NEW JERSEY	
Atlantic City	WHTO-TV (UHF)	May 17, 1954
Asbury Park	WRTV	
	NEW YORK	
Elmira	WTVE	
Poupghkeepsie	WKNY-TV	
	NORTH CAROLINA	
Charlotte	WQMC	
	OHIO	
Ashtabula	WICA-TV (UHF)	
Dayton	WIFE (UHF)	March 13, 1954
	OKLAHOMA	
Oklahoma City	KTVQ	
Tulsa	KCEB (UHF)	December 25, 1954
	PENNSYLVANIA	
Allentown	WFMZ	
Lebanon	WLBR-TV (UHF)	October 16, 1954
New Castle	WKST-TV (UHF)	January 14, 1955
Pittsburgh	WKJF-TV (UHF)	July 2, 1954
Reading	WEEU-TV	
Reading	WHUM-TV (UHF)	
Scranton	WTVU (UHF)	
	RHODE ISLAND	
Providence	WNET	
	SOUTH CAROLINA	
Greenville	WGVL	
	TEXAS	
Beaumont	KBMT	
Houston	KNUZ-TV (UHF)	June 25, 1954
	VIRGINIA	
Danville	WBTM (UHF)	December 31, 1954
Newport News	WACH-TV	
	WEST VIRGINIA	
Charleston	WKNA-TV (UHF)	February 28, 1955
	WISCONSIN	
Milwaukee	WCAN-TV	

TELEVISION STATIONS
IN THE
UNITED STATES

ALPHABETICALLY

LISTED BY STATES — CITIES

CALL LETTERS

PERSONNEL

FACILITIES

1957

Index of The

TELEVISION STATIONS

of The United States

Station	City—State	Page
CKLW-TV	Detroit-Windsor, Ont.	826
KABC-TV	Los Angeles, Calif.	794
KAKE-TV	Wichita, Kans.	817
KALB-TV	Alexandria, La.	818
KARD-TV	Wichita, Kans.	817
KARK-TV	Little Rock, Ark.	791
KATV	Pine Bluff, Ark.	791
KAVE-TV	Carlsbad, N. M.	834
KBAK-TV	Bakersfield, Calif.	793
KBES-TV	Medford, Oreg.	852
KBET-TV	Sacramento, Calif.	795
KBMB-TV	Bismarck, N. Dak.	842
KBOI-TV	Boise, Idaho	810
KBST-TV	Big Spring, Tex.	867
KBTV	Denver, Colo.	799
KCBD-TV	Lubbock, Tex.	872
KCCC-TV	Sacramento, Calif.	795
KCEN-TV	Temple, Tex.	875
KCJB-TV	Minot, N. Dak.	842
KCKT-TV	Great Bend, Kans.	816
KCMC-TV	Texarkana, Tex.	875
KCMO-TV	Kansas City, Mo.	830
KCOP-TV	Hollywood, Calif.	793
KCOR-TV	San Antonio, Tex.	873
KCRA-TV	Sacramento, Calif.	795
KCRG-TV	Cedar Rapids, Iowa	815
KCSJ-TV	Pueblo, Colo.	800
KDAL-TV	Duluth-Superior, Minn.	828
KDIX-TV	Dickinson, N. Dak.	842
KDKA-TV	Pittsburgh, Pa.	858
KDLO-TV	Florence, S. Dak.	862
KDRO-TV	Sedalia, Mo.	830
KDUB-TV	Lubbock, Tex.	872
KDWI-TV	Tucson, Ariz.	790
KELO-TV	Sioux Falls, S. Dak.	862
KENI-TV	Anchorage, Alaska	884
KENS-TV	San Antonio, Tex.	875
KEPR-TV	Pasco, Wash.	878
KERO-TV	Bakersfield, Calif.	793
KEYT	Santa Barbara, Calif.	798
KFAR-TV	Fairbanks, Alaska	884
KFBB-TV	Great Falls, Mont.	831
KFBC-TV	Cheyenne, Wyo.	884
KFDA-TV	Amarillo, Tex.	867
KFDM-TV	Beaumont, Tex.	867
KFDX-TX	Wichita Falls, Tex.	876
KFEQ-TV	St. Joseph, Mo.	831
KFJZ-TV	Fort Worth, Tex.	871
KFMB-TV	San Diego, Calif.	797
KFRE-TV	Fresno, Calif.	793
KFSA-TV	Fort Smith, Ark.	791
KFSD-TV	San Diego, Calif.	797
KFVS-TV	Cape Girardeau, Mo.	829
KFXJ-TV	Montrose, Colo.	800
KFYR-TV	Bismarck, N. Dak.	842
KGBT-TV	Harlingen, Tex.	871
KGEO-TV	Enid, Okla.	851
KGGM-TV	Albuquerque, N. M.	834
KGLO-TV	Mason City, Iowa	816
KGMB-TV	Honolulu, Hawaii	885
KGNC-TV	Amarillo, Tex.	867
KGO-TV	San Francisco, Calif.	798
KGUL-TV	Galveston-Houston, Tex.	871
KGW-TV	Portland, Ore.	853
KHAD-TV	Laredo, Tex.	872
KHAS-TV	Hastings, Neb.	832
KHJ-TV	Los Angeles, Calif.	794
KHOL-TV	Kearney, Neb.	832
KHPL-TV	Hayes Center, Neb.	832
KHQ-TV	Spokane, Wash.	879
KHQA-TV	Hannibal, Mo.	830
KHSL-TV	Chico, Calif.	793
KICA-TV	Clovis, N. M.	834
KID-TV	Idaho Falls, Idaho	811
KIDO-TV	Boise, Idaho	810
KIEM-TV	Eureka, Calif.	793
KILT-TV	El Paso, Tex.	868
KIMA-TV	Yakima, Wash.	879
KING-TV	Seattle, Wash.	878
KINY-TV	Juneau, Alaska	885
KIVA	Yuma, Ariz.	791
KJEO-TV	Fresno, Calif.	793

Station	City—State	Page
KKTV	Colorado Springs, Colo.	799
KLAS-TV	Las Vegas, Nev.	833
KLFY-TV	Lafayette, La.	818
KLIX-TV	Twin Falls, Idaho	811
KLOR	Portland, Ore.	853
KLRJ-TV	Las Vegas, Nev.	833
KLTV	Tyler-Longview, Tex.	875
KLZ-TV	Denver, Colo.	799
KMAU	Wailuku, Hawaii	885
KMBC-TV	Kansas City, Mo.	830
KMGM-TV	Minneapolis, Minn.	828
KMID-TV	Midland, Tex.	873
KMJ-TV	Fresno, Calif.	793
KMMT	Austin, Minn.	828
KMSO-TV	Missoula, Mont.	832
KMTV	Omaha, Neb.	832
KMVI	Wailuku, Hawaii	885
KNAC-TV	Fort Smith, Ark.	791
KNOE-TV	Monroe, La.	819
KNOX-TV	Grand Forks, N. Dak.	842
KNTV	San Jose, Calif.	798
KNXT	Los Angeles, Calif.	794
KOA	Denver, Colo.	800
KOAM-TV	Pittsburgh, Kans.	817
KOAT-TV	Albuquerque, N. M.	834
KOB-TV	Albuquerque, N. M.	834
KODE-TV	Joplin, Mo.	830
KOIN-TV	Portland, Ore.	853
KOLN-TV	Lincoln, Neb.	832
KOLO	Reno, Nev.	833
KOMO-TV	Seattle, Wash.	879
KOMU-TV	Columbia, Mo.	829
KONA	Honolulu, Hawaii	885
KONO-TV	San Antonio, Tex.	875
KOOK-TV	Billings, Mont.	831
KOOL-TV	Phoenix, Ariz.	790
KOPO-TV	Tucson, Ariz.	790
KOSA-TV	Odessa, Tex.	873
KOTA-TV	Rapid City, S. Dak.	862
KOTI-TV	Klamath Falls, Ore.	852
KOTV	Tulsa, Okla.	852
KOVR	Stockton, Calif.	798
KPAR-TV	Abilene, Tex.	867
KPHO-TV	Phoenix, Ariz.	790
KPIC	Roseburg, Ore.	853
KPIX	San Francisco, Calif.	798
KPLC-TV	Lake Charles, La.	819
KPRC-TV	Houston, Tex.	871
KPTV	Portland, Ore.	853
KQTV	Fort Dodge, Iowa	815
KRBB	El Dorado, Ark.	791
KRBC-TV	Abilene, Tex.	867
KRCA	Hollywood, Calif.	793
KRCG-TV	Jefferson City, Mo.	830
KRDO-TV	Colorado Springs, Colo.	799
KREM-TV	Spokane, Wash.	879
KREX-TV	Grand Junction, Colo.	800
KRGV-TV	Weslaco, Tex.	875
KRIS-TV	Corpus Christi, Tex.	867
KRLD-TV	Dallas, Tex.	868
KRNT-TV	Des Moines, Iowa	815
KROC-TV	Rochester, Minn.	828
KROD-TV	El Paso, Tex.	871
KRON-TV	San Francisco, Calif.	797
KSAN-TV	San Francisco, Calif.	798
KSBW-TV	Salinas-Montgomery, Calif.	795
KSD-TV	St. Louis, Mo.	831
KSHO-TV	Las Vegas, Nev.	833
KSIX-TV	Corpus Christi, Tex.	867
KSL-TV	Salt Lake City, Utah	876
KSLA	Shreveport, La.	821
KSTF	Scottsbluff, Neb.	832
KSTP-TV	St. Paul-Minneapolis, Minn.	828
KSVO-TV	Ardmore, Okla.	851
KSWO-TV	Lawton, Okla.	851
KSWS-TV	Roswell, N. M.	836
KSYD-TV	Wichita Falls, Tex.	875
KTAG-TV	Lake Charles, La.	819
KTBC-TV	Austin, Tex.	867
KTBS-TV	Shreveport, La.	821
KTEN	Ada, Okla.	851
KTHV	Little Rock, Ark.	791
KTIV	Sioux City, Iowa	816
KTLA	Los Angeles, Calif.	795
KTNT-TV	Tacoma, Wash.	879
KTRE-TV	Lufkin, Tex.	873
KTRK-TV	Houston, Tex.	871
KTSM-TV	El Paso, Tex.	871
KTTS-TV	Springfield, Mo.	830
KTTV	Los Angeles, Calif.	795
KTVA	Anchorage, Alaska	884
KTVF	Fairbanks, Alaska	885

Station	City—State	Page
KTVH	Hutchinson, Kans.	816
KTVI	St. Louis, Mo.	831
KTVK	Phoenix, Ariz.	790
KTVO	Ottumwa, Iowa	816
KTVR	Denver, Colo.	800
KTVT	Salt Lake City, Utah	876
KTVW	Tacoma, Wash.	879
KTVX	Muskogee, Okla.	852
KTWO	Casper, Wyo.	884
KTXL-TV	San Angelo, Tex.	873
KUAM-TV	Agana, Guam	886
KULA-TV	Honolulu, Hawaii	885
KUTV	Salt Lake City, Utah	876
KVAL-TV	Eugene, Ore.	852
KVAR	Mesa, Ariz.	790
KVDO-TV	Corpus Christi, Tex.	868
KVEC-TV	San Luis Obispo, Calif.	798
KVIP	Redding, Calif.	795
KVOA-TV	Tucson, Ariz.	790
KVOO-TV	Tulsa, Okla.	852
KVOS-TV	Bellingham, Wash.	878
KVTV	Sioux City, Iowa	816
KVVG	Tulare, Calif.	798
KWK-TV	St. Louis, Mo.	831
KWTV	Oklahoma City, Okla.	852
KWTX-TV	Waco, Tex.	875
KWWL-TV	Waterloo, Iowa	816
KXJB-TV	Valley City, N. Dak.	842
KXLF-TV	Butte, Mont.	831
KXLY-TV	Spokane, Wash.	879
KYTV	Springfield, Mo.	831
KYW-TV	Cleveland, Ohio	845
WAAM-TV	Baltimore, Md.	823
WABC-TV	New York, N. Y.	837
WABD	New York, N. Y.	837
WABI-TV	Bangor, Maine	821
WABT	Birmingham, Ala.	789
WAFB-TV	Baton Rouge, La.	818
WAGA-TV	Atlanta, Ga.	809
WAGM-TV	Presque Isle, Maine	823
WAIM-TV	Anderson, S. C.	861
WAKR-TV	Akron, Ohio	845
WALA-TV	Mobile, Ala.	789
WALB-TV	Albany, Ga.	807
WAPA-TV	San Juan, P. R.	886
WARD-TV	Johnston, Pa.	855
WARM-TV	Scranton, Pa.	859
WATE-TV	Knoxville, Tenn.	863
WATR-TV	Waterbury, Conn.	803
WATV	Newark, N. J.	834
WAVE-TV	Louisville, Ky.	817
WBAL-TV	Baltimore, Md.	825
WBAP-TV	Fort Worth, Tex.	871
WBAY-TV	Green Bay, Wis.	881
WBBM-TV	Chicago, Ill.	811
WBEN-TV	Buffalo, N. Y.	836
WBIR-TV	Knoxville, Tenn.	863
WBKB	Chicago, Ill.	811
WBLN	Bloomington, Ill.	811
WBNS-TV	Columbus, Ohio	847
WBOC-TV	Salisbury, Md.	825
WBRC-TV	Birmingham, Ala.	789
WBRE-TV	Wilkes-Barre, Pa.	859
WBRZ	Baton Rouge, La.	818
WBTV	Charlotte, N. C.	840
WBTW	Florence, S. C.	861
WBUF-TV	Buffalo, N. Y.	836
WBZ-TV	Boston, Mass.	825
WCAU-TV	Philadelphia, Pa.	858
WCAX-TV	Burlington, Vt.	876
WCBI	Columbus, Miss.	829
WCBS-TV	New York, N. Y.	837
WCCO-TV	Minneapolis, Minn.	828
WCDA-TV	Albany, N. Y.	836
WCDB	Hagaman, N. Y.	837
WCHS-TV	Charleston, W. Va.	880
WCIA	Champaign, Ill.	811
WCKT	Miami, Fla.	805
WCMB-TV	Harrisburg, Pa.	855
WCNY-TV	Carthage, N. Y.	836
WCOV-TV	Montgomery, Ala.	789
WCPO-TV	Cincinnati, Ohio	845
WCSC-TV	Charleston, S. C.	861
WCSH-TV	Portland, Maine	823
WCTV	Thomasville, Ga.	810
WCYB-TV	Bristol, Va.	877
WDAF-TV	Kansas City, Mo.	830
WDAK-TV	Columbus, Ga.	810
WDAM	Hattiesburg, Miss.	829
WDAN-TV	Danville, Ill.	812
WDAY-TV	Fargo, N. Dak.	842
WDBJ-TV	Roanoke, Va.	878

Station	City—State	Page
WDBO-TV	Orlando, Fla.	805
WDEF-TV	Chattanooga, Tenn.	862
WDMJ-TV	Marquette, Mich.	827
WDSM-TV	Duluth-Superior, Minn.	828
WDSU-TV	New Orleans, La.	819
WDXI-TV	Jackson, Tenn.	863
WEAR-TV	Pensacola, Fla.	806
WEAT-TV	West Palm Beach, Fla.	806
WEAU-TV	Eau Claire, Wis.	881
WEEK-TV	Peoria, Ill.	812
WEHT	Evansville, Ind.	813
WENS	Pittsburgh, Pa.	859
WESH-TV	Daytona Beach, Fla.	804
WEWS	Cleveland, Ohio	845
WFAA-TV	Dallas, Tex.	868
WFAM-TV	Lafayette, Ind.	814
WFBC-TV	Greenville, S. C.	861
WFBG-TV	Altoona, Pa.	855
WFBM-TV	Indianapolis, Ind.	814
WFIE	Evansville, Ind.	813
WFIL-TV	Philadelphia, Pa.	857
WFLA-TV	Tampa, Fla.	806
WFLB-TV	Fayetteville, N. C.	840
WFMJ-TV	Youngstown, Ohio	851
WFMY-TV	Greensboro, N. C.	840
WFRV-TV	Green Bay, Wis.	881
WGAL-TV	Lancaster, Pa.	857
WGAN-TV	Portland, Maine	823
WGBI-TV	Scranton, Pa.	859
WGBS-TV	Miami, Fla.	804
WGEM-TV	Quincy, Ill.	812
WGLV	Easton, Pa.	855
WGN-TV	Chicago, Ill.	811
WGR-TV	Buffalo, N. Y.	836
WHAS-TV	Louisville, Ky.	817
WHBF-TV	Rock Island, Ill.	813
WHBQ-TV	Memphis, Tenn.	863
WHCT-TV	Hartford, Conn.	801
WHEC-TV	Rochester, N. Y.	838
WHEN-TV	Syracuse, N. Y.	838
WHIO-TV	Dayton, Ohio	849
WHIS-TV	Bluefield, W. Va.	880
WHIZ-TV	Zanesville, Ohio	851
WHO-TV	Des Moines, Iowa	815
WHP-TV	Harrisburg, Pa.	855
WHTN-TV	Huntington, W. Va.	880
WHYN-TV	Springfield-Holyoke, Mass.	826
WIBW-TV	Topeka, Kans.	817
WICC-TV	Bridgeport, Conn.	801
WICS	Springfield, Ill.	813
WICU	Erie, Pa.	855
WILK-TV	Wilkes-Barre, Pa.	859
WIMA-TV	Lima, Ohio	849
WINK-TV	Fort Meyers, Fla.	805
WINT	Fort Wayne, Ind.	814
WIS-TV	Columbia, S. C.	861
WISC-TV	Madison, Wis.	881
WISE-TV	Asheville, N. C.	840
WISH-TV	Indianapolis, Ind.	814
WISN-TV	Milwaukee, Wis.	883
WITI-TV	Milwaukee, Wis.	883
WITN	Washington, N. C.	841
WITV	Ft. Lauderdale, Fla.	804
WJAC-TV	Johnstown, Pa.	857
WJAR-TV	Providence, R. I.	859
WJBF-TV	Augusta, Ga.	809
WJBK-TV	Detroit, Mich.	827
WJDM	Panama City, Fla.	805
WJHL-TV	Johnson City, Tenn.	863
WJHP-TV	Jacksonville, Fla.	805
WJIM-TV	Lansing, Mich.	827
WJMR-TV	New Orleans, La.	821
WJPB-TV	Fairmount, W. Va.	880
WJTV	Jackson, Miss.	829
WJW-TV	Cleveland, Ohio	847
WKAQ-TV	San Juan, P. R.	835
WKBN-TV	Youngstown, Ohio	851
WKBT	La Crosse, Wis.	881
WKJG-TV	Fort Wayne, Ind.	814
WKNX-TV	Saginaw, Mich.	827
WKOW-TV	Madison, Wis.	881
WKRC-TV	Cincinnati, Ohio	845
WKRG-TV	Mobile, Ala.	789
WKTV	Utica, N. Y.	838
WKY-TV	Oklahoma City, Okla.	852
WKZO-TV	Kalamazoo, Mich.	827
WLAC-TV	Nashville, Tenn.	863
WLBC-TV	Muncie, Ind.	814
WLBT	Jackson, Miss.	829
WLEV-TV	Bethlehem, Pa.	855
WLEX-TV	Lexington, Ky.	817
WLOS-TV	Asheville, N. C.	840
WLVA-TV	Lynchburg, Va.	877
WLWA	Atlanta, Ga.	807
WLWC	Columbus, Ohio	847
WLWD	Dayton, Ohio	849
WLWT	Cincinnati, Ohio	845
WMAL-TV	Washington, D. C.	804
WMAR-TV	Baltimore, Md.	825
WMAZ-TV	Macon, Ga.	810
WMBR-TV	Jacksonville, Fla.	805
WMBV-TV	Marinette, Wis.	883

Station	City—State	Page
WMCT	Memphis, Tenn.	863
WMFD-TV	Wilmington, N. C.	841
WMGT-TV	Adams, Mass.	825
WMSL-TV	Decatur, Ala.	789
WMT-TV	Cedar Rapids, Iowa	815
WMTV	Madison, Wis.	883
WMUR-TV	Manchester, N. H.	834
WMTW	Poland Spring, Maine	821
WNAC-TV	Boston, Mass.	825
WNAO-TV	Raleigh, N. C.	840
WNBC	West Hartford, Conn.	801
WNBF-TV	Binghamton, N. Y.	836
WNBQ	Chicago, Ill.	812
WNCT	Greenville, N. C.	840
WNDU-TV	South Bend, Ind.	814
WNEM-TV	Bay City-Saginaw, Mich.	826
WNHC-TV	New Haven, Conn.	803
WNOK-TV	Columbia, S. C.	861
WNOW-TV	York, Pa.	859
WOAI-TV	San Antonio, Tex.	875
WOAY-TV	Oak Hill, W. Va.	880
WOC-TV	Davenport, Iowa	815
WOI-TV	Ames, Iowa	815
WOOD-TV	Grand Rapids, Mich.	827
WOR-TV	New York, N. Y.	837
WORA-TV	Mayaguez, P. R.	886
WOW-TV	Omaha, Neb.	832
WPAG-TV	Ann Arbor, Mich.	826
WPBN-TV	Traverse City, Mich.	827
WPFH	Wilmington, Del.	803
WPIX	New York, N. Y.	837
WPRO-TV	Providence, R. I.	861
WPTV	Palm Beach, Fla.	805
WPTZ	Plattsburgh, N. Y.	838
WRAL-TV	Raleigh, N. C.	841
WRBL-TV	Columbus, Ga.	810
WRC-TV	Washington, D. C.	804
WRCA-TV	New York, N. Y.	837
WRCV-TV	Philadelphia, Pa.	858
WRDW-TV	Augusta, Ga.	809
WREC-TV	Memphis, Tenn.	863
WREX-TV	Rockford, Ill.	812
WRGB	Schenectady, N. Y.	838
WRGP-TV	Chattanooga, Tenn.	862
WROC-TV	Rochester, N. Y.	838
WROM-TV	Rome, Ga.	810
WRVA-TV	Richmond, Va.	877
WSAU-TV	Wausau, Wis.	883
WSAV	Savannah, Ga.	810
WSAZ-TV	Huntington, W. Va.	880
WSB-TV	Atlanta, Ga.	809
WSBA-TV	York, Pa.	859
WSBT-TV	South Bend, Ind.	814
WSEE	Erie, Pa.	855
WSFA-TV	Montgomery, Ala.	790
WSIL-TV	Harrisburg, Ill.	812
WSIX-TV	Nashville, Tenn.	864
WSJS-TV	Winston-Salem, N. C.	841
WSJV	Elkhart, Ind.	813
WSLS-TV	Roanoke, Va.	878
WSM-TV	Nashville, Tenn.	864
WSPA-TV	Spartanburg, S. C.	862
WSPD-TV	Toledo, Ohio	851
WSTV-TV	Steubenville, Ohio	849
WSUN-TV	St. Petersburg, Fla.	806
WSVA-TV	Harrisonburg, Va.	877
WSYE-TV	Elmira, N. Y.	837
WSYR-TV	Syracuse, N. Y.	838
WTAP	Parkersburg, W. Va.	881
WTAR-TV	Norfolk, Va.	877
WTCN-TV	Minneapolis, Minn.	828
WTHI	Terre Haute, Ind.	815
WTMJ-TV	Milwaukee, Wis.	883
WTOB-TV	Winston-Salem, N. C.	841
WTOC-TV	Savannah, Ga.	810
WTOK-TV	Meridian, Miss.	829
WTOP-TV	Washington, D. C.	804
WTOV-TV	Norfolk, Va.	877
WTPA	Harrisburg, Pa.	855
WTRF-TV	Wheeling, W. Va.	881
WTRI	Albany, N. Y.	836
WTTG	Washington, D. C.	804
WTTV	Bloomington, Ind.	813
WTVD	Durham, N. C.	840
WTVE	Elmira, N. Y.	837
WTVH-TV	Peoria, Ill.	812
WTVJ	Miami, Fla.	805
WTVK-TV	Knoxville, Tenn.	863
WTVN-TV	Columbus, Ohio	847
WTVO	Rockford, Ill.	813
WTVP	Decatur, Ill.	812
WTVR	Richmond, Va.	877
WTVT	Tampa, Fla.	806
WTVW	Evansville, Ind.	813
WTVY	Dothan, Ala.	789
WTWO	Bangor, Maine	821
WTWV-TV	Tupelo, Miss.	829
WUSN-TV	Charleston, S. C.	861
WVEC-TV	Hampton-Norfolk, Va.	877
WVET-TV	Rochester, N. Y.	838
WWJ-TV	Detroit, Mich.	826
WWL-TV	New Orleans, La.	821
WWLP	Springfield, Mass.	825
WWTV	Cadillac, Mich.	826
WXEX-TV	Petersburg, Va.	877
WXIX	Milwaukee, Wis.	883
WXYZ-TV	Detroit, Mich.	826

WABT—Birmingham—1949
ABC-CBS

Channel: 13 VHF..AP: 178 Kw...VP: 316 Kw.
Oper. By.....Alabama Bcstg. System
Business Address.....P. O. Box 2553
Newspaper Affiliation.....Birmingham News
News Service .....AP
Representative .....Blair-TV
Membership .....NARTB; TvB
Pres., Mgr. Dir.....Henry P. Johnston
Commercial Mgr.....Charles F. Grisham
VP in charge of Prgmng.....Ray A. Furr
Pub., Prom. Dir.....James Chenoweth
Production .....Johnny Johnson
Film Manager.....Nod Nelson
Chief Engineer.....J. V. Sanderson

WBRC-TV—Birmingham
1949—CBS

Channel: 6 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Storer Bcstg. Co.
Bus. Studio Address....1177 Kane Concourse, Miami Beach 54, Fla.
News Service .....AP
Representative .....Katz
Membership .....NARTB, TvB
President.....George B. Storer
V.P. & Mgr. Dir.....J. Robert Kerns
Commercial Mgr.....Oliver Naylor
Prog. Dir., Film Mgr.....M. D. Smith, III
Promotion Pub. Dir.....Ralph C. Runyan
Chief Eng.....Robert L. Dupriest

WMSL-TV—Decatur—1957
NBC

Channel: 23 UHF..AP: 8.52 Kw.....VP: 15.8
Owned-Oper. By.Tenn. Valley Radio & TV Co.
Address .....701 Bank Street
News Service .....AP
Rep.....Joseph Henry McGillvra, Inc.
President .....Frank Whisenant
Sta., Comm., Film Mgr; Prog. Dir. .....Louis C. Blizzard
Program Director.....Alice A. Whisenant
Chief Engineer.....Alvin B. Millwood

WTVY—Dothan—1955
CBS

Channel: 9 VHF..AP: 14.1 Kw...VP: 28.2 Kw.
Owned-Operated By.....WTVY, Inc.
Address .....Box 1242
Representative.....Young TV; Clarke Brown
Executive V.P.....F. E. Busby
Sales Mgr. .....Art Craemer
Prog. Dir.....Daryl Griffin
Chief Engineer.....Ellis N. Anderson

WALA-TV—Mobile—1953
ABC-NBC

Channel: 10 VHF..AP: 235 Kw...VP:..316 Kw.
Owned-Oper. By.....Pape Bcstg. Co., Inc.
Address.....210 Government St.
News Service .....AP
Representative .....Headley Reed
Membership .....NARTB, TvB
President .....W. O. Pape
V.P., Gen. Mgr.....W. E. Pape
Nat'l Sales Mgr.....Jim McNamara
Program Director.....Al Holman
Publicity Dir. .....C. C. Badger
Film Manager.....Pat Sheehy
Chief Engineer.....A. R. Bell

WKRG-TV—Mobile—1955
CBS

Channel: 5 VHF....AP: 50 Kw.....VP: 100
Owned-Operated By.....WKRG-TV Inc.
Address.....162 Louis St.
Representative .....Avery Knodel
Membership .....NARTB
President.....Kenneth R. Giddens
V.P., Gen. Mgr.....C. P. Persons, Jr
V.P., Asst. Mgr.....Frank Conwell

WCOV-TV—Montgomery
1953—ABC-CBS

Channel: 20....AP: 117 Kw.....VP: 200 Kw.
Owned-Oper. By.....Capitol Bcstg. Co.
Business Address.....P. O. Box 2505
News Service.....UP

ALABAMA'S
"CLEAR PICTURE"
STATION
WBRC-TV
BIRMINGHAM
6
CBS
A STORER STATION
Represented By The Katz Agency

Representative .....Adam Young; Ayers
President.....O. P. Covington
Gen., Sta. Manager.....Hugh Smith
Commercial Manager.....Morris South
Prod., Prog. Dir. .....Caldwell Stewart
Prom., Publicity Director.....Martha Hall
Film Manager.....Bob House
Chief Engineer.....W. D. Weatherly

WSFA-TV—Montgomery 1954—NBC

Channel: 12....AP: 158 Kw.....VP: 316 Kw.
Owned-Oper. By..WKY Television System, Inc.
Business Address.....10 East Deland
Newspaper Affil.....Okla. Publishing Co.
News Service .....AP
Membership .....NARTB, TvB
Representative .....Katz
General Manager .....Eugene B. Dodson
V.P., Sta. Mgr.....Hoyt Andres
Nat'l Sales Promotion.....R. L. Tuttle
Prog. Dir., Film Mgr.....R. F. Doty
Prom., Publicity Dir.....R. L. Tuttle
Production Mgr.....Gene Jacobsen
Chief Engineer.....R. M. Hayward

Arizona

Pop. March 1 (Est.) 1,113,000—TV Homes 188,000
Stations in State 8

KVAR—Mesa—1953—NBC

Channel: 12 VHF..AP: 16.5 Kw...VP: 33 Kw.
Owned-Oper. By.....KTAR Broadcasting Co.
Address.....1101 No. Central Ave.
Representative .....Raymer
Pres., Gen. Mgr.....Richard O. Lewis
Station Mgr.....Dwight Harkins
Commercial Mgr.....E. W. Harvey
Program Director.....Wm. Robb
Continuity Dir. .....Hal Ackerman
Production Manager.....Charles Wallace
Film Director.....Betty Campbell
Chief Engineer.....John Beck

KOOL-TV—Phoenix—1953

Channel: 10 VHF.AP: 12.5 Kw..VP: 29.45 Kw.
Owned-Oper. By.....KOOL Radio-TV, Inc.
Business Address.....511 West Adams St.
Representative .....Hollingbery
Membership ..... NARTB
Pres., Gen. Mgr. .....Tom Chauncey
Asst. Gen. Mgr. .....Jack Murphy
Film Manager.....Cris Carr
Station Mgr. .....Kenneth Morton
Sales Mgr. .....Robert Miller
Chief Engineer.....Milford Richey

KPHO-TV—Phoenix—1957 CBS

Channel: 5 VHF..AP: 100 Kw...VP: 17.5 Kw.
Owned-Oper. By.....Meredith Publishing Co.
Business Address.....Des Moines, Iowa
Representative ..... Katz
Membership .....NARTB, TvB
General Manager.....Richard B. Rawls
Ass't. Sta., Comm. Mgr. ...Howard Stalnaker
Program Director.....Robert Martin
Prom., Pub. Dir. .....Stephen Q. Shannon
Film Manager.....Thomas Sherlock
Chief Engineer.....George McClanathan

KTVK—Phoenix—1955—ABC

Channel: 3 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Operated By.....Arizona TV Co.
Address.....3435 No. 16th St.
News Service .....UP
Station Representative.....Weed TV
President .....Ernest McFarland
General Manager.....Leon Nowell
Station Manager.....Roger Van Duzer
Comm. Manager.....Burton B. LaDow
Program Director.....Don Tuckwood
Promotion Director.....Burton B. Ladow
Film Manager.....Boyd Kelty
Chief Engineer.....Bob Latham

KDWI-TV—Tucson—1956

Channel: 9 VHF...AP: 32.4 Kw....VP: 58 Kw.
Owned-Oper. By.....Tucson Television Co.
Business Address.....2175 North 6th Ave.
Representative ..... Headly-Reed
V.P., Gen. Mgr. .....Tolbert Foster
Station Manager.....J. W. Hays
Ass't Gen., Comm. Mgr.....T. J. Parker
Dir. Engineering .....D. Peterson

KOPO-TV—Tucson—1952 CBS

Channel: 13 VHF..AP: 16.5 Kw...VP: 33 Kw.
Owned-Oper. By.....Old Pueblo Bcstg. Co.
Business Address.....115 W. Drachman St.
Representative ..... Hollingbery
Managing Dir. .....Tom Chauncey
General Manager.....E. S. Mittendorf
Commercial Manager.....Bernie Perlin
Program Director .....Budd Wiener
Promotion Director.....Virginia Harper
Film Manager.....Reed Haythorne

KVOA-TV—Tucson—1953 ABC-NBC

Channel: 4 VHF...AP: 2.69...VP: 5.37 Kw.
Owned-Oper. By.....Arizona Bcstg. Co.
Business Address.....209 West Elm St.
Representative.....The Branham Co.
Pres., Gen. Mgr. .....Clinton D. McKinnon
Commercial Manager....W. R. Duvey DuBois
Program Director.....Henry Hubbard
Prod. Manager.....L. D. Cable
Film Manager.....Dorothy Wirtz
Chief Engineer.....Raymond H. Holsclaw

KIVA—Yuma—1953
NBC-CBS

Channel: 11 VHF...AP: 16 Kw....VP: 29 Kw.
Owned-Oper. By.....Valley Telecasting Co.
Business Address.....Box 1708
News Service .....AP
Membership .....NARTB
President .....Donald Ellsworth
General Manager.....Ray C. Smucker
Sta., Prom. Mgr. .....Leavenworth Wheeler
Publicity Director.....Barbara Tracy
Program Director.....Larry Roeser
Commercial Manager.....Len Burkland
Film Manager.....Aretta Crowell
Chief Engineer.....R. J. Smith

Arkansas

Pop. March 1 (Est.) 1,831,000—TV Homes 263,000
Stations in State 6

KRBB—El Dorado—1955
NBC

Channel: 10 VHF..AP: 12.5 Kw...VP: 25 Kw.
Owned-Oper. By....S. Arkansas TV Co., Inc.
Address .....Garret Hotel
News Service .....AP
Station Representative .....Pearson
President .....Joe F. Rushton
General Manager.....Bill Bigley
Prog. Dir.....Doug Duperrault
Prom. Dir.....Miss Pat Williams
Sta., Film Manager.....Bruce B. Compton
Chief Engineer .....Larry Self

KFSA-TV—Fort Smith—1953
NBC-ABC-CBS

Channel: 22 UHF...AP: 12 Kw...VP: 22 Kw.
Owned-Oper. By Southwestern Radio & TV Co.
Business Address.....920 Rogers Ave.
Newspaper Affil.....Southwest American
News Service .....UP
Representative ..... Pearson
Membership ..... NARTB
President .....D. W. Reynolds
General Mgr. .....William Slates
Commercial Manager.....Roland Hundley
Prog., Prom., Pub. Dir.....Pat Porta
Film Manager.....Charles Putman
Chief Engineer.....Robert W. Platt, Jr.

KNAC-TV—Fort Smith
1956—CBS

Channel: 5 VHF....AP: 14.4....VP: 28.8 Kw.
Owned-Oper. By.....American TV Co., Inc.
Business Address.....Kelly Bldg.
News Service .....AP
Representative ..... H-R
Membership ..... NARTB
General Manager.....Cecil M. Sansbury
Ass't Mgr. Oper.....Roger Garret
Chief Engineer.....Claude Scott

KARK-TV—Little Rock
1954—NBC

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Arkansas Radio & Equipment Co.
Business Address.....10th & Spring Streets
News Service .....UP
Representative ..... Petry
Membership ..... NARTB, TvB
President .....T. H. Barton
Gen., Sta. Mgr.....T. K. Barton
Commercial Mgr.....Lee Bryant
Prog. Dir., Film Mgr. .....Fred Schmutz
Promotion Dir. .....Shirley P. Kennedy
Chief Engineer.....Champ Smith

KTHV—Little Rock—1955
CBS

Channel: 11 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By.....Arkansas TV Co.
Address.....313 Main St.
Newspaper Affil.....Arkansas Democrat
News Service .....UP
Station Representative .....Branham
Membership .....NARTB, TvB
President.....K. A. Engel
Gen., Sta. Manager.....B. G. Robertson
Comm. Manager.....W. V. Hutt
Prom., Pub. Director.....R. E. Brown
Prog. Dir., Film Manager .....Jack Bomar
Chief Engineer.....Cecil Suitt

KATV—Pine Bluff—1953
CBS-ABC

Channel: 7 VHF...AP: 80 Kw....VP: 170 Kw.
Owned-Oper. By.....Central South Sales Co.
News Service .....AP, UP
Representative.....Avery-Knodel Inc.
Membership .....NARTB, TvB
President.....John T. Griffin
V.P. .....James C. Leake
Managing Director.....Mike Shapiro
General Manager.....John H. Fugate
Program Director.....Don B. Curran
Prod., Film Manager.....James Cowsert
Dir. of News & Sp. Events.....W. H. Hadley
Prom., Pub. Director.....Joe Myers
Chief Engineer.....A. R. Garrett

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California

Pop. March 1 (Est.) 13,923,000—TV Homes 3,986,000
Stations in State 30

KBAK-TV—Bakersfield
1953—ABC

Channel: 29 UHF..AP: 10.5 Kw...VP: 19 Kw.
Owned-Oper. By.....Bakersfield Bcstg. Co.
Business Address.....Box 1448
News Service.....UP
Newspaper Affil.....San Francisco Chronicle
Representative .....Weed
Membership .....NARTB, TvB
President.....Harold P. See
Program Director.....Jim Hayden
Gen. Manager, Vice President..A. H. Constant
Chief Engineer.....James Garner

KERO-TV—Bakersfield
1953—NBC

Channel: 10 VHF..AP: 55 Kw...VP: 110 Kw.
Owned-Oper. By....Kern County Bcstrs. Inc.
Business Address.....1420 Truxton Ave.
News Service.....UP
Representative ..... Petry
Membership.....NARTB, TvB
Pres., Gen. Mgr.....Gene DeYoung
V.P. & Nat. Sales Mgr.....Edward Urner
Program Manager.....Kenneth R. Cross
Local Sales Manager.....John Barrett
Publicity Director.....Joe Henning
Production Manager.....Bruce Fleming
Film Manager.....John Ballinger
Chief Engineer.....Edwin Andress

KHSL-TV—Chico—1953
CBS-NBC-ABC

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By....Golden Empire Bcstg. Co.
Address .....180 E. 4th St.
News Service.....UP
Representative .....Avery-Knodel
Membership .....NARTB
Pres., Gen. Mgr.....Mrs. Hugh McClung
Station Manager.....M. F. Woodling
Nat'l Sales Mgr.....George Ross

KIEM-TV—Eureka—1953
CBS-ABC

Channel: 3 VHF..AP: 7.3 Kw...VP: 14.6 Kw.
Owned-Oper. By.....Redwood Bcstg. Co.
Business Address.....P. O. Box 1021
Phone Number.....Hillside 3-3123
Air Time.....Full Time
News Service.....UP
Rep.....Blair Television Associates, Inc.
Membership ..... NARTB
President.....William B. Smullin
Manager.....Donald H. Telford
Program Director.....W. Edwin Smith
Promotion Director.....Jack Mortimer
Tech. Director.....J. G. Bauriedel
Chief Engineer.....Donald King

KFRE-TV—Fresno—1956
CBS

Channel: VHF....AP: 158.... VP: 316 Kw.
Owned By.....California Island Bcstg. Co.
Business Address.....733 L St., Fresno, Calif.
News Service .....UP
Representative .....Blair-TV
President.....Paul R. Bartlett
Station Manager.....Ed J. Frech
National Sales.....Bob Klein
Prog., Prom., Pub. Dir. ....Hal C. O'Donnell
Film Manager.....Fred Carbine
Chief Engineer.....Keith L. Mealey

KJEO-TV—Fresno—1953
ABC

Channel 47 UHF..AP: 222 Kw...VP: 444 Kw.
Owned: .....O'Neill Broadcasting Co.
Business Address.....P. O. Box 1708
News Service .....AP
Representative ..... Branham
President.....J. E. O'Neill
V.P., General Manager.....Joseph C. Drilling
Comm. Manager.....W. O. Edholm
Production Manager.....Ray Jacobs
Promotion Director.....Patti Johns
Film Manager.....John Parkhurst
Chief Engineer.....Jack McElwain

KMJ-TV—Fresno—1953
NBC

Channel: 24 UHF..AP: 240 Kw...VP: 447 Kw.
Owned-Operated By....McClatchy Bcstg. Co.
Address .....1117 "N" St.
Representative .....Raymer
Membership .....NARTB, TvB
Station Mgr.....Perry Nelson
Nat'l Sls. & Ser. Mgr.....W. Lefler
Comm. Manager.....Orbie Sullivan

KCOP-TV—Hollywood—1953

Channel: 13 VHF..AP: 83.2 Kw...VP: 170 Kw.
Owned-Oper. By.....The Copley Press, Inc.
Bus.-Studio Address.....1000 Cahuenga Blvd.
Air Time.....Full Time
News Service .....UP
Representative ..... Petry
Vice President, Gen. Mgr.....Jack Heintz
Commercial Manager.....Amos T. Baron
Asst. Gen. Mgr., Prog. Dir.....Al Flanagan
Sales Prom Dir.....Hal Biard
Film Mgr.....Mary Warren
Publicity Dir.....Jerry Ross
Chief Engineer .....Al Browdy

KRCA—Hollywood—1949
NBC

Channel: 4 VHF..AP: 23.5 Kw...VP: 47 Kw.
Bus.-Studio Address.....Sunset & Vine St.

News Service.....AP, INS, UP
Membership .....NARTB
Representative.....NBC Spot Sales
President .....Robert Sarnoff
Gen. Station Manager.....Thomas McCray
Commercial Manager.....James Parks
Program Director.....Dean Craig
Prom., Pub. Dir. .....Jack Kenaston
Operations Manager.....James Damon
Film Manager.....George Burke
Chief Engineer.....John Knight

KABC-TV—Los Angeles 1949—ABC

Channel: 7 VHF..AP: 82 Kw. VP: 165 Kw.
Owned-Oper. By .....ABC
Business Address Prospect & Talmadge Streets
News Service .....AP, INS, UP
Representative ..... Katz
Membership ..... NARTB
Gen., Sta. Mgr. .....Selig J. Seligman
Gen. Sales Mgr. .....Elton Rule
Program Director .....Peter Robinson
Prom., Pub. Dir. .....Jack Brembeck
Prod. Mgr. ..... Jim Mandulay
Film Manager .....Haword Lipstone
Chief Engineer ..... Theodore Grenier

KNXT—Los Angeles—1948 CBS

Channel: 2 VHF..AP: 23.4 Kw..VP: 46.8 Kw.
Owned-Oper. By.....CBS Inc.
Business-Studio Address.....1313 N. Vine St.
Representative.....CBS TV Spot Sales
News Service.....AP, UP
Membership .....NARTB, TvB
President.....J. L. Van Volkenburg
General Manager .....Clark B. George
Business Manager.....Larry Lazarus
Gen. Sls. Manager.....R. D. Wood
Executive Prod.....Robert Quinlan
Oper. & Traf. Manager ....Henry J. Schaefer
Program Director.....Donald M. Hine
Prom., Publicity Director.....Dean D. Linger
Production Manager.....Bill Alcine
Film Manager.....Bob Hurlbut
Tech. Oper. Mgr.....H. W. Pangborn

KHJ-TV—Los Angeles—1948

Channel: 9.....AP: 81 Kw.....VP: 162 Kw.
Owned-Oper. By .....RKO Teleradio, Inc.
Business-Studio Address.....1313 N. Vine St.
Membership .....TvB
Representative .....H-R
News Service .....INS, UP
President, General Teleradio.Thomas F. O'Neil
Pres., (Don Lee, Div.).....Willet H. Brown
General Manager.....John Reynolds
Prog. Dir., Film Mgr. .....James Higson
Commercial Manager.....Howard Wheeler
Promotion Director.....Robert M. Light
Production Manager.....Pat Marrinan
Publicity Director.....Bill Barron
Chief Engineer.....Robert Arne

KTTV—Los Angeles—1949

Channel: 11 VHF..AP: 83 Kw... VP: 165 Kw.
Owned-Oper. By .....Times-Mirror Co.
Business Address .....5746 Sunset Blvd.
Newspaper Affil. .....L.A. Times, Mirror
News Service .....AP
Representative .....Blair TV
Membership .....NARTB, TvB
Pres., Gen. Mgr.....Richard A. Moore
V.P.-Sales .....John R. Vrba
V.P.-Programming .....Robert Breckner
Dir. & Merch. & Prom. .....Jack O'Mara
Publicity Director .....Reavis Winckler
Film Manager .....Richard Woollen
Chief Engineer .....Edward Benham

KTLA—Los Angeles—1942

Channel: 5 VHF....AP: 15 Kw...VP: 30 Kw.
Owned-Oper. ..Paramount TV Production, Inc.
Business Address ...1501 B'way, N.Y. 36, N.Y.
Studio Address...5800 Sunset Blvd., H'ywood
Representative ..... Raymer
Membership ..... NARTB
News Service ..... INS
President .....Paul Raibourn
Vice Pres. .....Bernard Goodwin
Gen., Sta. Mgr. .....Lewis Arnold
Ass't Gen. Mgr. .....Henry Flynn
Commercial Mgr. .....Robert Mohr
Production Mgr. .....Bernie Ebert
Prom., Pub. Dir. .....James J. Rue
Film Manager .....Jerry Rogers
Chief Engineer .....John Silva

KVIP—Redding—1956—NBC

Channel: 7 VHF AP: 58.5 .....VP: 117
Owned By .....Shasta Telecasting Corp.
Business Address.....2770 Pioneer Drive
News Service .....AP
Representative ..... Branham
Pres., Gen. Mgr. .....George C. Fleharty
Commercial Manager .....John Dadiw
Program Director .....Ted Dooley
Prom., Pub-Dir .....Juanita Campbell
Film Manager .....Richard Bertolin
Chief Eng., Ass't Mgr. .....Russell K. Olsen

KBET-TV—Sacramento 1955—CBS

Channel: 10....AP: 158 Kw.....VP: 316 Kw.
Owned By.....Sacramento Telecasters, Inc.
Address.....601 7th Ave.
News Service .....AP
Rep. ..... H-R
Membership ..... NARTB
President .....William P. Wright
Vice-Pres., Gen. Mgr.....John H. Schacht
Commercial Mgr. .....George J. Kapel
Promotion Dir.....Harvey Tepfer
Chief Eng.....Pete Onnigian

KCCC-TV—Sacramento 1953—ABC

Channel: 40 UHF ..AP: 114 Kw...VP: 200 Kw
Owned-Oper. By .....Capital City TV Corp.
Business Address.....P.O. Box 1596
Representative .....Weed; McGavern-Quinn
President .....Lincoln Dellar
General Manager .....Dave M. Greene
Sales Manager .....A. J. Richard
Commercial Manager.....Ralph Guild
Program Director .....Bill Furnell
Promotion Publicity Director .....Ted Hardy
Film Manager.....Rickie Dines
Chief Engineer .....Harry Bartolomen

KCRA-TV—Sacramento—1955 NBC

Channel: 3 VHF..AP: 50 Kw. ...VP: 100 Kw
Owned-Operated By.....KCRA, Inc.
Address.....310 10th St.
Representative .....Petry
Pres., Gen. Mgr.....Ewing C. Kelly
Station Manager.....Howard J. Smiley
Comm. Mgr., Program Dir.....Robert E. Kelly
Business Mgr.....Irma Davis
Promo, Publicity Dir.....Dick Block
Operations Dir. and Buyer.....Tom Breen
Chief Engineer .....W. Herbert Hartman

KSBW-TV—Salinas-Montgomery—1953 ABC-CBS-NBC

Channel: 8 VHF. AP: 120 Kw. VP: 240 Kw.
Owned-Oper. By.....Salinas Bcstg. Corp.
Address.....P. O. Box 1651

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TELEVISION STATIONS
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Representative .....H-R Television
Membership .....NARTB, TvB
Pres., Gen., Sta. Mgr.....John Cohan
Comm. Manager .....Graham H. Moore
Program Director .....Gary Ferlisi
Promotion Director .....Dean Moxley
Film Manager .....Lutz Winkler
Chief Engineer .....William Hargan

KFSD-TV—San Diego—1953 NBC-ABC

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....KFSD, Inc.
Business Address.....3642 Enterprise St.
Representative ..... Katz
Membership .....NARTB
President.....James G. Rogers, Jr.
General Manager.....William E. Goetze
Commercial Manager .....Jay Grill
Merchandising Mgr. .....Harold K. Boone
Publicity Director .....Grant Recksieck
Film Manager.....Eran Stecker
Chief Engineer.....LeRoy A. Bellwood

KFMB-TV—San Diego—1949 CBS

Channel: 8 VHF..AP: 316 Kw...VP: 158 Kw.
Owned...Wrather-Alvarez Broadcasting, Inc.
Business Address.....1405 Fifth Ave.
Representative ..... Petry
News Service.....AP, UP
Membership .....NARTB, TvB
President.....Jack D. Wrather
Vice President, General Manager .....George Whitney
General Sales Manager .....Bill Fox
Prog. Director .....Byron Dowty
Production Manager.....George Stantis
Prom., Pub. Rel.....Dan Bellus
Film Manager.....Del Gay
Chief Engineer.....Charles Abel

KRON-TV—San Francisco 1949—NBC

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....The Chronicle Pub. Co.
Business Studio Address.....901 Mission St.
News Service.....AP
Newspaper Affiliation .....Chronicle
Representative..Peters, Griffin, Woodward Inc.
Membership .....NARTB, TvB
President .....Charles Thieriot
Gen. Manager .....Harold P. See
Business Mgr. .....Tom Smith
Comm., Film Mgr.....Norman Louvau
Program Dir.....Douglas Elleson
Advertising .....John Reavis
Publicity Director.....Tom Mullahey
Film Manager .....Jim Bentley
Chief Engineer .....J. L. Berryhill

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San Diego 3, California

KGO-TV—San Francisco 1949—ABC

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper....Amer. Bcstg. Paramount Thtrs.
Address.....277 Golden Gate Ave.
Representative ..... Blair
News Service .....AP, INS
Membership .....TvB, NARTB
President (ABC).....Leonard Goldenson
V.P., Gen., Sta. Mgr. .....John H. Mitchell
Comm. Mgr.....David Sacks
Pub., Promotion Director .....Vic Reed
Production Manager.....Edward Smith
Program Director.....Russell Baker
Film Manager.....Robert Mitchell
Chief Engineer.....Harry Jacobs

KPIX—San Francisco—1948 CBS

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By....Westinghouse Bcstg., Inc.
Address.....2655 Van Ness Ave.
News Service .....INS, UP
Representative .....Katz
Membership .....NARTB, TvB
Pres.....Donald M. McGannon
General Manager .....Philip G. Lasky
Asst. Gen. Manager.....George Mathiesen
Commercial Manager.....Lou Simon
Program Director,
Film Mgr. .....William C. Dempsey
Promotion Dir. .....William H. Ryan
Publicity Dir. .....Al Baccari
Chief Engineer .....Thomas T. Ely

KSAN-TV—San Francisco 1954

Channel: 32 UHF..AP: 100 Kw. ..VP: 200 Kw.
Owned & Oper. By.....S. H. Patterson
Address .....1111 Market Street
Representative .....Stars National
Exec. Director .....Norwood Patterson
Gen., Comm. Mgr. .....Richard P. Bott
Program Director .....Bob McLaughlin

KNTV—San Jose—1955

Channel: 11 VHF..AP: 2.68 Kw...VP: 5.36 Kw.
Owned-Operated By..Standard Radio & TV Co.
Address.....645 Park Ave.
Representative ..... Weed
President .....A. T. Gilliland, Sr.
General Mgr. .....Fran Conrad
Gen. Sales Mgr. .....Hal Chase
Program Director .....Russell M. Truesdell
Promotion Dir. .....James Emmett
Film Mgr. .....Calvin Cape
Chief Engineer .....Bruce Joyner

KVEC-TV—San Luis Obispo 1953—CBS-ABC

Channel: 6 VHF...AP: 8.9 Kw....VP: 16 Kw.
Owned-Oper. By....The Valley Enterprise Co.
Business Address.....787 Higuera St.
Representative ..... H-R
Station Manager .....Fred Beck
General Manager .....John C. Cohan
Commercial Manager .....Graham Moore
Program Director .....Ted Warner
Orer. Director .....Russ Furse
Film Buyer .....Mike Giarratano
Chief Engineer .....Lew Jones

KEY-T—Santa Barbara—1953 ABC-CBS-NBC

Channel: 3 VHF...AP: 25 Kw....VP: 50 Kw.
Owned-Oper. By.Santa Barbara Bcstg.-TV Co.
Business Address.....730 Miramonte Drive
News Service.....UP
Representative ..... Hollingbery
Membership ..... NARTB
Pres., Gen. Sta. Mgr.....Colin M. Selph
Comm. Mgr. .....Thomas C. Chase
Prog., Prod. Dir. .....Joe Costantino
Prom. Dir. .....Virginia Lee
Chief Engineer.....Lloyd M. Jones

KOVR—Stockton—1954 ABC

Channels: 13 VHF. AP: 72.2 Kw...VP: 138 Kw.
Owned & Oper. By....Television Diablo, Inc.
Address .....225 East Miner Ave.
Representative .....Avery-Knodel, Inc.
Pres., General Manager..Terry Hamilton Lee
Sales Mgr. .....Jay Watson
Production Manager.....Bel Lange
Pub., Prom. Director .....Norrie West
Film Director .....John Kearns
Chief Engineer .....Richard J. Anderson

KVVG—Tulare—1953

Channel: 27 UHF..AP: 81.3 Kw...VP: 151 Kw.
Owned-Oper. By.....UHF Telecasting Corp.
Business Address .....1385 East Tulare St.
Representative .....Lee F. O'Connell
Gen. Sta., Comm. Mgr. .....Ron Freeman
Program Director .....Bob Lee
Film Manager.....Joe Ridgeway
Chief Engineer.....Hershell McKensie

Colorado

Pop. March 1 (Est.) 1,654,000—TV Homes 304,000
Stations in State 9

KKTV—Colorado Springs 1952—ABC-CBS

Channel: 11 VHF..AP: 54 Kw..VP: 107½ Kw.
Owned-Operated By.....TV Colorado, Inc.
Address .....P. O. Box 1078
Membership .....NARTB, TvB
News Service .....UP
Representative .....Bolling
President, Gen., Station Mgr...James D. Russell
Commercial Manager.....Robert D. Ellis
Local Sales.....W. B. Rogers
Film Mgr., Program Director....Carl Pehlman
Prom., Pub. Director .....Jack East
Chief Engineer.....Willis Shanks

KBTV—Denver—1952—ABC

Channel: 9 VHF..AP: 141 Kw...VP: 282Kw.
Owned-Operated By.....TV Denver, Inc.
Address.....1089 Bannock St.
News Service .....UP
Membership .....NARTB, TvB
Representative.Peters, Griffin, Woodward, Inc.
President.....John C. Mullins
Station Manager.....Joseph Herold
Prom. Director.....Bill Walker
Asst. Sta. Mgr. ..... Gil Lee
Comm. Mgr. ..... Thomas Young
Film Mgr. .....Don Mumford
Chief Engineer .....Nelson Alquist

KRDO-TV—Colorado Springs 1953—NBC

Channel: 13 VHF.AP: 5.65 Kw..VP: 11.31 Kw.
Owned-Oper. By.....Pikes Peak Bcstg. Co.
Business Address.....399 South Eighth St.
Membership .....NARTB, TvB
News Service.....AP, UP
Representative ..... Pearson
President, Gen. Comm. Mgr. .....Harry Hoth
Promotion Director .....Jay Cook
Film Manager .....Joe Calahan
Chief Engineer.....Herb Schubarth

KLZ-TV—Denver—1953 CBS

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By..Aladdin Broadcasting Corp.
Business Address.....131 Speer Blvd.
News Service.....INS, UP
Representative ..... Katz
Membership .....NARTB, TvB
Pres., Gen. Mgr.....Hugh B. Terry
Station Manager.....Phil Hoffman
Commercial Manager.....Jack Tipton
Program Director.....Clayton Brace

Take a second look at DENVER

Channel 9 Now Offers You a 1½ Billion Dollar Market!

KBTV Covers:
64% of Colorado's spendable income
57% of Colorado population PLUS Cheyenne, Wyoming

DENVER — #4 Boomtown in the U.S.A.
Only 5 major markets in the U.S.A. showed a Retail Sales Increase of 50% or more between 1948 and 1954 Census of Business—and still growing.

IN 1955
New Valuations $108,555,000
Added Employment.....2,864
Wages Added .....$ 8,472,240

KBTV COVERS:
17 Colorado Counties and Laramie (Cheyenne) county, Wyoming
Population: Over 1 Million
Retail Sales: Over 1½ Billion

TOWER: Atop Lookout Mountain, 2400 feet above Denver.

Owned and Operated by: TV DENVER, INC.
1089 Bannock • TAbor 5-6386
Represented by Peters, Griffin, Woodward, Inc.

Joe Herold
Station Manager

John C. Mullins
President

Promotion Director .....John Connors
Publicity Director .....Earl Wennergren
Film Manager.....William Witt
Chief Engineer.....Eugene Jenkins

KTVR—Denver—1951

Sam Papa .. 2-12-57..... ... . No 3
8 on 8 —14 picas — Girder..... ... .
Channel: 2 VHF...AP: 100 Kw...VP: 50. Kw.
Owned-Oper. By .....KTVR, Inc.
Business Address .....550 Lincoln St.
Membership ..... NARTB
Representative ..... Blair
V.P., General Manager .....Hugh B. La Rue
Commercial Manager ....George Kirkpatrick
Program Director .....Dick McDaniel
Production Director .....Ray Gallagher
Chief Engineer .....Al Braun

KOA-TV—Denver—1953 NBC

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....KOA, Inc.
Business Address.....1625 California
Representative.....NBC Spot Sales
Membership .....NARTB, TvB
Pres., Gen. Manager.....William Grant
Gen. Sales Mgr. .... William F. MacCrystall
Program Director .....Heywood Siddons
Promotion Mgr. .....Del Greenwood

KREX-TV—Grand Junction 1954—ABC-CBS-NBC

Channel 5 VHF..AP: 6.46 Kw...VP: 12 Kw.
Owned-Oper. By
Western Slope Broadcasting Co., Inc.
Business Address .....Box 30
Representative .....Hal Holman
Membership ..... NARTB
President, General Mgr. .....Rex Howell
Station Manager .....Jerry Fitch
Pub. Program Dir.,
Comm. Mgr. ..... Robbie Robinson
Promotion Director .....Bill Orr
Film Manager .....TV Inc. (Agent)

KFXJ—Montrose—1956

Channel: 10 VHF..AP: 308 Kw...VP: 616 Kw.
(Satel'ite of KREX-TV)

KCSJ-TV—Pueblo—1953

Channel: 5 VHF..AP: 6.8 Kw...VP: 13.6 Kw.
Owned-Oper. By .....Star Broadcasting Co.
Business Address .....2226 Television Lane
Representative .....John Pearson Company
Membership ..... NARTB
Exec. Director .....Cliff Hendricks
Operations Manager .....Dan F. Durniak
Comm. Mgr., Prog. Dir. ....James Guy Croll
Chief Engineer ..... Marion C. Cunningham

OLIVIA DE HAVILLAND, CELESTE HOLM, EDMUND GWENN, MAUREEN O'HARA, CLIFTON WEBB, D
DANA ANDREWS, GENE TIERNEY, JOHN HODIAK, PEGGY ANN GARNER, MONA FREEMAN, JOA
JOAN ... T, SIMONE SIMON, JEAN P
JEAN ... AN BLAINE, PERRY COMO,
SONJA ... ARA STANWYCK, ANNE B
BAXTE ... EON, LEE J. COBB, CEDRIC
HARDW ... USSELL, RONALD COLMAN,
CLAUD ... AVILLAND, CELESTE HOLM,
EDMUN ... EWS, GENE TIERNEY, JOH
JOHN ... AINE, ORSON WELLES, TY
TYRONE POWER, JAMES STEWART, SIMONE SIMON, JEAN PETERS, JENNIFER JONES, CHARLES B
BOYER, PHIL SILVERS, VIVIAN BLAINE, PERRY COMO, SONJA HENIE, JOHN PAYNE, MILTON BE
BERL, ROBERT TAYLOR, BARBARA ST ... CIS, J
JOAN BENNETT, WALTER PIDGEON, L ... CE F
FAYE, BETTY GRABLE, ROSALIND RUSS ... RY F
FONDA, GINGER ROGERS, OLIVIA DE ... URE
MAUREEN O'HARA, CLIFTON WEBB, D ... GY A
ANN GARNER, MONA FREEMAN, JOAN ... S ST
STEWART, SIMONE SIMON, JEAN PET ... , VIV
VIVIAN BLAINE, PERRY COMO, SONJA HENIE, JOHN PAYNE, MILTON BERLE, ROBERT TAYLOR, B
BARBARA STANWYCK, ANNE BAXTER, JACK BENNY, KAY FRANCIS, JOAN BENNETT, WALTER P
PIDGEON, LEE J. COBB, CEDRIC HARDWICKE, DON AMECHE, ALICE FAYE, BETTY GRABLE, ROSA
ROSALIND RU ... RS, O
OLIVIA DE HA ... B, D
DANA ANDRE ... N F
FONTAINE, O ... S, J
JENNIFER JON ... JO
JOHN PAYNE ... ACK
BENNY, KAY ... E, D
DON AMECHE ... TTE
COLBERT, HE ... D G
GWENN, MAU ... K, P
PEGGY ANN ... JA
JAMES STEW ... SIL
SILVERS, VIVI ... T T
TAYLOR, BARBARA STANWYCK, ANNE BAXTER, JACK BENNY, KAY FRANCIS, JOAN BENNETT, W
WALTER PIDGEON, LEE J. COBB, CEDRIC HARDWICKE, DON AMCHE, ALICE FAYE, BETTY GRABLE,

KTVR *"The Station of the Stars"*
Channel 2 **DENVER, COLORADO**

KTVR'S M-G-M Movies WINNER of FIRST PLACE in Billboard's 1956 awards for feature films!

AND NOW . . . KTVR announces acquisition of Billboard's 1956 second place winner, NTA's "Rocket 86" package of 20th Century Fox feature film masterpieces with the greatest stars of the century!

CONTACT any Blair Television Associates office or phone collect, Hugh Ben Larue, Executive V. P. KTVR, KEystone 4-8281, 550 Lincoln St., Denver, Colo.

Connecticut

Pop. March 1 (Est.) 2,285,000—TV Homes 594,000
Stations in State 5

WICC-TV—Bridgeport—1953 ABC

Channel: 43 UHF..AP: 91 Kw...VP: 180 Kw.
Owned.....Southern Conn. & L. I. TV Co.
Business Address.....Box 9140
News Service .....UP
Representative ....Adam Young
Pres., Gen., Sta. Mgr.....Philip Merryman
Comm. Mgr.....Manning Slater
Promotion Manager.....Joan Fisher
Film Ed.....Irving Magilnick
Chief Engineer.....Alvin Andrus

WHCT-TV—Hartford—1954 CBS

Channell: 18 UHF..AP: 97 Kw...VP: 86 Kw.
Owned ..... CBS
Address .....555 Asylum Street
Representative .....CBS Spot Sales
General Manager .....Harvey Struthers
Gen. Sales Mgr. .....Lamont Thompson
Program Director.....John O. Downey
Dir. Oper. .....Harold Dorshug
Prom. Mgr. .....Joseph Dowling

WNBC—West Hartford 1952—NBC

Channel: 30 UHF.AP: 113.5 Kw..VP: 210.4 Kw.
Owned.....New Britain Bcstg. Co.
Address .....West Hartford 10
Representative .....Bolling
Membership ..... NARTB
President .....Thomas B. McFadden
Ex. V.P. & Gen. Mgr.....Peter B. Kenney
Secretary .....Wm. H. Day
National Sales Mgr.....David Scott
Film Manager.....Phillip B. Hale
Program Manager .....Robert W. Bray
Oper. Mgr., Chief Eng. .....John Shipley

MORE NEWS
MORE FEATURES
MORE REGIONAL COVERAGE

AP

. . . and MORE RADIO AND TELEVISION STATIONS
depend on
THE ASSOCIATED PRESS

ONLY ONE CAN DO THE JOB

NEW, ADDITIONAL SURVEY PROOF: WNHC-TV—seven days a week, sign on to sign off—delivers average audiences 210% greater than top New York City station reaching any part of the area; 244% greater than Hartford; 174% greater than New Britain. Kall KATZ for the proof: ARB, Nov. 1956; PULSE, Oct. 1956; NIELSEN NCS #2, 1956.

A TRIANGLE STATION

WNHC-TV

NEW HAVEN-HARTFORD, CONN.

Channel 8

ABC-TV·CBS-TV

Represented by KATZ

operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.

WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N. Y.

WHGB-AM, Harrisburg, Pa. / **WFBG-AM • TV**, Altoona, Pa. / **WNHC-AM • FM • TV**, New Haven-Hartford, Conn.

National Sales Office, 485 Lexington Avenue, New York 17, New York

...ESPECIALLY IN HARTFORD!

WNHC-TV—New Haven
1948—CBS-ABC

Channel: 8VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By ..Triangle Publications, Inc.
Business Address .....1110 Chapel St.
News Service ..... INS, AP
Representative ..... Katz
Membership ..... NARTB, TvB
Gen. Mgr. ..... Edward Taddel
Sta. Mgr., Prog. Dir. .....Edward Obrist
Sales Mgr. ..... J. Vincent Callanan
Promotion Dir. ..... John Curran
Chief Engineer ..... Vincent DeLaurentis

WATR-TV—Waterbury
1953—ABC

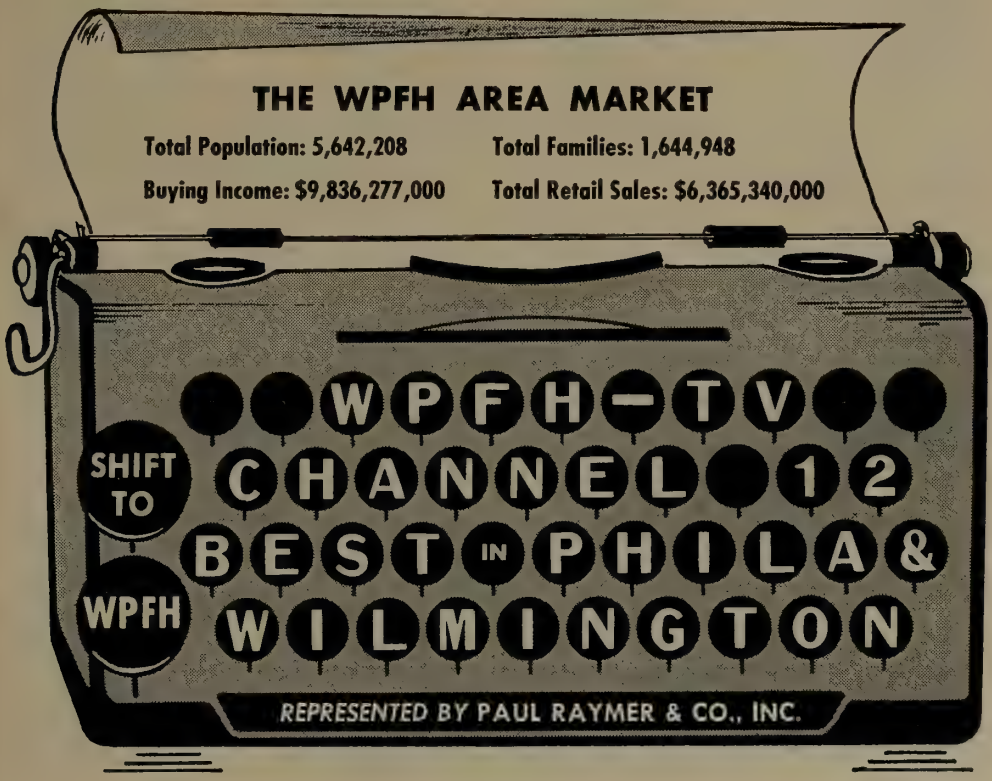
Channel: 53....AP: 125 Kw.....VP: 245 Kw.
Owned-Operated By.....WATR, Inc.
Business Address.....440 Meadow St.
News Service .....UP
Representative .....Burke Stuart
Membership ..... NARTB
President .....Harold Thomas
Gen., Sta., Commercial Mgr....Samuel Elman
Prog. Dir., Film Manager.....Astrid Curtis
Promotion Director.....Wally King
Chief Engineer.....Andrew Toross

Delaware

Pop. March 1 (Est.) 421,000—TV Homes 108,000
Stations in State 1

WPFH—Wilmington—1949

Channel: 12 VHF..AP: 191 Kw..VP: 316 Kw.
Owned-Oper. By ....WPFH Broadcasting Co.
Address .....Suburban Sta. Bldg., Phila., Pa.
Studio Address .....Box 867, Wilmington
Representative ..... Raymer
President, Gen. Mgr. .....Paul F. Harron
Commercial Mgr. .....Glenn B. Lau
Production Manager .....Marvin Fisher
Promotion Manager.....William F. Conran
Chief Engineer .....Luther O. Piersol



Dist. of Columbia

Pop. March 1 (Est.) 871,000—TV Homes 223,000
Stations in District 4

WMAL-TV—Washington, D. C. 1947—ABC

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By The Evening Star Bcstg. Co.
Address.....4461 Connecticut Ave., N.W.
Newspaper Affiliation.....The Evening Star
Membership .....NARTB, TvB
Representative .....H-R Television
News Service .....AP
President.....John W. Thompson, Jr.
General Manager.....F. S. Houwink
Commercial Manager.....Neal J. Edwards
Program Director .....Theodore H. McDowell
Prom. & Pub. Director.....E. Haywood Meeks
Film Manager.....Robert Morgan
Chief Engineer.....Allan Powley

WRC-TV—Washington 1947—NBC

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....National Bcstg. Co., Inc.
Bus.-Studio Address.....Sheraton Park Hotel
Representative.....NBC Television Spot Sales
Membership .....NARTB, TvB
General Mgr. .....Carleton D. Smith
Director of Sales.....Joseph Goodfellow
TV Sales Mgr. .....Charles de Lozier
Director of Programs.....James E. Kovach
Dir. of Operations.....Lefferts A. McClelland
Program Mgr. .....William Grayson
Prod. Mgr. .....Jas. McMurry
Pub. Ser. Mgr. .....Burton Bridgens
Dir. Prom., Adv. & P.R.....Wm. Coyle

WTOP-TV—Washington 1949—CBS

Channel: 9 VHF..AP: 175 Kw...VP: 316 Kw.
Owned-Oper. By .....Washington Post
Business Address.....Broadcast House
Newspaper Affiliation.....Washington Post
News Service.....AP, UP
Representative.....CBS TV Spot Sales
President.....John S. Hayes
Vice-Pres., TV.....George F. Hartford
Comm. Mgr.....Robert A. J. Bordley
Pub. & Prom. Director.....Robert M. Adams
Program Dir. .....Thomas Jones
Film Mgr. .....William Hedgepeth
Vice President for Engineering....Clyde Hunt

WTTG—Washington—1947

Channel: 5 VHF..AP: 25 Kw...VP: 50 Kw.
Owned-Oper. By.....DuMont Bcstg. Corp.
Business-Studio Address.....Hotel Raleigh
Representative .....Weed and Co.
Membership .....NARTB
President .....Bernard Goodwin
V.P., Gen. Manager.....Ted Cott
Station Manager ..... James Anderson
Asst. Sta. Mgr. .....Richard S. Stakes
Comm. Manager .....Perry Walders
Production Mgr. .....Weston J. Harris
Prom., Pub. Director.....Duncan Miller
Film Director.....Louis Lorenzetti
Chief Engineer.....Malcolm M. Burleson

Florida

Pop. March 1 (Est.) 3,990,000—TV Homes 836,000
Stations in State 17

WESH-TV—Daytona Beach 1956

Channel: 2 VHF..AP: 2.5 Kw...VP: 5. Kw.
Owned-Oper. By .....Telerad, Inc.
Business Address .....P.O. Box 1712
Representative ..... Petry
News Service .....UP
President ..... John H. Perry, Jr.
General Manager .... Thomas S. Gilchrist, Jr.
Station Mgr., Comm. Mgr. ....Walter Stousse
Program Dir. ..... William Hall
Promotion Dir. ..... Charlie Rogers
Publicity Dir. ..... Deanie Cates
Film Manager ..... Gene Haff
Chief Engineer .....A. O. Peck

WGBS-TV—Miami—1953

Channel: 23 UHF..AP: 92 Kw...VP: 185.5 Kw.
Owned-Oper. By.....Storer Bcstg. Co.
Business Address .....316 N.E. 21st St.
Representative .....Katz
President.....George B. Storer
Managing Director.....W. M. Koessler
Promotion Dir. .....Terry Mason
Promotion Dir. .....Bob Edell
Sales Manager.....Dick Sloan
Film Mgr. .....Douglas Johnson
Chief Engineer.....William Needs

WITV—Ft. Lauderdale—1953 ABC

Channel: 17 UHF..AP: 312 Kw...VP: 536 Kw.
Owned-Oper. By.....Gerico Investment Co.
Bus. Address .....228 N.E. 3rd St.
Representative .....Forjoe
President .....L. C. Judd
Gen. Mgr. .....C. Edw. Little
Sta. Mgr. .....C. Azevedo
Program Dir. .....Jean Sceurman
Sports Dir. ..... Clure Mosher
Comm. Dir. .....Mike Korman
Publicity Director.....Louise Richards
Film Manager.....John Murphy, Jr.
Chief Engineer.....Bill Latham

WINK-TV—Fort Meyers
1954—ABC-CBS

Channel: 11 VHF...AP: 6 Kw....VP: 12 Kw.
Owned-Oper. By.....Fort Meyers Bcstg. Co.
Business Address ....2824 Palm Beach Blvd.
Representative .....McGillvra; Ayres
Membership ..... NARTB, TvB
Gen., Sales Mgr. .....A. J. Bauer
Technical Dir.....Bob Bachman
Program Dir.....Frank Nodine

WJHP-TV—Jacksonville
1953—NBC-ABC

Channel: 36 UHF..AP: 136 Kw...VP: 276 Kw.
Owned-Oper. By.....Jacksonville Journal Co.
Business Address.....4038 Phillips Hwy.
Newspaper Affil.....Jacksonville Journal
Representative ..... Petry
News Service .....UP
President.....John H. Perry, Jr.
Gen. Mgr.....T. S. Gilchrist, Jr.,
Film Manager .....Ted Booth
Commercial Manager.....Bill Fraker
Program Director .....Martha Thomas
Promotion Director.....Charles Ost
Chief Engineer.....Charles Carter
Technical Dir. .....Beecher Hayford

WMBR-TV—Jacksonville
1949—ABC-CBS

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Washington Post
Business Address.....605 S. Main
Newspaper Affil.....Washington Post
News Service .....UP
Representative.....CBS TV Spot Sales
Membership .....NARTB, TvB
Pres. WMBR Div.....Glenn Marshall, Jr.
V.P., Gen. Mgr. .....Charles Stone
Prom. Dir. ..... Ken McClure
Comm. Mgr. ..... Dave Bocher
Program Dir.....Harry Kalkines
Prod. Manager .....Leonard Mosby
Film Manager.....Jack Sears
Chief Engineer.....Ernest Vordermark

WPTV—Palm Beach
1954—NBC

(Formerly WJNO-TV)
Channel: 5 VHF..AP: 60.3 Kw...VP: 100 Kw.
Owned-Oper. .....John H. Phipps Bcstg. Co.
Business Address ..... 5 Cocoanut Row
Representative .....Blair TV Assoc.
Membership ..... NARTB, TvB
News Service .....AP
President ..... John H. Phipps
General Manager .....Stephen P. Willis
Commercial Manager .....W. L. Woods
Program Director ..... Robert F. Carris
Chief Engineer ..... Gino Ricciardelli

WCKT—Miami—1956—NBC
NBC

Channel: 7 VHF.. AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By .. Biscayne Television Corp.
Business Address....Box M, Little River Sta.
Representative .....NBC Spot Sales
News Service .....AP
Membership ..... NARTB
President, Gen. Mgr. .....Niles Tramwell
Station Manager ..... James M. Le Gate
Commercial Manager .....Robert L. Fidlar
Traffic Manager ..... Miss Ruth Richardson
Operations Manager ..... Charles L. Kelly
Production Manager ..... Robert E. Gilbert
Promotion Director ..... Bob Nashick
Film Editor ..... Frank L. Struzzieri
Chief Engineer .....M. C. Scott, Jr.

WTVJ—Miami—1949
ABC-CBS

Channel: 4 VHF...AP: 70 Kw....VP: 100 Kw.
Owned-Oper. By.....WTVJ, Inc.
Address.....316 N. Miami Ave.
News Service.....INS, UP
Representative.Peters, Griffin, Woodward, Inc.
Membership .....NARTB, TvB
President.....Mitchell Wolfson
Exec. V.P., Gen. Mgr.....Lee Ruwitch
Vice-Pres., Operations Mgr.....John A. Shay
Nat'l Sales Dir. .....William Brazzil
Program Director.....Lee Waller
Pub. & Prom. Director.....Burt Toppan
Production Mgr.....Ashe Dawes
Business Film Mgr.....Louis Wolfson
Chief Engineer.....Earl W. Lewis

WDBO-TV—Orlando—1954
ABC-CBS-NBC

Channel: 6 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Orlando Bctg. Co., Inc.
Business Address.....30 S. Ivanhoe Blvd.
News Service .....AP
Representative ..... Blair-TV
Membership ..... NARTB, TvB
President, Gen. Mgr....Harold P. Danforth, Sr.
Sales Co-ordinator.....A. V. Carlson
Prog. Dir., Film Buyer .....Walter E. Sickles
Publicity Director ..... Audrey Lane
Film Manager.....Harold P. Danforth, Jr.
Chief Engineer.....J. E. Yarbrough

WJDM—Panama City—1953
NBC

Channel: 7 VHF..AP: 5.36 Kw...VP: 10.7 Kw.
Owned-Oper. By.....J. D. Manly
Business Address.....Box 428
Representative ..... Hollingbery
General Manager..... Mel Wheeler
Ass't. Gen., Nat'l. Sales Mgr. ..Milt De Reyna
Station Mgr. ..... Harry C. Babb
Chief Engineer .....Claude Maenza

WEAR-TV—Pensacola
1953—ABC

Channel: 3 VHF....AP: 33 Kw.....VP: 55 Kw.
Owned-Oper. By.....Gulfport Bc'g. Corp.
Business Address.....Highway 90
Representative .....Hollingbery
Membership ..... NARTB, TvB
President, Gen. Mgr.....Mel Wheeler
Asst. Gen. Mgr. & National
Sales Manager.....Milt de Reyna, Jr.
Comm. Mgr.....Irv Welch
Chief Engineer.....Jim Smith

WSUN-TV—St. Petersburg
1953—ABC

Channel: 38 UHF...AP: 12 Kw....VP: 25 Kw.
Owned-Oper. By.....City of Petersburg
Business Address.....Municipal Pier
Representative ..... Weed
News Service .....UP
Membership ..... NARTB
General Manager.....Fred P. Shawn
Commercial Manager .....Bernard L. Kobres
Program, Film Director ....Charles D. Bishop
Promotion Director.....Barbara Young
Sales Service Mgr. ..... Vera New
Community Serv. Mgr. ..... Dayton Saltsman
Production Manager .....Chad Mason
Traffic Managers ..Doris Isler, Jeanne Nesmith
Chief Engineer.....Louis J. Link

WCTV—Tallahassee—1955
ABC-CBS-NBC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By
John H. Phipps Broadcasting Co.
Business Address .....P.O. Box 3166
Representative ..... Blair
News Service .....AP, INS
Membership ..... TvB
Owner .....John H. Phipps
General Manager .....L. Herschel Graves
National Sales Manager....William L. Woods
Program Director .....Harry R. Wagner
Promotion Director .....Barbara Young
Publicity Director .....Jos. Hosford
Film Manager ..... Joyce Stone
Director of Engineering .....W. A. Snowden

WTVT—Tampa—1955—CBS

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....WKY Television
Address .....3213 Grand Central
News Service .....AP, UP
Representative ..... Katz
President .....E. K. Gaylord
Vice Pres. and Gen. Mgr. .....P. A. Sugg
Commercial Mgr. ..... John Haberlan
Pub. Promotion Dir. ..... Edwin Jay
Film Mgr. ..... Monte Gurwit
Business Manager .....Norman Bagwell
Operations Mgr. ..... Roger Olson
Production Mgr. ..... Walter K. Rhoads
Chief Engineer .....William Witt

WFLA-TV—Tampa—1955
NBC

Channel: 8 VHF..AP: 220 Kw...VP: 316 Kw.
Owned-Oper. By.....Tribune Company
Address .....Box 1410
Newspaper Affiliation.....Tampa Tribune
News Service .....AP
Representative ..... Blair-TV
Membership .....NARTB, TvB
President.....J. C. Council
General Manager.....George W. Harvey
Operations Mgr. ..... Daniel H. Smith
Sales Mgr. ..... William B. Faber
Prog. Dir., Film Mgr.....Carl Bergquist
Prom., Pub. Director.....Tom Matthews
Production Manager.....L. George Geiger
Chief Engineer.....J. H. Mitchell

WEAT-TV—West Palm Beach
1955—ABC

Channel: 12 VHF..AP: 63 Kw...VP: 112 Kw.
Owned-Oper. By.....RKO Teleradio Pictures
Business Address.....Pennsylvania Hotel
Representative ..... H-R; Brown
President.....Thomas F. O'Neil
Gen. Mgr. ..... Bertram Lebbar, Jr.
Program Dir. .....Mary O'Connell
Gen. Sales Mgr. ..... E. J. Hennessey
Local Sales Mgr. .....C. C. Levis
Production Director ..... Jack Poole
Chief Engineer.....J. Ross McPherson

SUPPORT THE
AMERICAN
RED CROSS

WALB-TV—Albany—1954
ABC-NBC

Channel: 10 VHF..AP: 56.2 Kw...VP: 112 Kw.

Owned-Oper. By.....Herald Publishing Co.

Address ..... Stuart Ave. & Greenwood Dr.

Representative...Venard, Rintoul & McConnell

President.....James H. Gray

General Manager.....T. R. Stillwagon

Program Director.....Jack Mayer

Owned-Oper. By.....Crosley Bcstg. Corp.

Bus. Address....1611 W. Peachtree St. N.E.

News Service .....UP

Representative .....Bomar-Lowrance

Membership .....TvB, NARTB

President .....R. E. Dunville

V.P.-General Manager ..... H. A. LeBrun

V.P.-Business Manager .....J. P. Dwyer

Program Dir. ..... Bob Hendrickson

Prom. Dir. ..... Howard Rowe

Film. Dir. ..... Thomas Hitchcock

Chief Engineer .....Harvey Aderhold

WLW-A—Atlanta—1951
ABC

Channel: 11 VHF..AP: 160 Kw...VP: 316 Kw.

Get the most out of your advertising dollar

. . . a long list of satisfied clients testify to the result-getting ability of

SOUTH GEORGIA'S

WALB TV

Channel 10

ALBANY, GA.

NBC—ABC—and TOP LOCAL PROGRAMS

James H. Gray
President

T. R. Stillwagon
General Manager

Represented by
Venard, Rintoul & McConnell, Inc.

AN NBC PEP STATION

White Columns

A symbol of broadcasting integrity

"White Columns" is the home of WSB Radio and WSB-TV. To the people of this region, "White Columns" is more than a beautiful building. No other broadcast source or combination, has such a vital influence in Atlanta and Georgia.

Thirty-four years of programming in the public interest has earned for these stations an audience confidence and respect that means much to advertisers. It means a *pre-conditioned* acceptance of your programs—even those still in the planning. It means an audience *more receptive* to products and services advertised on WSB Radio and WSB-TV. These are *tangible assets*... with a record of higher-than-anticipated dividends to sponsors.

wsb radio / wsb-tv

Affiliated with The Atlanta Journal and Constitution
NBC affiliate Represented by Edw Petry & Co

WAGA-TV—Atlanta—1949
CBS

Channel: 5.....AP: 50 Kw.....VP: 100 Kw.
Owned-Operated By.....Storer Bcstg. Co., Inc.
News Service .....AP
Representative .....Katz
Membership .....NARTB, TvB
President.....George B. Storer, Sr.
Managing Dir.....Glenn C. Jackson
Commercial Mgr. .....Jack Collins
Program Dir., Film Mgr.....Don Naylor
Prom., Pub. Director.....Charles E. Trainor
Chief Engineer.....Hugo Bondy

WSB-TV—Atlanta—1948
NBC

Channel: 2 VHF...AP: 50 Kw....VP: 100 K.w
Owned-Oper. By....The Atlanta Newspapers
Address.....10 Forsyth St., N. W.
Newspaper Affiliations..Atlanta Newsp., Inc.
News Service.....AP, INS, UP
Representative .....Petry
Membership ..... NARTB, TvB
General Manager .....John M. Outler
General Manager.....J. R. Meachem
Station Manager .....Marcus Bartlett
Production Director .....Mark Toalson
Film Director.....Jean Hendrix
Chief Engineer.....R. A. Holbrook

WJBF-TV—Augusta—1953
NBC-ABC

Channel: 6....AP: 68 Kw..... VP: 100 Kw.
Owned-Oper. By..Georgia-Carolina Bcstg. Co.
Business Address .....Augusta, Ga.
News Service .....UP
Representative ..... Hollingbery
Membership .....TvB, NARTB
President.....J. B. Fuqua
V.P.-Gen., Sta., Mgr. ....Donald M. Kelly, Jr.
Program Director.....Ben Grear
Comm. Mgr., Prom. Dir. ..Thomas J. Hennesy
Pub. Dir. .....Jack Wideman
Film Mgr. .....James Nabons
Chief Engineer.....John Jopling

WRDW-TV—Augusta—1954
CBS

Channel: 12 VHF...AP: 6 Kw....VP: 10 Kw.
Owned-Oper. By...Southeastern Newspapers
Business Address ....P.O. Box F, N. Augusta
News Service .....AP
Newspaper Affiliation ....Augusta Chronicle, Augusta Herald
Representative .....Branham Company
President .....Pat H. Rice, Jr.
Gen., Sta., Comm. Mgr.....J. W. Hicks
Program Dir. .....Richard A. Fennel
Prom. Director .....Don Shepherd

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• BEST RECEPTION • GREATEST AUDIENCE

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Film Manager.....Frank Allen
Chief Engineer.....Joseph P. Gill, Jr.

WDAK-TV—Columbus 1953—ABC-NBC

Channel: 28 UHF..AP: 234 Kw...VP: 116 Kw.
Owned-Oper. By.....Television Columbus
Business Address.....1307 1st Avenue
News Service.....AP
Representative.....Headley Reed
General Manager.....Allen Woodall
Station Manager.....E. F. McLeod
Comm. Manager.....Joe V. Windsor
Prog. Dir., Prod. Manager.....John Hughes
Prom., Pub. Director.....M. M. Byrne
Film Manager.....Ronnie Otwell
Chief Engineer.....Reeve Owen

WRBL-TV—Columbus 1953—CBS-ABC

Channel: 14 VHF..AP: 70 Kw...VP: 100 Kw.
Owned-Oper. By.....Columbus Bcstg. Co.
Business Address.....1350 13th Ave.
News Service.....UP
Newspaper Affil. .....Ledger Enquirer
Representative ..... Hollingbery
Pres., Gen. Manager.....J. W. Woodruff, Jr.
Sta. Mgr., Film Buyer.....Ridley Bell
National Sls. Mgr.....George Jenkins
Prod., Prog. Director.....George A. Gingell
Film Mgr. .....Howard Shehane
Chief Engineer.....Joe A. Gamble

WMAZ-TV—Macon—1953 CBS-ABC-NBC

Channel: 13 VHF..AP: 125 Kw...VP: 250 Kw.
Owned-Oper. By.....Southeastern Bcstg. Co.
Business Address....Bankers Insurance Bldg.
Phone Number.....2-7373
Air Time.....14 hours daily
News Service.....UP
Representative .....Avery-Knodel
President, Ch. Eng.....George Rankin, Jr.
General Manager.....Wilton E. Cobb
Prom., Pub. Dir., Film Buyer....Ed Pendleton
Production Manager.....Bob Savage
Comm. Manager.....Frank Crowther
Chief Engineer .....J. D. Lawhon

WROM-TV—Rome—1953

Channel: 9 VHF..AP: 16 Kw...VP: 32 Kw.
Owned-Oper. By.....WROM-TV, Inc.
Business Address .....Box 473
Representative ..... McGillvra
President.....Dean Covington
General Manager.....Ed McKay
Commercial Manager.....Charles Doss
Chief Engineer.....T. H. Robertson

WSAV—Savannah—1956 ABC-NBC

Channel: 3 VHF..AP: 16.2 Kw...VP: 32.4 Kw.
Owned-Oper. By .....WSAV, Inc.
Business Address....Liberty Nat'l Bank Bldg.
Representative ..... Blair
President, Gen. Mgr., Sta. Mgr. Harban Daniel
Operations Manager .....M. E. Thompson
Commercial Manager .....H. M. Humpidge
Program Director ..... William E. Lucas
Prom., Pub. Dir. .....Elmer Alley
Film Manager ..... S. Rowland Smith
Chief Engineer ..... Byron Strong

WTOC-TV—Savannah 1954—CBS-ABC

Channel: 11 VHF.AP: 104 Kw..VP: 207.5 Kw.
Owned-Oper. By.....Savannah Bcstg. Co.
Business Address.....516 Abercorn St.
Station Representative .....Avery-Knodel
Membership ..... NARTB
President & Gen. Mgr...William T. Knight, Jr.
Commercial Mgr.....Ben B. Williams
Film Mgr., Program Director ..Dwight J. Bruce
Prom., Pub. Dir. .....Frank S. Bryson, Jr.
Chief Engineer.....Kyle Goodman

WCTV—Thomasville—1955 ABC-CBS-NBC

Channel: 6 VHF.. AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By ..John H. Phipps Bcstg Co.
Business Address .Box 3166, Tallahassee, Fla.
Representative .....Meeker; Cummings
Membership ..... TvB
Pres. & Owner ..... John H. Phipps
General Mgr. ..... L. Herschel Graves
Nat'l Sales Mgr. .....W. L. Woods
Dir. Oper & Film Buyer..... Jos. Hosford
Program Director .....Harry R. Wagner
Promotion Dir. ..... Barbara Young
Dir. Engineering .....Wm. A. Snowden

Idaho

Pop. March 1 (Est.) 633,000—TV Homes 104,000
Stations in State 4

KBOI-TV—Boise—1953—CBS

Channel: 2 VHF... AP: 33 Kw.....VP: 65 Kw.
Owned-Oper. By.....Boise Valley Bcstrs. Inc.
Business Address .....1007 Jefferson St.
Representative.Peters, Griffin, Woodward, Inc.
Pres., Gen. Mgr.....Westerman Whillock
Sta., Comm. Mgr., Prog. Dir....Earl Glade, Jr.
Production Manager.....Bill Gratton
Film Manager.....Robert Howell
Chief Eng. .....J. A. Johntz, Jr.

KIDO-TV—Boise—1953 ABC-NBC

Channel: 7 VHF..AP: 87.1 Kw...VP:166 Kw.
Owned-Oper. By.....KIDO, Inc.

Address .....709 Idaho St.
Representative ..... Blair
News Service ..... AP
Membership ..... NARTB, TvB
Pres. and Gen. Mgr. ....Georgia M. Davidson
Commercial Mgr. .....George Ganz, Jr.
Prog. Director.....Jack Link
Film Manager .....William Harvey
Chief Engineer.....Harold Toedtemeier

KID-TV—Idaho Falls—1952 CBS-NBC-ABC

Channel: 3 VHF..AP: 60.3 Kw...VP: 100 Kw.
Owned-Oper. By.....Idaho Radio Corp.
Business Address.....Box 761
Air Time.....8 hours daily
Representative .....Gill-Perna; Moore
President .....A. W. Schwieder
Gen. Mgr.....C. N. Layne
Comm. Manager.....Claude Cain
Film Manager.....Quincy Jensen
Program Dir. ..... Roy Southwick
Prom., Pub. Dir. ..... John Wrigley
Chief Engineer.....Carroll Secrist

KLEW-TV—Lewiston—1956

(Satellite of KIMA-TV, Yakima, Wash.)

KLIX-TV—Twin Falls 1955—ABC-CBS

Channel: 11 VHF..AP: 14.5 Kw...VP: 29.5 Kw.
Owned-Oper. By ..So. Idaho Bcstg. & TV Co.
Address .....Eastland Dr. & Elizabeth St.
Representative ..... Gill-Perna; Moore
Membership .....NARTB
President .....A. L. Glassman
V.P. & Gen. Manager.....Frank C. McIntyre
Commercial Manager .....Joe Gibney
Program Director.....Dave Fox
Prom. Dir. .....Rosie Stover
Pub. Dir. .....John Graham
Film Manager.....Vic Graybeal
Chief Engineer.....C. W. Evans

Illinois

Pop. March 1 (Est.) 9,529,000—TV Homes 2,496,000
Stations in State 16

WTVI—Belleville-St. Louis 1953—ABC-CBS

(See St. Louis, Mo. Listing)

WBLN—Bloomington—1953 ABC

Channel: 15 UHF..AP: 8.51 Kw...VP: 15.8 Kw.
Owned-Oper. By.....WBLN Television Inc.
Business Address.....Box 646
Representative .....McGillvra
Pres., Gen. Manager.....Worth S. Rough
Traffic Mgr. .....Madonna Rough

WCIA—Champaign—1953 CBS-NBC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Midwest Television, Inc.
Business Address.....509 S. Neil St.
News Service .....UP
Representative .....Hollingbery
Membership .....NARTB, TvB
President.....August C. Meyer
V.P., Sales Manager.....Guy Main
National Sales Dir. .....Leonard Davis
Production Manager.....James Fielding
Publicity Director .....Richard Wright
Film Director.....John Ketterer
Chief Engineer.....Bob Myers

WBBM-TV—Chicago—1953 CBS

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....CBS, Inc.
Bus. Studio Adddress....410 N. Michigan Ave.
Representative.....CBS TV Spot Sales
Membership .....NARTB, TvB
Vice-Pres., Gen. Mgr.....H. Leslie Atlass
Dir. Tech. Oper. .....Luther Pierce
Sales Manager .....George Arkedis
Sls. Traffic Mgr. .....Eugene McClure
Sls. Service Mgr. .....Justin Cassidy
Sls. Prom. Mgr. .....Tom Dawson
Program Director.....William Ryan

WBKB—Chicago—1948—ABC

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By.....American Bcstg. Co.
Business Address.....20 N. Wacker Dr.
Representative .....Blair-TV
Membership ..... NARTB, TvB
Gen., Sls. Mgr. ..... Sterling Quinlan
Nat'l Sls. Mgr. .....Clar Heider
Film Dir. .....Ralph Andrews
Prog. Dir. .....Dan Schuffman
Pub. Dir. .....Elliott Henry
Chief Engineer .....Wm. Kussack

WGN-TV—Chicago—1948

Channel: 9 VHF..AP: 316 Kw...VP: 158 Kw.
Owned-Oper. By .....Tribune Company
Business Address.. ....441 N. Michigan Ave
Newspaper Affiliation.....Chicago Tribune
News Service.....AP, UP, INS
Representative ..... Petry
Membership .....TvB, NARTB
President.....J. Howard Wood
V.P., Gen., Sta. Mgr. .....Ward L. Quaal
Program Director.....J. E. Faraghan
Sales Director.....Ted Weber
Promotion Director.....Charles A. Wilson
Publicity Director.....James Hanlon

Film Director.....Elizabeth Bain
Chief Engineer.....Carl J. Meyers

WNBQ—Chicago—1949—NBC

Channel: 5 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Operated By.....National Bcstg. Co.
Business-Studo Address....Merchandise Mart
News Service.....AP, INS, UP
Representative.....NBC Spot Sales
Membership .....NARTB, TvB
President.....Robert Sarnoff
General Manager.....Jules Herbuveaux
Asst. Gen. Mgr.....Henry T. Sjogren
Sales Dir. ..... Russell Stebbins
Sales Mgr. .....Floyde Beaston
Mgr. Color Sales .....Howard W. Coleman
Prom. Director .....John Keys
Program Manager ..... Robert Dressler
Publicity Director.....Chet Campbell
Film Manager.....Isabelle Cooney
Chief Engineer .....Howard C. Luttgens

WDAN-TV—Danville—1953 ABC

Channel: 24 UHF..AP: 7.24 Kw...VP: 13.2 Kw.
Owned-Oper. By..Northwestern Publishing Co.
Business Address...1500 N. Washington Ave.
Newspaper Affiliation..The Commercial News
News Service .....AP
Representative.....Everett-McKinney, Inc.
Membership ..... NARTB
General Manager.....Robert J. Burow
Commercial Manager.....John Eckert
Program Director.....Honore Ronan
Station Manager.....Max Shaffer
Production Manager.....William Dorn
Chief Engineer.....Orville Neely

WTVP—Decatur—1953—ABC

Channel: 17 UHF..AP: 93.3 Kw...VP: 174 Kw.
Owned-Oper. By.....Prairie Television Co.
Business Address.....Box 108
Representative .....Bolling
President.....W. L. Shellabarger
Sta. Mgr. .....Robert G. Wright
Comm. Mgr. ..... Ben K. West
Chief Engineer.....Hubert F. Abfalter

WSIL-TV—Harrisburg 1953—ABC

Channel: 22 UHF.AP: 14.12 Kw..VP: 11.1 Kw.
Owned-Oper. By.....Turner-Farrar Assn.
Business Address .....2 W. Poplar St.
News Service .....UP
Representative .....Walker
Pres. .....Oscar L. Turner
Sta. Mgr. ..... O. L. Turner, Jr.
Prog. Dir. ..... Bill Plater
Chief Engineer.....Charles Gilliam

WEEK-TV—Peoria—1953 NBC

Channel: 43 UHF..AP: 85 Kw...VP: 175 Kw.
Owned-Operated By..West Central Bcstg. Co.
Address.....2907 Springfield Rd., E. Peoria
News Service .....UP
Membership ..... NARTB
Representative .....Headley-Reed
President.....Robert S. Kerr
Gen., Sta. Manager.....Fred C. Mueller
Comm. Manager.....William J. Flynn
Program Director.....Victor Fletcher
Production Manager.....Dick Evans
Prom., Pub. Dir. .....Al Knapp
Dir. of Sports .....Hank Fisher
Film Manager.....Robert Kroepel
Chief Engineer.....Wayne Lovely

WTVH-TV—Peoria—1953 ABC-CBS-DuM

Channel: 19 UHF..AP: 5.76 Kw...VP: 12.5 Kw.
Owned-Oper. By.....Peoria Journal Star
Business Address.....Peoria, Ill.
Representative .....Petry
Membership ..... NARTB
President .....Henry P. Slane
General Mgr. .....Howard Phillips
National Sales Mgr. .....William Pipher
Promotion Director .....Paul Proctor
Program Director.....Robert G. Holben
Chief Engineer.....Wallace Wurz

WGEM-TV—Quincy—1953 ABC-NBC

Channel: 10 VHF..AP 158 Kw. ..VP: 316 Kw.
Owned-Oper. By.....Quincy Bcstg. Co.
Business Address.....Hotel Quincy
Newspaper Affiliation....Quincy Herald Whig
News Service.....UP
Representative.....Young TV Corp.
President.....T. C. Oakley
General Manager.....J. S. Bonansinga
Commercial Mgr. .....J. Ben Stewart
Program Director .....Fred Colgan
Promotion Director .....Hal Heidbreder
Chief Engineer.....Frank E. Laughlin

WREX-TV—Rockford—1953 ABC-CBS

Channel: 13 VHF..AP: 22.9 Kw...VP: 47 Kw.
Owned-Oper. By....Greater Rockford TV, Inc.
Business Address...Auburn & Winnebago Rds.
News Service .....UP
Newspaper Affil.....Winnebago Newsp., Inc.
Representative .....H-R Representatives
Membership ..... NARTB, TvB
President.....L. E. Caster
General Manager.....Joe M. Baisch
Comm. Manager.....A. J. Bilardello
Program Director.....John Mazzie
Prom., Pub. Dir.....Charles Olson
Production Manager.....Rod MacDonald
Film Manager.....Gene Hines
Chief Engineer.....Dick Peck

WTVO—Rockford—1953
NBC

Channel: 39 UHF..AP: 98 Kw...VP: 195 Kw.
Owned-Oper. By..Winnebago Television Corp.
Business Address.....Meridian Rd.
Representative ..... Headley-Reed
President .....Harry Balaban
Manager .....Harold Froelich
Sales Manager .....Edward Ruppe
Production Mgr.....John W. Kelin
Film Director.....Carl P. Stemler
Chief Engineer.....Herbert Eckstein

WHBF-TV—Rock Island
1950—CBS

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Rock Island Bcstg. Co.
Bus.-Trans. Address.....Telco Bldg.
Newspaper Affil.....“The Argus”
News Service.....UP
Representative .....Avery-Knodel, Inc.
Membership ..... NARTB
President.....Ben. H. Potter
V.P., Sta., Gen. Manager....Leslie C. Johnson
Asst. Mgr., Sls. Director.....Maurice Corken
Merchandising Mgr. .....H. E. Darton
Prom., Pub. Director.....Fern Hawks
Film Manager.....Joseph Grear
Chief Engineer.....Robert J. Sinnett

WICS—Springfield—1953
ABC-NBC

Channel: 20 UHF...AP: 10 Kw....VP: 18 Kw.
Owned-Oper. By.....Plains Television Corp.
Business Address.....523 E. Capitol Ave.
News Service ..... INS
Representative .....Adam Young
President .....Elmer Balaban
Gen., Sta. Manager.....Milton D. Friedland
Comm. Manager.....Warren King
Program Director.....H. J. Hoskins
Prom., Pub. Director .....Marion Alvey
Film Manager.....William Shaw
Chief Engineer .....Jerrold Merritt

Indiana

Pop. March 1 (Est.) 4,491,000—TV Homes 1,186,000
Stations in State 14

WTTV—Bloomington—1949
ABC

Channel: 10 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Sarkes Tarzian, Inc.
Address .....East Hillside Dr.
News Service.....AP, UP
Representative.....Robert Meeker Assoc.
Membership .....NARTB, TvB
President .....Sarkes Tarzian
General Manager.....Robert Lemon
Program Manager.....Robert Petranoff
Prom., Pub. Dir.....Keith Wilson
Dir. Indianapolis Oper. .....Jerry Damziger
Film Manager.....Warren Perney
Chief Engineer.....Carl Onken

WSJV—Elkhart—1954
ABC

Channel: 52 UHF..AP: 131 Kw...VP: 250 Kw.
Owned-Oper. By.....Truth Publishing Co.
Business Address.....Box 403
Newspaper Affiliation.....Elkhart Truth
Representatives .....H-R
Membership .....NARTB
President.....John F. Dille Jr.
Gen., Sta., Comm. Mgr.....Paul C. Brines
Program Director.....Edwin J. Lasko
Promotion Director .....Vince Doyle
Production Manager .....W. Forrest Morrow
Film Manager.....Arthur Whitaker
Chief Engineer.....Lester E. Zellner

WEHT—Evansville—
Henderson, Ky.—1953—CBS

Channel: 50 UHF.AP: 108.1 Kw..VP: 200.4 Kw.
Owned-Oper. By .....WEHT, Inc.
Business Address .....Box 395
Representative .....Young
Membership ..... NARTB, TvB
News Service ..... UP
Pres., Gen. Mgr. .....Edwin G. Richter, Jr.
Station Mgr. .....Ernest Felix
Comm. Mgr. .....Charles C. Palmisano
Prom., Pub. Dir. .....Anita Cook
Chief Engineer .....Robert M. Cleveland

WFIE—Evansville—1953
NBC

Channel: 62 UHF..AP: 77.5 Kw...VP: 155 Kw.
Owned-Oper. By.....Premier Television, Inc.
Business Address.....1115 Mount Auburn Rd.
News Service .....UP
Representative..Venard, Rintoul & McConnell
Membership .....NARTB
President .....Nathan Lord
Gen., Station Mgr. .....Berry Smith
Comm. Manager.....Robert Dean
Film Mgr., Program Director ..Chet Behrman
Prom., Pub Director .....Geneva Wright
Chief Engineer .....Paul Kelley

WTVW—Evansville—1956
ABC

Channel: 7 VHF ..AP: 158 Kw... VP: 316 Kw.
Owned-Oper. By .....Evansville TV, Inc.
Business Address .....405 Carpenter St.
Representative ..... Hollingberry
Membership ..... NARTB
News Service ..... UP
President ..... Rex Schepp
V.P., Gen. Mgr. .....Joseph E. O'Daniel
Sta. Mgr. ..... Richard F. Shively

Comm. Mgr. ..... William Spillman
Program Dir. ..... William Hill
Prom. Dir. ..... Georgia Pindell
Film Manager .....S. J. Rusche
Chief Engineer ..... Edward P. Welcome

WKJG-TV—Fort Wayne 1953—NBC

Channel: 33 UHF..AP: 145 Kw...VP: 277 Kw.
Owned.....Northeastern Indiana Bcstg. Co.
Business Address.....220 E. Jefferson St.
News Service.....AP
Representative.....Paul H. Raymer
Membership .....NARTB, TvB
President.....Clarence L. Schust
General Manager.....Edward G. Thoms
Commercial Mgr.....Carleton B. Evans
Program Director.....Calo Mahlock
Promotion Director.....Wilson Schroeder
Chief Engineer .....Eugene A. Chase

WFBM-TV—Indianapolis 1949—NBC

Channel: 6.....AP: 50 Kw.....VP: 100 Kw.
Owned-Oper. By....Cons. TV & Radio Bcstrs.
Bus.-Studio Address.....1330 N. Meridian St.
News Service .....AP..INS
Representative .....Katz
Membership .....NARTB, TvB
President.....Harry M. Bitner, Jr.
Gen., Sta. Manager.....William F. Kiley
Prog. Dir.....William Fall
Comm. Manager.....Don Menke
Sales Service, Film Dir.....Hugh Kibbey
Prom., Pub Director .....Estel Freeman
Production Manager.....Earl C. Johnson
Chief Engineer.....Harold S. Holland

WISH-TV—Indianapolis 1954-CBS

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By .....J. H. Whitney & Co.
Business Address.....1440 North Meridian
News Service.....AP, UP
Representative ..... Bolling
Membership .....NARTB
President .....C. Wrede Petersmeyer
Gen., Sta. Manager.....Robert B. McConnell
Commercial Mgr.....Robert F. Ohleyer
Program Director.....Steve Briggs
Prom., Pub. Director.....Jim Buck
Chief Engineer.....Stokes Gresham, Jr.

WFAM-TV—Lafayette 1953—ABC-CBS-NBC

Channel: 59 UHF..AP: 51 Kw...VP: 102 Kw.
Owned-Oper. By.....WFAM, Inc.
Business Address .....Box 649
Membership ..... NARTB
News Service .....UP
Representative .....Rambeau
President.....O. E. Richardson
Sta. Mgr. ..... Henry Rosenthal
Prog. Dir. ..... James Mathis
Chief Engineer.....Richard Cochran

WINT—Fort Wayne—1954 ABC-CBS

Channel: 15 UHF..AP: 254 Kw.VP: 470 Kw.
Owned-Oper. By .Indiana Broadcasting Corp.
Business Address.....2000 Lincoln Tower
News Service .....UP
Representative .....H-R Television
Membership ..... NARTB, TvB
President .....C. Wrede Petersmeyer
Managing Dir. .....R. Morris Pierce
Gen. Mgr.....Ben B. Baylor
Prog. Dir. ..... Franklin C. Mitchell
Promotion Director .....Robert J. Keefe
Film Manager .....James Goheen
Chief Engineer.....Charles E. Wallace

WLBC-TV—Muncie—1953 ABC-CBS-NBC

Channel: 49 UHF..AP: 7.05 Kw...VP: 14.1 Kw.
Owned-Oper. By.....Tri-City Radio Corp.
Business Address.....Box 271
News Service ..... UP, AP
Representative ..... Holman
Membership .....NARTB, TvB
Pres., Gen., Sta. Mgr.....Don Burton
Comm., Film Mgr., Prom.,
Pub., Dir. ..... Bill Craig
Program Director.....Lee Allerton
Chief Engineer ..... Pat Finnegan

WNDU-TV—South Bend 1955—NBC

Channel: 46... AP: 92.5 Kw....VP: 185 Kw.
Owned-Oper. By.....Michiana Telecasting
Address .....Box 989
News Service .....AP
Station Representative ..... Petry
Membership .....NARTB, TvB
President..Rev. Theodore M. Hesburgh, C.S.C.
Gen. Mgr. ..... Bernard C. Barth
Comm. Manager.....Wm. Thomas Hamilton
Pub., Prog. Director.....Edward J. Roth
Promotion Director.....Robert F. Stolfi
Film Manager ..... Theo. A. Much
Chief Engineer ..... Bazil O'Hagan

WSBT-TV—South Bend 1952—CBS

Channel: 34 UHF..AP: 122 Kw...VP: 204 Kw.
Owned-Operated By.....South Bend Tribune
Address.....300 W. Jefferson Blvd.
Membership .....NARTB
Newspaper Affil.....Tribune
Representative .....Raymer
Gen. Mgr.....Neal B. Welch
National Sales Mgr. ..... Wilbur R. Darch
Program Director .....Robert Drain
Film Manager.....Walter A. Sweitzer, Jr.
Chief Engineer.....Arthur R. O'Neil

WTHI—Terre Haute—1954
ABC-CBS-NBC

Channel: 10 VHF..AP: 191 Kw...VP: 316 Kw.
Owned-Oper. By....Wabash Valley Bcstg. Co.
Business Address.....918 Ohio Street
Representative .....Bolling
Membership .....NARTB
News Service ..... UP
President.....Anton Hulman, Jr.
General Manager.....J. M. Higgins
Night Oper. Dir. ..... Ben Falber, Jr.
Day Oper. Dir. ..... Pat Murphy
Prom. Dir. ..... Pat Griffith
Chief Engineer.....Don Petit

Iowa

Pop. March 1 (Est.) 2,718,000—TV Homes 712,000
Stations in State 12

WOI-TV—Ames—1950—ABC

Channel: 5 VHF..AP: 50.1 Kw...VP: 100 Kw.
Owned-Oper. By.....Iowa State College
Address .....Ames, Ia.
News Service.....AP, UP
Representative .....Weed
President.....Dr. James Hilton
Gen. Manger .....Robert C. Mulhall
Assoc. Gen. Manager .....James H. Davis
Sales, Program Director .....Don Peterson
Prom., Pub Dir. .....Nancy Seeley
Film Manager.....Warren Royer
Chief Engineer.....Keith Ketcham

KCRG-TV—Cedar Rapids
1953—ABC

Channel: 9 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By .....Cedar Rapids TV Co.
Business Address .... 1st Ave. & 1st St., SW.
Membership ..... NARTB
News Service ..... AP, INS
Representative .....Blair Assoc.
Newspaper Affiliation ..Cedar Rapids Gazette
President ..... Joseph F. Hladky, Jr.
Gen. Mgr. ..... Edna A. Herbst
Comm. Mgr. ..... John F. Cundiff
Program Dir. ..... Ralph D. Willey
Prom., Pub Dir. ..... Alvin Burshtan
Film Mgr. ..... Philip Hess
Chief Engineer .....Ira V. McDaniel

WMT-TV—Cedar Rapids
1953—CBS

Channel: 2 VHF...AP: 70 Kw....VP: 100 Kw.
Owned-Oper. By.....WMT-TV, Inc.
Bus. Address.....Paramount Theatre Bldg.
News Service ..... AP, UP, INS
Representative .....Katz
Membership .....NARTB, TvB
President.....William B. Dolph
V.P., Gen. Manager.....William B. Quarton
Sales Manager.....Lew Van Nostrand
Business Manager.....Leo F. Cole
Promotion Manager .....Bob Kenney
Dir. TV Operations.....Douglas Grant
Chief Engineer.....George Hixenbaugh

WOC-TV—Davenport—1949
NBC

Channel: 6 VHF..AP: 60.3 Kw...VP: 100 Kw.
Owned-Oper. By..... ..Central Bcstg. Co.
Business Address.....805 Brady St.
News Service ....UP
Representative.Peters, Griffin, Woodward, Inc.
Membership .....NARTB, TvB
President.....Col. B. J. Palmer
Resident Manager.....Ernest Sanders
Sales Manager.....Mark L. Wodlinger
Publicity Editor.....Paul Ives
Film Editor.....Ken Wagner
Program Director.....Raymond Guth
Asst. Mgr. & Prom. Mgr.....Fred Reed
Chief Engineer..... ..Paul Arvidson

WHO-TV—Des Moines
1954—NBC

Channel: 13 VHF..AP: 191 Kw...VP: 316 Kw.
Owned-Oper. By....Central Broadcasting Co.
Business Address.....1100 Walnut Ave.
Representative.Peters, Griffin, Woodward, Inc.
Membership .....NARTB, TvB
President.....Col. B. J. Palmer
V.P., Treasurer.....D. D. Palmer
Exec. V.P.....Ralph Evans
V.P., Resident Manager.....Paul A. Loyet
Sec. & Controller.....William D. Wagner
Asst. Manager.....W. W. Woods
Sales Manager .....Robert H. Harter
Film Buyer, Prog. Director.....Jack Kerrigan
Production Manager.....Kenneth Gfeller
Chief Engineer.....Reed E. Snyder

KRNT-TV—Des Moines
1955—CBS

Channel: 8....AP: 199.5 Kw.....VP: 316 Kw.
Owned-Operated By.....KRNT-TV Co.
Address .....Ninth & Pleasant St.
Newspaper Affil.....Register and Tribune
News Service .....AP, UP
Representative .....Katz
Membership .....NARTB, TvB
President .....Luther L. Hill
Station Manager.....Robert W. Dillon
Commercial Manager .....Paul M. Elliott
Program Director.....Richard H. Covey
Promotion Director.....Joe G. Hudgens
Prod. Manager.....Guy Koenigsberger
Film Manager.....Wayne Ackley
Chief Engineer.....Charles F. Quentin

KQTV—Fort Dodge—1953
NBC

Channel: 21 UHF..AP: 170 Kw...VP: 330 Kw.

Owned-Oper. By....Northwest Television Co.
Business Address.....Warden Bldg.
News Service .....UP
Representative .....Pearson
Pres., Gen., Station Mgr.....Edward Breen
Comm. Manager.....Rollie Camp
Program Director.....Drexel Peterson
Dir. of News & Sp. Events.....Ken Petersen
Production Manager.....Vern Gielow
Film Manager.....Stanley McCurdy
Promotion Director.....Ruth McTigue
Chief Engineering.....David Sinclair

KGLO-TV—Mason City—1954
CBS

Channel: 3 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Lee Radio, Inc.
Business Address....Second & Pennsylvannia
News Service.....AP, UP
Representative .....Weed
Membership .....NARTB
President.....Lee P. Loomis
Exec. V.P., Gen. Manager....Herbert R. Ohrt
Nat'l Sales Mgr.....Walther Rothschild
Film, Comm. Manager.....Lloyd Loers
Prod. Mgr., Prog. Director....Douglas Sherwin
Promotion, Pub. Dir.....Don Harrer
Chief Engineer.....Roger Sawyer

KTVO—Ottumwa—1955
CBS-NBC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By .....KBIZ, Inc.
Business Address .....209 East 2nd St.
Representative ..... Bolling
News Service ..... AP
Membership ..... NARTB
Pres., Gen. Mgr. ..... James J. Conroy
Station Mgr. ..... Berg Allison
Comm. Mgr. ..... Elmer Smith
Program Dir. ..... James Bolen
Prom., Pub. Dir. ..... Monty Moncrieff
Film Manager ..... William Stevens
Chief Engineer ..... James Riley

KTIV—Sioux City—1954
NBC

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....KTIV Television Corp.
Address.....Tenth & Grandview
Newspaper Affil.....Journal-Tribune
News Service.....UP
Representative ..... Hollingbery
Membership .....NARTB
Pres., Gen., Film Mgr.....Dietrich Dirks
Exec. V.P. .....Gene Flaherty
Comm. Mgr. .....L. L. McCarnin
Prog. Dir. ..... Tom Searls
Prom., Pub. Dir. ..... Bill Mote
Chief Engineer.....Alvin Smith

KVTV—Sioux City—1953
CBS-ABC

Channel: 9 VHF..AP: 144 Kw...VP: 288 Kw.
Owned-Oper. By.....Cowles Bcstg. Co.
Business Address.....7th & Douglas
Newspaper Affiliation.....Register & Tribune
News Service.....AP, UP
Representative .....Katz
Membership.....NARTB, TvB
President .....Luther L. Hill
General Manager .....Donald D. Sullivan
Station Manager.....Arthur J. Smith
Comm. Manager ..... Robert B. Donovan
Prog. Director ..... George Hutchins
Promotion Director ..... Larry Coke
Film Manager .....Carl Morris
Chief Engs.....Jack Iverson, Charles Prohaska

KWWL-TV—Waterloo—1953
NBC-ABC

Channel: 7 VHF..AP: 214 Kw...VP: 316 Kw.
Owned-Oper. By.....Black Hawk Bcstg. Co.
Business Address.....Hotel Russell Lamson
News Service .....UP
Representative .....Avery-Knodel
Pres., Gen., Sta. Mgr.....Ralph J. McElroy
Commercial Mgr.....Don E. Inman
Dir. of Programming.....Warren Mead
Chief Engineer.....T. W. Kirksey

Kansas

Pop. March 1 (Est.) 2,146,000—TV Homes 487,000
Stations in State 6

KCKT-TV—Great Bend—1954
ABC-NBC

Channel: 2 VHF...AP: 52 Kw....VP: 100 Kw.
Owned-Oper. By..Central Kansas TV Co., Inc.
Business Address.....Box 182
News Service .....UP
Representative .....Bolling
President.....E. C. Wedell
Oper. Dir. .....E. L. Kuhlman
Prom. Dir. ..... Bill McGoffin
Prog. Dir. Bonnie Perry
Chief Eng. ..... H. G. Haefele

KTVH—Hutchinson—1953
CBS

Channel: 12 VHF..AP: 120 Kw...VP: 240 Kw.
Owned-Oper. By..Wichita-Hutchinson Co., Inc.
Business Address.....1800 North Plum
Representative .....H-R
Membership ..... NARTB, TvB
President .....Joyce A. Swan
General Mgr. .....Howard O. Peterson
Gen. Sales Manager .....E. W. Dallier
Film Mgr., Prog. Dir. .....Ray Huffer
Prom., Pub. Director .....Dale Larsen
Chief Engineer .....Ken H. Cook

KOAM-TV—Pittsburgh
1953—NBC-ABC

Channel: 7 VHF..AP: 138 Kw...VP: 245 Kw.
Owned-Oper...Mid-Continent Telecasting, Inc.
Business Address.....Box 603
Membership ..... NARTB, TvB
Representative .....Katz
General Manager .....R. E. Wade
Program Director .....Louis R. Martin
Chief Engineer.....Leo Stafford

WIBW-TV—Topeka—1953
ABC-CBS

Channel: 13 VHF..AP: 53 Kw...VP: 88.5 Kw.
Owned-Oper. By....Capper Publications, Inc.
Business Address.....1035 Topeka Blvd.
Newspaper Affil.....Daily Capital
News Service .....AP, UP
Membership .....NARTB, TvB
President .....Philip Zach
General Manager.....Ben Ludy
Program Director.....Jack Ostrode
Prod. Manager.....Bob Ellis
Sales Manager.....Hilton Hodges
Publicity Director.....Dennis Murphy
Chief Engineer.....Lewis Dickensheets

KAKE-TV—Wichita—1953
ABC

Channel: 12 VHF..AP: 219 Kw...VP: 316 Kw.
Owned-Oper. By .....KAKE-TV, Inc.
Business Address .....1500 N. West St.
Representative ..... Katz
Membership .....NARTB
General Manager .....Martin Umansky
Nat'l. Sales Manager .....Don Waldron
Operations Dir.....John Quigley
Prom., Pub. Dir.....Robert C. Payne
Chief Engineer.....Harold Newby

KARD-TV—Wichita—1950
NBC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....Wichita TV Co.
Address .....833 N. Main St.
News Service .....AP
Representative .....Petry
Membership ..... NARTB, TvB
President.....G. M. Brown
V.P., Gen., Sta. Mgr. .....W. Moyer
Comm. Manager .....Donald Sbarra
Program Director .....Sam Worsham
Prom. Dir. .....Leon Burt
Pub. Dir. .....Mary J. Phares
Film Mgr. .....Bob Edwards
Chief Engineer.....Robert B. Marye

Kentucky

Pop. March 1 (Est.) 3,044,000—TV Homes 512,000
Stations in State 3

WLEX-TV—Lexington
1955—ABC-CBS-NBC

Channel: 18 UHF..AP: 9.2 Kw...VP: 17 Kw.
Owned-Oper. By .....Central Ky. Bsctg. Co.
Business Address .....134 N. Limestone St.
Representatives .....Bolling; Dora-Clayton
Exec. V.P., Gen. Mgr. .....Earl Boyles
Station Manager .....Harry C. Barfield
Sales Manager .....Les J. Tackett
Program Mgr. .....Alex B. Macaulay
Chief Engineer .....Jim Robertson

WAVE-TV—Louisville
1948—NBC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....WAVE, Inc.
Address.....334 East Broadway
Membership .....NARTB, TvB
Representative.....NBC Spot Sales
General Manager .....Nathan Lord
Commercial Manager.....Ralph Jackson
Prog., Film Dir.....George Patterson
Production Manager.....Pat O'Hara
Prom., Pub. Dir.....Jas. Caldwell
Sales Reps. .....Houston Jones, Bob Franck, Robt. Burrows
Chief Engineer.....Wilbur Hudson

WHAS-TV—Louisville—1950
CBS

Channel: 11....AP: 158 Kw.....VP: 316 Kw.
Owned-Oper. By.....WHAS, Inc.
Address.....525 W. Broadway
Representative....Harrington, Righter, Parsons
Membership .....NARTB, TvB
President .....Barry Bingham
Director .....Victor A. Sholis
Station Manager.....Neil D. Cline
Sales Director .....Albert J. Gillen
Program Director.....Ralph M. Hansen
Film Manager.....Charles McDaniel
Dir. Engineering.....O. W. Towner

The Champ Is Still Champ!

4 OF 5 TOP NIGHT-TIME SHOWS

You say that's not enough? Then how about 20 out of 35 top night-time shows? (Nov. '56, A. R. B.)

CHAMP IN THE DAY-TIME, TOO!

16 of top 25 week-day strips . . . including Buckskin Bill, whose top rating is a full 7 points above the No. 2 day-time show. If you want a breakdown . . .

8 OF 10 TOP MORNING SHOWS

and 8 out of the top 15 afternoon shows, for a clean-sweep victory, morning and afternoon.

6 WINNERS IN 6 NATIONAL CONTESTS

WAFB-TV is tops in merchandising, too. Four firsts, one second, and one "top four" in these shows; 1956-57 "Frank Leahy Show" . . . "The Millionaire" . . . "Screen Gems Programs" . . . "Lucy Show" . . . 1956 Billboard Promotion . . . 1955-56 "Frank Leahy Show" . . . six more reasons for you to sell more in Baton Rouge on WAFB-TV.

WAFB-TV

CBS ABC

Reps: Blair Television Associates

First in TV in Baton Rouge

KALB-TV—Alexandria 1954—NBC-CBS-ABC

Channel: 5 VHF..AP: 15.1 Kw...VP: 28.2 Kw.
Owned & Oper. By....Alexandria Bcstg. Co.
Business Address.....6th & Washington St.
News Service.....AP, UP
Representative .....Weed
President.....T. B. Lanford
General Manager.....Willard L. Cobb
Comm. Manager .....Jesse Sexton
Prog. Dir. .....Tommy Erwin
Prom., Pub. Director.....Vivian Close
Prod. Mgr. .....Larry McHale
Film Manager .....Robert Poor
Chief Engineer .....Robert E. Miller

WAFB-TV—Baton Rouge 1953—CBS

Channel: 28 UHF..AP: 100 Kw...VP: 200 Kw.
Owned .....Modern Bcstg. Co., Inc.
Business Address .....Box 1566
Membership.....NARTB, TvB
Reps .....Blair TV; Clarke Brown
Pres., Gen. Mgr. .....Tom E. Gibbens
Comm. Mgr.....Ron Litteral
Prog. Dir.....Don Hallman
Pub. Dir.....Grace McElveen
Chief Engineer.....Donald K. Allan

WBRZ—Baton Rouge—1954 ABC-NBC

Channel: 2 VHF..AP: 56.2 Kw...VP: 100 Kw.
Owned-Operated By.....La. TV Bcstg. Co.
Address ..... 1650 Highland Rd.
Newspaper Affiliation .....State Times; Morning Advocate
News Service ..... AP, INS
Representative .....Hollingbery
Membership ..... NARTB, TvB
President.....Douglas L. Manship
Sales Manager.....Guy Corley
Program Director.....John Ferguson
Promotion Director .....Dolores Ballina
Production Manager .....Aubrey L. Moore
Chief Engineer.....Pat Weathersby

KLFY-TV—Lafayette—1955 CBS

Channel: 10 VHF..AP: 32 Kw...VP: 52.5 Kw.
Owned-Oper. By.....Camelia Bcstg. Co., Inc.
Address .....Box 398
Representative..Venard, Rintoul & McConnell, Clarke Brown
President .....Paul H. DeClouet
General Manager.....Dierell Hamm
Sales Manager.....Quitman Henley
Program Manager.....Sonny Baker
Chief Engineer .....Maurice Wynne

KPLC-TV—Lake Charles
1954—NBC-ABC

Channel: 7 VHF..AP: 35.5 Kw...VP: 52.5 Kw.
Owned-Oper. By.....Calcasieu Bcstg. Co.
Business Address .....320 Division St.
News Service ..... UP
President.....T. B. Lanford
Gen., Sta. Manager .....P. E. Mills, Jr.
Comm. Manager ..... Art Reuben
Pub. Director .....Sam Tarleton
Prom. Dir.....Gay St. Cyr
Film Manager.....Donald Johnson
Prog. Director .....A. B. Craft, Jr.
Production Director.....Bob Lashbrook
Chief Engineer.....Ed Barton

KTAG-TV—Lake Charles
1953—CBS

Channel: 25 UHF...AP: 11 Kw....VP: 21 Kw.
Owned-Oper. By .....KTAG-Associates
Business Address.....Box 173
Representative .....Adam Young
News Service .....UP
Membership .....NARTB
President.....Warren Berwick
General Manager .....Raymond Dorsey
Comm. Manager.....Harper Clark
Prom. Prog. Director .....Nelda Barker
Pub. Dir. .....Bob Pardue
Film Manager .....Bill Parks
Chief Engineer.....Lawrence Vicknair

KNOE-TV—Monroe—1953
CBS-NBC-ABC

Channel: .8 VHF..AP: 115 Kw...VP: 230 Kw.
Owned-Oper. By.....James A. Noe
Business Address.....Box 1713
Membership .....NARTB
Representative .....H-R
Owner ..... James A. Noe
Vice-Pres., Gen. Mgr.....Paul H. Goldman
Sales & Prom. Mgr.....Jack Ansell, Jr.
Program Director.....Harry Arthur
Operations Mgr. .....Ansel Smith
Dir. Engineering.....Ray Boyd

WDSU-TV—New Orleans
1948—ABC-CBS-NBC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....WDSU Bcstg. Corp.
Business-Studio Address.....520 Royal St.
News Service.....AP, UP
Representative .....Blair
Membership .....NARTB, TvB
President.....Edgar B. Stern, Jr.
Exec. V.P., Gen. Mgr.....Robert D. Swezey
V.P., Comm. Mgr.....A. Louis Read
V.P., Chg. Programming.....Tom Hicks
Program Director .....Mel Leavitt
Prom., Pub. Dir.....Marion Annenberg
Operations Mgr. .....Stanley Holiday
Chief Engineer.....Lindsey Riddle

KNOE-TV OPENS DOORS TO 280,000 HOMES

Your cost-per-viewer is extremely low in the tri-state coverage of KNOE-TV. Of the 280,000 sets we 'boom into' in North Louisiana, West Mississippi and South Arkansas 145,000 of them are unable to get any other station. Set count is growing all the time, too, as more and more industry moves into this area where income has always been high from oil, natural gas, agriculture, cattle and industry.

Top Shows From 3 Networks

Check the survey reports for the top shows on all three networks . . . then check our program schedules. You'll find the first 25 in the industry on KNOE-TV . . . plus the best from the syndicated film field.

Powerful Local Programming

Name your product and we have a strong local participation show to sell it . . . News, weather, sports, music, variety, farm or cooking and homemaking.

* 145,000 Homes Unduplicated Coverage

MARKET DATA

Population	1,664,500	Restaurants, Drinks, etc.	$ 53,985,000
Families	476,260	Drugs	$ 35,906,000
Spendable Income	$1,591,352,000	Building Materials, Hardware	$ 96,324,000
Food Stores	$ 238,625,000	TOTAL RETAIL SALES	$1,063,415,000
General Merchandise Stores	$ 154,806,000	Farms, number operated	143,429
Auto Stores	$ 232,292,000	Population Living on Farms	583,600
Service Stations	$ 55,368,000	Dwelling Units	148,070

KNOE-TV CHANNEL 8 MONROE, LOUISIANA

A James A. Noe Station

PAUL H. GOLDMAN
Vice President and General Manager

CBS — NBC — ABC

H-R TELEVISION, INC.
National Representatives

THE NEW
EYES AND EARS
IN NEW ORLEANS

WWL-TV

will Soon be on the air

CHANNEL

4

WILL BE THE
SOUTH'S GREATEST
TV SALESMAN

SEE YOUR KATZ REPRESENTATIVE FOR AVAILABILITIES AND RATES

WJMR-TV—New Orleans 1953—ABC-CBS

Channel: 20 UHF..AP: 500 Kw..VP: 1,000 Kw.
Owned-Oper. By.....Supreme Bcstg. Co. Inc.
Business Address.....1500 Canal St.
Representative ..... Weed
Pres. ..... Chester F. Owens
V.P., Gen. Mgr., Chief Eng..George A Mayoral
Commercial Mgr. .....Paul Beville
Program Director ..... Tom Abbott
Film Mgr. .....Robert Jeffers

WWL-TV—New Orleans—1957

Owned-Operated By.....Loyola U. of South
Address .....Roosevelt Hotel
News Service.....UP, AP
Representative .....Katz
Membership ..... NARTB
President.....Rev. Patrick Donnelly
General Manager.....W. H. Summerville
Comm. Manager.....Larry Baird
Sales Prom., Pub. Mgr.....Harry Hildebrand
Program Director.....E. M. Hoerner
Chief Engineer.....J. D. Bloom, Jr.

KSLA—Shreveport—1953 CBS-ABC

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By ..... Shreveport TV Corp.
Business Address ..... Box 92
Membership ..... NARTB, TvB
Representative.....Paul H. Raymer
Gen. Mgr. .....Ben Beckham, Jr.
Comm. Mgr. .....Deane R. Flett
Prom., Pub. Dir.....Carol Vinson
Film, Production Mgr. .....John Renshaw
Chief Engineer.....Morris C. Barton

KTBS-TV—Shreveport 1955—NBC-ABC

Channel: 3 VHF..AP: 68.9 Kw...VP: 100 Kw.
Owned-Oper. By.....KTBS, Inc.
Address.....312 E. Kings Hwy.
Representative .....Edward Petry
News Service .....UP
Membership ..... NARTB
Pres., Gen. Mgr.....E. Newton Wray
Station Manager .....Patrick J. White
Commercial Manager .....Joe B. Foster
Production Manager .....Vlada Dimac
Prom., Pub. Dir. ..... Ruth August
Film Manager .....Marvin Perry
Chief Engineer .....C. H. Maddox

Maine

Pop. March 1 (Est.) 910,000—TV Homes 197,000
Stations in State 6

WABI-TV—Bangor—1953 ABC-NBC

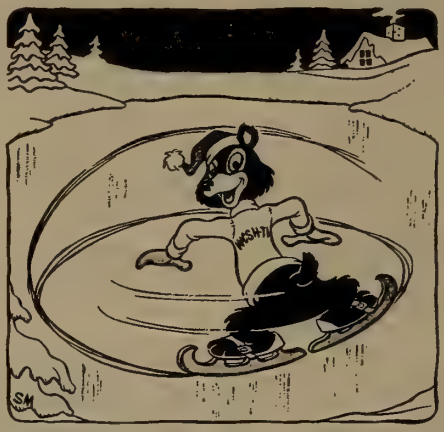
Channel: 5 VHF..AP: 17.9 Kw...VP: 30 Kw.
Owned-Oper.....Community Telecasting Serv.
Address.....57 State St.
News Service .....AP
Reps. .....Hollingbery, Kettel-Carter
Membership .....NARTB
President .....Horace Hildreth
Gen., Station Mgr.....Leon P. Gorman, Jr.
Comm. Mgr. ..... Robert C. McCausland
Program Director.....Leon H. Nelson
Promotion Director.....Richard B. Bronson
Pub. Dir. ..... Pam Dill
Film Manager.....Ralph Libby
Chief Engineer.....Wallace Edwards

W-TWO—Bangor—1954—CBS

Channel: 2 VHF...AP: 8 Kw....VP: 14 Kw.
Owned-Oper.....Murray Carpenter & Assoc.
Business Address.....7 Main St.
News Service.....UP
Representative..Venard, Rintoul & McConnell, Louis Borgatti
President, Gen., Sta. Mgr...Murray Carpenter
Comm. Manager ..... Rudolf Marcoux
Prog. Dir., Prod. Mgr.....James Robinson
Film Manager .....Don Deakin
Chief Engineer.....William Clark

WMTW—Poland Spring 1954—CBS-ABC

Channel: 8 VHF..AP: 52.5 Kw...VP: 105 Kw.
Owned-Oper. By....Mt. Washington TV Inc.
Business Address .....Poland Spring
Representatives.....Harrington, Righter & Parsons; Kettell-Carter; McDermott
Membership ..... NARTB
Vice Pres. & Gen. Mgr.....John H. Norton Jr.
Program Director.....John T. Madigan
Production Mgr.....Claus Wiese
Film Dir.....Brian Higgins
Chief Engineer.....Parker H. Vincent



CUTTING A FINE FIGURE . . .

In Portland, Maine, Pulse area study Nov. 11-17

WCSH-TV LEADS 365 QUARTER HOURS TO 78

Yes, dependable Channel 6 improves with age in full-time viewer acceptance.

Compare quarter-hour leadership figures of June (ARB) and November (Pulse) 1956.

		WCSH-TV	Sta. "B"
Monday thru Friday 7:00-12 Noon	June	67.5	32.5
	Nov.	**85**	**15**
12 Noon-6:00	June	85.5	34.5
	Nov.	**110**	**10**
Sunday thru Saturday 6:00-11:00 p.m.	June	64	76
	Nov.	**105**	**34 (1 tie)**
Saturday 10:45-600 9:30-6:00	June	18	11
	Nov.	**27**	**6 (1 tie)**
Sunday 11:30-6:00 12:00-6:00	June	24	0
	Nov.	**16**	**8**

WCSH-TV

PORTLAND, MAINE

NBC

Affiliate

channel 6

WEED - TELEVISION

Representatives

WCSH-TV—Portland—1953
NBC

Channel: 6 VHF..AP: 70 Kw...VP: 100 Kw.
Owned-Oper. By.....Maine Radio & TV Co.
Business Office.....157 High Street
News Service .....UP
Representative .....Weed
Membership .....NARTB, TvB
President.....Adeline B. Rines
Managing Dir. .....William H. Rines
Station Manager.....Jack S. Atwood
Comm. Manager.....Bruce McGorrill
Program Director.....Burnell Poole, Jr.
Promotion Director.....Linwood T. Pitman
Film Manager.....William Kerkos
Chief Engineer.....Chas. Brown

WGAN-TV—Portland—1954
CBS

Channel: 13 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By..Guy Gannett Bcstg. Services
Business Address.....390 Congress St.
Newspaper Affil.....Gannett Publ. Co.
News Service.....AP
Membership ..... NARTB
Representative .....Avery-Knodel
President.....Jean Gannett Williams
V.P., Gen. Sta. Mgr.....Creighton E. Gatchell
Comm. Manager.....Richard E. Bates
Prog., Pub. Director....Samuel G. Henderson
Prom. Dir. .....Perleston L. Pert, Jr.
Film Manager.....Earl Fenderson
Chief Engineer.....Roger W. Hodgkins

WAGM-TV—Presque Isle
1956—CBS

Channel: 8 VHF..AP: 25 Kw...VP: 50 Kw.
Owned-Oper. By .....Aroostook Bcstg Corp.
Business Address .....Presque Isle, Me.
Reps.....Venard, Rintoul & McConnell; Borgatti
General Manager .....Harold D. Glidden
Operations Mgr. .....Forrest Craig
Program Mgr.....Don Jordan
Production Mgr. .....Ted Coffin
Chief Engineer .....Elmer Snow

Maryland

Pop. March 1 (Est.) 2,869,000—TV Homes 677,000
Stations in State 4

WAAM-TV—Baltimore
1948—ABC

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By....WAAM, Incorporated
Business Address.....Television Hill

AMERICAN BROADCASTING CO. AFFILIATE

SYMBOL OF TELEVISION SERVICE IN BALTIMORE

MARYLAND

316,000 WATTS

Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.
New York, Chicago, San Francisco

WAAM-13

FROM FAR AND NEAR... THEY'RE WATCHING CHANNEL 2

December ARB Report . . . station share of sets in use

6 P.M. to midnight	WMAR-TV	Station A	Station B	Other
SUNDAY	**57.3**	28.8	12.5	2.2
MONDAY	**49.4**	28.8	20.5	1.3
TUESDAY	**36.1**	22.8	39.6	2.4
WEDNESDAY	**43.1**	27.3	28.2	2.0
THURSDAY	**44.8**	36.9	16.4	2.0
FRIDAY	**40.9**	24.0	33.5	2.8
SATURDAY	**46.8**	31.1	20.7	1.9

December ARB shows these to be choice availabilities

Amos 'n Andy 6 to 6:30 P.M.

	WMAR-TV	Station A	Station B
Monday	**15.8**	10.0	6.4
Tuesday	**16.7**	4.4	13.6
Wednesday	**15.8**	8.3	4.2
Thursday	**17.4**	5.8	4.9
Friday	**13.6**	8.3	4.6

cumulative rating **28.7**

Racket Squad* 6:30 to 6:55 P.M.

	WMAR-TV	Station A	Station B
Monday	**14.5**	6.5	4.4
Tuesday	**19.9**	4.2	2.3
Wednesday	**15.5**	5.3	3.2
Thursday	**17.9**	5.4	2.0
Friday	**17.0**	1.9	1.6

cumulative rating **30.4**

*Currently running in the profitable 6:30 to 6:55 P.M. segment are the following: WATERFRONT, Monday; PUBLIC DEFENDER, Tuesday and Thursday; CITY DETECTIVE, Wednesday; FEDERAL MEN, Friday.

the map tells the story-great sales potential

WMAR-TV's coverage area encompasses more than 2,500,000 homes. In the Baltimore area alone there are over 713,000 television sets*, and Channel 2's signal extends far out into the rich market surrounding the area, thereby providing an added potential for advertisers using WMAR-TV. *Baltimore Television Circulation Committee Report

In Maryland, most people watch WMAR-TV

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

News Service .....AP
Representative.....Harrington, Righter and Parsons, Inc.
Membership .....NARTB, TvB
Exec. V.P.....Norman C. Kal
V. P., General Mgr. ..... Ken Carter
V. P., Dir. Eng. .....Ben Wolfe
Comm. Mgr. .....Pel Schmidt
Pub. Dir. ..... Tommy Dukehart
Prog. Mgr., Film Buyer .....Jim Kilian
Ass't. Prog. Mgr. .....Herbert Steinberg
Dir. Public Service .....Ken Calfee

WBAL-TV—Baltimore—1948 NBC

Channel: 11 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By.....Hearst Corporation
Business-Studio Address.....2610 N. Charles
Newspaper Affil.....Baltimore News, Post & Sun. American
Representative .....Edward Petry
Membership ..... NARTB, TvB
V.P., Exec. Dir.....Chas. B. McCabe
Vice-Pres. & Gen. Mgr.....D. L. Provost
Vice-Pres. (Engineering).....John T. Wilner
Vice Pres., Sta. Mgr.....Leslie H. Peard, Jr.
Business Mgr.....Freeman W. Cardall
Program Director.....Sydney King
Comm. Manager.....Willis K. Freiart
Publicity Dir.....Wall Matthews
Chief Engineer.....William C. Bareham

WMAR-TV—Baltimore 1947—CBS

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....The A. S. Abell Co.
Address.....Charles & Redwood Sts.
News Service .....AP, CBS Newsfilm
Newspaper Affiliation...Baltimore Sunpapers
Representative .....Katz
Membership .....NARTB, TvB
President .....William F. Schmick, Sr.
Exec. V.P.....William F. Schmick, Jr.
V.P., Dir. of TV, Sta. Mgr.....Ewell K. Jett
Comm., Prom., Pub. Mgr.....Ernest A. Lang
Program Director.....Robert B. Cochrane
Prom. Co-ordinator .....Alex Dietrich
Film Mgr.....D. V. Stickle
Production Manager.....Edwin B. Mick
Chief Engineer.....Carlton G. Nopper

WBOC-TV—Salisbury—1954 ABC-CBS

Channel: 16 UHF..AP: 8.6 Kw...VP: 15.8 Kw.
Owned & Oper....Peninsula Broadcasting Co.
Address .....Radio-Tv, Park
News Service .....AP
Sta. Rep. .....Headley-Reed
President.....John W. Downing
Gen., Sta., Comm. Mgr.....Charles J. Truitt
Prog. Dir.....John W. Downing Jr.
Chief Engineer.....Jack W. Ward

Massachusetts

Pop. March 1 (Est.) 4,841,000—TV Homes 1,298,000
Stations in State 5

WMGT-TV—Adams—1953 ABC

Channel: 74 UHF..AP: 100 Kw...VP: 200 Kw.
Owned-Oper. By.....Greylock Bcstg. Co.
Business Address.....8 Bank Row
Representative .....Walker
Membership ..... NARTB
President .....Leon Podolsky
General Manager .....Wm. P. Geary
Prog., Prom. Dir. .....A. D. Vaber
Film Manager.....Dick Bolender
Chief Engineer.....Leonard Lavendol

WBZ-TV—Boston—1948 NBC

Channel 4.....AP: 50 Kw.....VP: 100 Kw.
Owned-Oper By...Westinghouse B'casting Co.
Address.....1170 Soldiers Field Rd.
News Service ..... AP, UP, INS
Representative.Peters, Griffin, Woodward, Inc.
Membership .....NARTB, TvB
President ..... Donald H. McGannon
V. P. .....W. C. Swartley
General Mgr. .....F. A. Tooke
Sales Mgr. .....C. H. Masse
Prog. Mgr., Film Buyer.....Herbert Cahan
Ass't. Prog. Mgr. ..... Ray Hubbard
Promotion Mgr. .....J. E. Allen
Publicity Dir. .....Frances Corocoran
Dir. Pub. Affairs .....C. F. Collier
Traffic Mgr. ..... R. Duffield
Chief Engineer ..... W. H. Hauser

WNAC-TV—Boston—1948 CBS-ABC

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....RKO Teleradio Pictures
Business-Studio Address....21 Brookline Ave.
Representative ..... H-R
Membership .....TvB
President .....Tom O'Neil
Exec. V.P. & Gen. Mgr.....Norman Knight
Sls. & Sls. Serv. Mgr.....Tom Bateson
Promotion Dir.....George Hallberg
Production Mgr.....Tony Lang
Publicity Dir.....Phyllis Doherty
Film Director.....James Pike
Technical Director.....Harry Whittemore

WWLP—Springfield—1953 ABC-NBC

Channel: 22 UHF..AP: 103 Kw...VP: 206 Kw.
Owned-Oper. By.....Springfield Television Bcstg. Corp.
Business Address ..... Box 2210

News Service ..... AP, UP
Station Reps.....Hollingbery, Kettell-Carter
President .....Roger L. Putnam
General Manager .....William L. Putnam
Station Manager .....Howard S. Keefe
Commercial Mgr. .....James H. Ferguson, Jr.
Program Director .....Wallace I. Green
Publicity Director.....Camillia T. Lemery
Film Manager.....Wallace Sawyer
Chief Engineer .....Donald C. Shaw

WHYN-TV—Springfield-Holyoke—1953—CBS

Channel: 55 UHF..AP: 91 Kw...VP: 182 Kw.
Owned-Oper. By..Hampden-Hampshire Corp.
Business Address.....1300 Liberty St.
News Service .....UP
Representative .....Branham, Weed
Membership .....NARTB
Gen., Sta. Manager.....Charles N. DeRose
Comm. Manager.....Patrick J. Montague
Program Director.....Kendall Smith
Publicity .....Michael Horn
Film Manager .....Gerald Loughran
Chief Engineer.....Harold Schumacker

Michigan

Pop. March 1 (Est.) 7,661,000—TV Homes 1,967,000
Stations in State 13

WPAG-TV—Ann Arbor—1953 DuM

Channel: 20 UHF..AP: 10 Kw. VP: 18 Kw.
Owned-Oper. By.....Washtenaw Bcstg. Co.
Business Address.....Hutzel Bldg.
News Service .....AP
Representative .....Everett-McKinney
President, Gen. Mgr. .....Edward F. Baughn
Commercial Mgr.....Kenneth MacDonald
Program Director.....David Pringle
Chief Engineer.....Donald N. Bowdish

WNEM-TV—Bay City-Saginaw—1954—NBC-ABC

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By ....Gerity Telecasting Corp.
Business Address....814 Adams St., Bay City
News Service ..... AP
Membership ..... NARTB, TvB
Representative ..... Petry
President.....James Gerity, Jr.
V.P., Ass't Gen. Mgr.....Harry Travis
V.P.-Sales .....O. W. Myers
V.P.-Treas. .....D. Scott Hager
Nat. Sales Mgr. .....John J. Keenan
Program Director.....Tom Matthews
Prom., Pub. Dir. ..... Robert Lumpp
Chief Engineer .....Robert L. Beurket

WWTV—Cadillac—1954 ABC-CBS

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Sparton Bcstg. Co.
Business Address.....214 N. Mitchell St.
Representative .....Weed
Membership ..... TvB, NARTB
News Service .....AP
President .....John J. Smith
Comm., Gen. Mgr. ..... Gene Ellerman
Ass't Gen., Film Mgr.....Daryl Sebastian
Prog. Dir.....Clayton A. Roehl
Prom., Pub. Dir. .....R. W. Bishop
Chief Engineer .....George A. Wilson

CKLW-TV—Detroit-Windsor 1954—CBC

Channel: 9 VHF..AP: 180 Kw...VP: 325 Kw.
Owned-Oper...Western Ontario Brdcstng. Co.
Business Address .....3300 Guardian Blgd.
News Service.....INS, UP
Rep.....All-Canada TV Ltd., Adam Young
Pres., Gen. Manager.....J. E. Campeau
Dir. of Operations.....S. C. Ritchie
Comm. Mgr. .....W. N. Hawkins
Publicity Director.....Art Gloster
Film Manager.....Arthur MacColl
Dir. of Engineering.....W. J. Carter

WWJ-TV—Detroit—1947 NBC

Channel: 4 VHF..AP: 50.1 Kw...VP: 97.7 Kw.
Owned-Operated By....Evening News Assoc.
Business-Studio Address....622 W. Lafayette
News Service.....UP, AP
Newspaper Affiliation .....Detroit News
Representative.Peters, Griffin, Woodward, Inc.
Membership .....NARTB, TvB
President.....Warren S. Booth
General Manager.....Edwin K. Wheeler
Asst. General Manager.....Don DeGroot
Business Manager.....Henry C. Rogers
Prog. & Prod. Manager .....Ian Harrower
Sales Prom. Manager.....Glenn Kyker
Public Affairs Manager.....James Eberle
Sls. Development Mgr. ....Frank Staltenkamp
Natl. Sls. Mgr.....Ray W. Colie
Local Sls. Mgr.....Douglas L. Sinn
Film Manager.....Frank Picard
Gen. Eng. Manager.....E. J. Love

WXYZ-TV—Detroit—1948 ABC

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By...American Broadcasting Co.
Business Address.....1700 Mutual Bldg.
News Service.....AP, INS
Representative .....Blair-TV

Membership ..... NARTB, TvB
President, Gen. Mgr. .....James G. Riddell
V.P., Station Mgr. .....John F. Pival
Comm. Manager.....Ralph Dawson
Program Director.....John Lee
Promotion Director .....Page Heldenbrand
Publicity Director .....Doug Nicol
Chief Engineer.....Charles Kocher

WJBK-TV—Detroit—1948 CBS

Channel: 2 VHF..AP: 50 Kw. ..VP: 100 Kw.
Owned-Oper. By .....Storer Bcstg Co.
Business Address ..... 7441 Second Blvd.
Newspaper Affiliation .... Miami Beach Sun
News Service .....AP, INS
Membership ....NARTB, TvB
Representative ..... Katz
President ..... George B. Storer
V.P., Managing Dir. .....Bill Michaels
District V.P. ..... William E. Rine
Local Sales Mgr. .....Keith T. McKenney
Program Mgr. .....Ralph R. Rust
Prom., Merch, Mgr. .....Willard S. Smith
Publicity Dir. ..... Ethel Smilick
Service Co-ordinator .....George Kenyon
Film Mgr. .....Jerry E. Christner
Chief Engineer .....Joseph B. Haigh

WOOD-TV—Grand Rapids 1949—ABC-NBC

Channel: 8 VHF..AP: 150 Kw...AP: 316 Kw.
Owned-Oper. By.....Grandwood Bcstg. Co.
Address.....120 College S E
News Service .....UP
Membership ..... NARTB, TvB
Representative .....Katz
President.....Harry M. Bitner
Gen. Manager.....Willard Schroeder
Gen. Sales Manager.....Arthur M. Swift
Program Director.....Frank G. Sisson
Promotion Director .....Clark Grant
Publicity Dir.....Sharon Schneider
Film, Prod. Mgr. .....Dick Lamoreaux
Chief Engineer .....Charles Robison

WKZO-TV—Kalamazoo 1950—ABC-CBS

Channel: 3 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Operated By.....Fetzer Bcstg. Co.
Address.....124 W. Michigan Ave.
News Service .....AP
Membership ..... NARTB, TvB
Representative .....Avery-Knodel, Inc.
President.....John E. Fetzer
V.P., Managing Director.....Carl E. Lee
Sales Manager ..... Donald DeSmit
Program Director.....Charles Lynch
Chief Engineer.....Arthur Covell

WJIM-TV—Lansing—1954 ABC-CBS-NBC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Gross Telecasting, Inc.
Address.....Saginaw & Howard Streets
Membership ..... NARTB, TvB
Representative .....Petry
President .....Harold Gross
Vice Pres. ..... Howard K. Finch
Gen. Sales Mgr. ..... Gar Meadowcroft
Film Manager.....Phil Sherck
Chief Engineer .....Carleton Musson

WDMJ-TV—Marquette 1956—CBS

Channel: 6 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Oper. By ....Lake Superior Bcstg Co.
Business Address .... 249 W. Washington St.
Newspaper Affiliation .....Mining Journal
News Service .....AP
Membership ..... NARTB
Representative ..... Weed
President ..... Frank J. Russell, Jr.
General Mgr. ..... W. H. Treloar
Sta., Comm. Mgr. ..... Robert J. Luke
Program Dir. ..... John Holmes
Promotion Dir. ..... Walter Reese
Film Mgr. ..... Kenneth Borst
Chief Engineer ..... Paul Anick

WKNX-TV—Saginaw—1953 ABC-CBS

Channel: 57 UHF.AP: 103.5 Kw..VP: 207 Kw.
Owned-Operated By...Lake Huron Bcstg. Co.
Address.....221 S. Wash. Ave.
News Service ..... UP. INS
Representative ..... Weed
President, Gen. Mgr.....William J. Edwards
Station Manager.....Howard H. Wolfe
Commercial Manager.....Robert M. Chandler
Program Director .....Robert A. Oliver
Production Manager.....Jay Otto
Film Manager ..... Otto Allen
Chief Engineer.....Max W. Thomas

WPBN-TV—Traverse City 1954—NBC-ABC

Channel: 7 VHF..AP: 30.9 Kw...VP: 51.3 Kw.
Owned-Oper. By.....Midwestern Bcstg. Co.
Business Address.....Paul Bunyan Bldg.
Representative ..... Hal Holman
Membership .....TvB
President, Gen. Mgr.....Les Biederman
Station Mgr.....John Anerson
Commercial Mgr.....R. E. Detwiler
V.P.-Chief Engineer .....William H. Kiker

Minnesota

Pop. March 1 (Est.) 3,271,000—TV Homes 728,000
Stations in State 8

KMMT—Austin—1953—ABC

Channel 6 VHF..AP: 9.4 Kw...VP: 18.7 Kw.
Business Office.....Minnesota-Iowa TV Co.
Business Address ..... Hiway No. 1055
Representative .....Avery-Knodel, Inc.
Gen. Mgr., Prog.
Dir., Film Buyer ..... Gene P. Loffler
Comm. Manager.....Don Jones
Chief Engineer .....Leo Chenier

KDAL-TV—Duluth-Superior 1954—NBC-ABC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By....Red River Bcstg. Co., Inc.
Business Address.....Bradley Building
Representative ..... Avery-Knodel
Membership ..... NARTB, TvB
General Manager ..... Dalton LeMasurier
Commercial Mgr. ..... Odin S. Ramsland
Sales Manager.....John Grandy
Prog. Dir., Film Buyer .....Earl Henton
V.P., Chief Engineer.....Robert Dettman

WDSM-TV—Duluth-Superior 1952—NBC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By..Northwest Publications, Inc.
Business Address ....55 E. 4th St., St. Paul, Minn.
Representative.Peters, Griffin, Woodward, Inc.
News Service .....AP
Membership .....NARTB
President ..... Robert B. Ridder
General Mgr.....Clarence D. Tully
Commercial Mgr. ..... Tom Gavin
Program Dir. ..... Ed Conrad
Promotion Dir. ..... Paul Andersen
Merchandising Mgr.....Martin Olson
Film Manager ..... Bill Ashton
Chief Engineer ..... George Carlson

WCCO-TV—Minneapolis 1949—CBS

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Midwest Radio-TV Inc.
Bus.-Studio Address..Radio City—50 S. 9th St.
News Service.....AP, UP
Membership ..... NARTB, TvB
Representative.Peters, Griffin, Woodward, Inc.
Chr. of Bd.....Wm. J. McNally
President.....Robert B. Ridder
Exec. V.P. ..... F. Van Konynenburg
Asst. Mgr. for TV ..... Sherman Headley
Comm. Mgr.....Robert N. Ekstrum
Film Manager.....Harry C. Jones
Prom., Pub. Director.....Gene Godt
Program Dir.....Gwen Harvey
Chief Engineer.....John M. Sherman

WTCN-TV—Minneapolis 1953—ABC

Channel: 11 VHF..AP: 189 Kw...VP: 316 Kw.
Owned-Oper. By..Minnesota Television Public Service Corp.
Business Address.....2925 Dean Blvd.
News Service.....AP, UP
Representative ..... Katz
Membership ..... NARTB, TvB
President .....Mr. Harry Bitner, Jr.
General Manager ..... Miller C. Robertson
Commercial Mgr. ..... Dave Cole
Program Dir. ..... Fred H. Kaufman
Promotion Dir. ..... George Lord
Film Manager ..... Gene Wecker
Chief Engineer ..... Joseph Kahnke

KMGM-TV—Minneapolis 1954

(Formerly KEYD-TV)

Channel: 9 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By ....United Television, Inc.
Business Address ..... Foshay Tower
Representative ..... Branham
President ..... Seymour Weintraub
Station Mgr. ..... Donald Menard
Program Dir. ..... Dave Murray
Prom., Pub. Dir.....Robert M. Stone
Film Mgr. ..... Howard Reser
Chief Engineer ..... Gordon Benson

KROC-TV—Rochester—1953 NBC

Channel: 10 VHF..AP: 53 Kw...VP: 100 Kw.
Owned-Oper. By.....So. Minn. Bcstg. Co.
Business Address.....100 - 1st Ave. Bldg.
Representative .....Meeker TV, Inc.
President.....Mrs. Gregory P. Gentling
V.P., Gen. Mgr. ..... G. David Gentling
Sales & Sta. Mgr. ..... Willard Lampmann
Production Manager.....Donald Merz
Prom., Pub. Director ..... John Miller
Prog. Dir., Film Manager.....Don Perry
Chief Engineer.....Robert W. Cross

KSTP-TV—St. Paul-Minneapolis—1948—NBC

Channel: 5 VHF...AP: 60 Kw....VP: 100 Kw.
Owned-Operated By.....KSTP, Inc.
Bus., Trans. Lo...3415 University Ave., St. Paul
News Service .....AP
Representative .....Edward Petry
Membership .....NARTB
President, Gen. Mgr.....Stanley E. Hubbard
Exec. V.P. & Treas.....K. M. Hance
National Sales Dir.....James E. Blake
V.P. Chge. Sales.....Marvin L. Rosene
V.P. Research, Dev. ..... Stanley S. Hubbard
Prog. Dir., Film Mgr.....Del Franklin
Prom., Pub. Director.....William Davey
Chief Engineer.....Wm. S. Sadler

Mississippi

Pop. March 1 (Est.) 137,000—TV Homes 234,000
Stations in State 6

WCBI-—Columbus—1956
CBS-NBC

Channel: 4 VHF..AP: 10 Kw... VP: 20 Kw.
Owned-Oper. By .....Bernie Imes, Jr.
Business Address ..... Highway 12
Newspaper Affiliation .. Commercial Dispatch
Representative ..... McGillvra
General Mgr. ..... Bob McRaney
Station Mgr. ..... Chris Everson
Commercial Mgr. ..... Bill Whitfield
Program Dir. ..... Kevin O'Neill
Prom., Pub. Dir. ..... Jim Garner
Film Manager ..... Bob McRaney, Jr.
Chief Engineer ..... Tom McFerrin

WDAM—Hattiesburg—1956
ABC-NBC

Channel: 9 VHF..AP: 33.9 Kw...VP: 55.7 Kw.
Owned-Oper. By ..... Lion Television Corp.
Business Address ..... Box 1649
Representative ..... Pearson
News Service .....AP
Membership ..... NARTB
President ..... David A. Matison
General Mgr. ..... Marvin Reuben
Station Mgr. ..... Keith Glatzer
Commercial Mgr. ..... Teck Jones
Prom., Pub. Dir. ..... Miss Pat Flynn
Film Manager ..... Charles Shade
Chief Engineer ..... John Carrol

WJTV—Jackson—1953
ABC-CBS

Channel: 12 VHF..AP: 107 Kw...VP: 214 Kw.
Owned-Oper. By....Capitol Broadcasting Co.
Business Address.....Box 8187
News Service .....AP
Station Representative ..... Katz
President ..... T. M. Hederman, Jr.
Gen., Film Manager.....L. M. Sepaugh
Station Manager.....Owens F. Alexander
Comm. Manager.....Bill Carlier
Program Director.....Ken Parks
Promotion Director.....Ken Jordan
Film Manager.....L. M. Sepaugh, Jr.
Chief Engineer.....C. A. Perkins

WLBT—Jackson—1953

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Lamar Life Bcstg. Co.
Business Address.....715 S. Jefferson
News Service .....UP
Representative .....Hollingbery
Membership .....NARTB
Gen., Station Mgr.....Fred L. Beard
Comm. Manager.....Frank Gentry
Program Director.....Maurice Thompson
Prom., Pub. Director.....Charles H. Allen
Film Manager ..... Bruce Nicholson
Chief Engineer.....Bob Smathers

WTOK-TV—Meridian—1953
ABC-CBS-NBC

Channel: 11 VHF..AP: 162 Kw...VP: 316 Kw.
Owned-Oper. By....Southern Television Corp.
Business Address ..... Southern Bldg.
Representative .....Headly-Reed
President.....Robert F. Wright
Sales Manager ..... W. B. Crooks
Prog., Prom. Dir. ..... Cecil Germany
Production Director ..... George Shannon
Chief Engineer.....Joe Saxon

WTWV-TV—Tupelo—1956
NBC

Channel: 9 VHF..AP: 13.5 Kw...VP: 27.2 Kw.
Owned-Oper. By .....WTWV, Inc.
Business Address .....Beech Springs Rd.
Representative ..... Young
News Service .....UP
Pres., Gen., Sta., Comm. Mgr. .Frank K. Spain
Program Dir. ..... Robert D. Gordon
Prom., Pub. Dir. ..... Perrin Purvis
Film Manager ..... Bertha Pety
Chief Engineer.....Joseph G. Petit

Missouri

Pop. March 1 (Est.) 4,291,000—TV Homes 1,074,000
Stations in State 15

KFVS-TV—Cape Girardeau
1954-CBS

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Hirsch Broadcasting Co.
Business Address.....324 Broadway
News Service .....UP, AP
Membership ..... NARTB
Station Representative.....Headley-Reed Co.
President.....Oscar C. Hirsch
Manager of TV.....Robert O. Hirsch
Sales Manager.....John K. Ramsey
Program Director.....Donald T. McNeely
Chief Engineer .....R. O. Hirsch

KOMU-TV—Columbia—1953
ABC-CBS-NBC

Channel: 8 VHF..AP: 24.35 Kw...VP: 48.7 Kw.
Owned-Oper. By.....Curators of Univ. of Mo.
Business Address ..... Highway 63, South
News Service .....UP
Representative .....H-R
Membership ..... NARTB, TvB
Director of TV.....Edward C. Lambert
Sales Mgr.....John O. Conwell
Program Director .....Allen H. Scollay
Promotion Director ..... Milton E. Gross
Film Manager.....S. K. Applebaum
Chief Engineer ..... William J. Reagan

KHQA-TV—Hannibal—1953 CBS

Channel: 7 VHF..AP: 158..Kw...VP: 316 Kw.
Owned-Oper. By.....Lee Broadcasting, Inc.
Business Address...150 Main St. Quincy, Ill.
News Service.....AP, UP
Membership .....NARTB
Representative .....Weed
President.....Lee P. Loomis
Gen., Nat'l. Sls. Mgr.....Walter Rothschild
Prog. Dir., Asst. Mgr.....Merritt Milligan
Promotion Director.....Dick Moore
Prod. Mgrs.....Tom Robey, Paul McClelland
Film Manager.....Charles Lotz
Chief Engineer.....J. E. Gray

KRCG-TV—Jefferson City 1955—CBS

Channel: 13 VHF..AP: 52.5 Kw...VP: 105 Kw.
Owned-Oper. By.....Jefferson TV Co.
Address ..... Jefferson City
News Service .....AP
Representative.....Blair TV Assoc.
Membership .....NARTB, TvB
Pres. ..... Mrs. William H. Weldon
Gen., Sta. Mgr. ..... Robert Blosser
Program Director.....A. Laney Lee
Sales Mgr.....R. E. Maxwell
Prog. Dir.....Laney Lee
Chief Engineer.....Edward Schuelein

KODE-TV—Joplin—1954 ABC-CBS

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By .....WSTV, Inc.
Business Address ..... 1928 W 13th St.
News Service .....INS
Membership ..... NARTB
President ..... Jack N. Berkman
Exec. V.P.....John J. Laux
V.P., General Mgr. .....Harry Burke
Nat'l Sales Mgr.....Rod Gibson
Local Sales Mgr.....D. T. Knight
Program Dir.....Ron Robson
Promotion Dir. ..... Bill McClinton
Chief Engineer ..... Jack Langford

KCMO-TV—Kansas City 1953—ABC

Channel: 5 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Oper. By...Meredith Engineering Co.
Business Address.....125 East 31st St.
News Service .....AP
Representative .....Katz
Membership .....NARTB, TvB
President.....E. T. Meredith, Jr.
General Manager.....E. K. Hartenbower
Comm. Manager.....S. B. Tremble
Program Dir.....Kenneth W. Heady
Prom., Pub. Director.....F. C. Strawn
Film Manager.....T. R. Thompson
Chief Engineer.....Karl Troeglen

KMBC-TV—Kansas City 1953—ABC

Channel: 9 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....KMBC Bcstg. Co.
Business Address .....11th & Central Streets
Membership .....NARTB, TvB
News Service.....AP, UP
Representative.Peters, Griffin, Woodward, Inc.
President ..... Donald Dwight Davis
Exec. V.P. ..... John T. Schilling
V.P. & Sales Man.....George J. Higgins
Station Mgr. ..... Mori Greiner
Production Manager.....Lou Kemper
Publicity Director.....Don Davis
Film Manager.....Margaret M. Maley
Chief Engineer.....Henry Goldenberg

WDAF-TV—Kansas City 1949—NBC

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Kansas City Star Co.
Business Address ..... 1729 Grand Ave.
News Service.....AP
Newspaper Affiliation ..... Kansas City Star
Managing Dir. ..... H. Dean Fitzer
Representative..Harrington, Righter, & Parsons
Membership .....NARTB, TvB
President.....Roy A. Roberts
Managing Dir.....H. Dean Fitzer
Station Mgr.....William A. Bates
Comm. Manager.....E. Manne Russo
Prom., Pub., Prog. Dir., Prod. Mgr.
Jay Barrington
Film Manager ..... Robert Musberger
Chief Engineer ..... James Schmidt

KDRO-TV—Sedalia—1954

Channel: 6 VHF..AP: 8.7 Kw...VP: 16.4 Kw.
Owned-Oper. By.....KDRO-TV & Radio, Inc.
Business Address.....2100 W. Broadway
Representative .....Pearson
President.....Milton J. Hinlein
General Manager.....Herbert W. Brandes
Comm. Manager ..... Jimmy Glenn
Prog., News & Sp. Events Dir.....Bob Younger
Program Director ..... Jack Call
Chief Engineer.....Bob Klein

KTTS-TV—Springfield 1953—CBS

Channel: 10 VHF.AP: 190.55 Kw..VP: 316 Kw.
Owned-Oper. By.....Independent Bcstg. Co.
Business Address ..... P.O. Box 1716 SSS
News Service.....AP, UP
Representative ..... Weed
Membership .....NARTB
President .....J. H. G. Cooper
Gen., Sta. Mgr. Prom.,
Pub. Dir. .....G. Pearson Ward
Sales Manager ..... Bob Burke
Program Director.....Kevin McAndrews
Film Manager.....Ted Tucker
Chief Engineer.....William F. Curry

KYTV—Springfield—1953
ABC-NBC

Channel: 3 VHF..AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By....Springfield Television Inc.
Business Address.....999 W. Sunshine
Representative ..... Hollingberry
Co-Mgr., Comm. Mgr.....Ralph L. Stufflebam
Co-Mgr., Prog. Dir.....Carl Fox
Chief Engineer.....E. Dennis White

KFEQ-TV—St. Joseph—1953
CBS

Channel: 2 VHF....AP: 26 Kw.....VP: 52 Kw.
Owned-Oper. By ..... Midland Bcstg Co.
Business Address ..... 40th & Faraon
News Service .....AP
Representative ..... Blair Assoc.
President ..... Kenyon Brown
General Mgr. ..... Glenn G. Griswold
Commercial Mgr. ..... A. Wayne Beavers
Prog. Dir., Film Mgr. ..... Gene Milsteen
Chief Engineer ..... J. Wesley Koch

KSD-TV—St. Louis—1947
ABC-CBS-NBC

Channel: 5 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Oper. By...The Pulitzer Publishing Co.
Address.....1111 Olive St.
Newspaper Affiliation..St. Louis Post-Dispatch
News Service.....AP, INS
Representative.....NBC Spot Sales
Membership .....NARTB, TvB
President .....Joseph Pulitzer, Jr.
Gen. Manager.....George M. Burbach
Program Director.....Harold Grams
Sales Manager.....Guy E. Yeldell
Pub. Dir. ..... Robert Hannon
Film Mgr. ..... Keith Gunther
Promotion Director ..... Fred J. Mueller
Chief Engineer.....J. E. Risk

KWK-TV—St. Louis—1954
ABC-CBS

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By:.....KWK, Inc.
Newspaper Affil.....St. Louis Globe Democrat
News Service.....AP, UP
Membership ..... TvB
Representative ..... Katz
Pres., Gen. Manager.....Robert T. Convey
Vice-Pres., Station Dir.....Ray E. Dady
Vice-Pres., Comm. Dir.....V. C. Carmichael
Sales Manager.....James E. Goldsmith
Ass't. Sta., Prog. Dir., Film Buyer
John W. Tinnea
Promotion, Publicity. Dir.
James M. Henneberry
Film Mgr.....John Traxler
Chief Engineer.....N. J. Zehr

KTVI—St. Louis—1953
ABC-CBS

Channel: 36 UHF..AP: 209 Kw...VP: 417 Kw.
Owned-Oper. By..Signal Hill Telecasting Corp.
Bus. Studio Address.....5915 Berthold Ave.
Representative ..... Weed
News Service .....UP
President ..... Paul E. Peltason
Commercial Mgr. ..... Paul R. Litt
General Manager.....Julius Schainblatt
Prog. Dir., Prod. Mgr.....Jack M. Murdock
Chief Engineer.....Richard J. Trompeter

Montana

Pop. March 1 (Est.) 638,000—TV Homes 72,000
Stations in State 4

KOOK-TV—Billings—1953
CBS-ABC-NBC

Channel: 2VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Montana Network
Business Address.....P. O. Box 2557
Membership .....NARTB
News Service .....UP
Representative.....Headley-Reed
President ..... Joseph Sample
Gen., Station Manager.....V. V. Clark
Comm. Manager.....John Conner
Prog., Oper. Dir. ..... Ed Peiss
Prom., Pub. Director.....Conna G. May
Chief Engineer.....Grant French

KXLF-TV—Butte—1953
NBC

Channel: 6 VHF....AP: 1 Kw.....VP: 2 Kw.
Owned-Oper. By ..... Television Montana
Business Address.....1681 George St.
Membership .....TvB
Reps. East.....Walker,
West .....Pacific Northwest
President.....E. B. Craney
Station Manager.....Jim Manning
Commercial Mgr.....W. Jake Walker
Chief Engineer .....Lloyd Scott

KFBB-TV—Great Falls
1954—ABC-NBC-CBS

Channel: 5 VHF..AP: 12.6 Kw...VP: 25.4 Kw.
Owned-Oper. By.....Wilkins Broadcast Inc.
Business Address.....Box 1139
News Service .....UP
Representative ..... Blair
Pres., Gen. Mgr.....J. P. Wilkins
Prom., Pub. Dir., Ass't. Gen. Mgr. .W. E. Spahr
Comm., Sta. Manager.....W. C. Blanchette
Program Director ..... Pen Brown
Film Manager ..... Howard Ely
Chief Engineer.....Anthony Lopuch

KMSO-TV—Missoula—1954
ABC-CBS-NBC

(Formerly KGVO-TV)

Channel: 13 VHF..AP: 95 Kw...VP: 191 Kw.
Owned-Oper. By.....Mosby's Inc.
Business Address.....127 East Main St.
News Service .....UP
Representative .....Gill-Perna
Membership ..... NARTB, TvB
Pres., Gen., Sta., Comm. Mgr.....A. J. Mosby
Program Director.....Phil Dixon
Promotion Director.....Robert Rolfson
Publicity Director.....Charles Field
Chief Engineer .....Amos Hargarve

Nebraska

Pop. March 1 (Est.) 1,428,000—TV Homes 317,000
Stations in State 7

KHAS-TV—Hastings—1956
NBC

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By ..... Nebraska TV Corp.
Business Address ..... Box 476
Newspaper Affiliation Hastings Daily Tribune
News Service .....AP
Membership ..... NARTB
Representative ..... Weed
President ..... Fred A. Seaton
General Mgr. ..... Duane L. Watts
Comm., Oper. Mgr. .....Harry H. Packard
Production Mgr. ..... Bob Schnuelle
Publicity Dir. ..... Mrs. Mickey Mahlman
Film Manager ..... Marsden Garey
Chief Engineer ..... Duane Allison

KHPL-TV—Hayes Center
1956

(Satellite of KHOL-TV, Kearny)

Channel: 6 VHF..AP: 14 Kw...VP: 28 Kw.
Representatives, Affiliations & Personnel
same as KHOL-TV

KHOL-TV—Kearney—1953
ABC-CBS

Channel: 13 VHF..AP: 102 Kw...VP: 204 Kw.
Owned-Oper. By.....Bi-States Co.
Business Address.....Holdrege, Nebr.
News Service .....AP
Membership ..... NARTB
Representative .....Meeker
President .....Wayne Brewster
Station Manager.....Jack Gilbert
Sales Mgr. ..... Paul Freygang
Production Manager.....Moe Milliken
Pub. Director ..... Tom Nuss
Prom. Director.....Delline Zigler
Chief Engineer ..... George Jelinek

KOLN-TV—Lincoln—1953
ABC-CBS

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned By.....Cornhusker Radio & TV Corp.
Address .....40th and W Sts.
Representative .....Avery-Knodel
Membership .....NARTB, TvB
President.....John E. Fetzer
Gen., Sta. Mgr.....A. James Ebel
Comm. Manager ..... Lester C. Rau
Program Director ..... Robert L. Johnson
Promotion Director ..... James Barker
Production Manager ..... William H. Hemke
Film Manager.....Eli Modenstein
Chief Engineer.....D. R. Taylor

KMTV—Omaha—1949
ABC-NBC

Channel: 3.....AP: 50 Kw.....VP: 100 Kw.
Owned-Oper. By.....May Bcstg. Co.
Bus.-Trans. Address.....2615 Farnam St.
Representative ..... Petry
Membership .....NARTB
President.....Edward W. May
Exec. V.P., Gen. Mgr.....Owen Saddler
Sales Manager ..... Arden Swisher
Program Director.....Glenn Harris
Promotion Director ..... Amos Eastridge
Film Manager ..... Jack Katz
Production Director.....Lew Jeffrey
Chief Engineer.....R. J. Schroeder

WOW-TV—Omaha—1949
CBS

Channels: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Meredith WOW, Inc.
Business Address.....Insurance Bldg.
News Service ..... UP, INS
Representative .....Blair TV
Membership .....NARTB, TvB
Chairman of Board.....Fred Bohen
President.....E. T. Meredith, Jr.
V.P. & Treas.....Payson Hall
V.P., Gen. Manager.....Frank P. Fogarty
Asst. Gen. Manager.....Lyle DeMoss
Sales Mgr.....Fred Ebener
Program Director.....Bill McBride
Promotion Dir.....Bob Seitzer
Production Mgr.....Robert Froemming
Film Manager.....Bill McBride
Dir. of Engineering.....Wm. J. Kotera
Chief Engineer.....Glenn Flynn

KSTF—Scottsbluff—1955

(Satellite of KFBC-TV, Cheyenne, Wyo.)

Channel: 10 VHF..AP: 7.5 Kw...VP: 13 Kw.
Representatives, Affiliations & Personnel
same as KFBC-TV

In the rich OMAHA market—it's

WOW-TV Channel 6

CBS TELEVISION NETWORK

A MEREDITH STATION
affiliated with
Better Homes and Gardens and
Successful Farming Magazines

Frank P. Fogarty
Vice President & General Manager

Fred Ebener
Sales Manager

Represented by BLAIR-TV, Inc.

KLRJ-TV—Las Vegas—1955
ABC-NBC

Channel: 2 VHF..AP: 6.3 Kw...VP: 12.2 Kw.
Owned-Oper. By....Southwestern Publishing Corp.
Business Address ..4850 Henderson Highway
Newspaper Affiliation ....Las Vegas Review Journal
News Service .....AP
Membership ..... NARTB, TvB
Representative ..... Pearson
President .....Donald W. Reynolds
General Mgr. ..... William D. Stiles
Sales Manager ..... Pat Burke
Managing Director ..... A. E. Cahlan
Program Director ..... Mark Smith
Promotion Director .....Norwin Yoffie
Publicity Director ..... Robert W. Brier
Chief Engineer ..... David Rogers

KLAS-TV—Las Vegas—1953
CBS

Channel: 8 VHF..AP: 27 Kw...VP: 55 Kw.
Owned-Oper. By....Las Vegas Television Inc.
Address ..... 250 E. Desert Inn Rd.
Representative .....Weed
Membership .....NARTB
Gen., Natl. Sls. Manager.....Marion Komar
Local Sales.....Alex Gold
Program Director ..... James Hart
Prom., Pub. Director.....Kenneth O'Connell
Production Manager.....Ralph Hodges
Chief Engineer ..... Dave Greenspun

KSHO-TV—Las Vegas—1956

Channel: 13 VHF..AP: 150 Kw...VP: 437 Kw.
Owned-Oper.....TV Co. of America
Business Address ..... Fremont Hotel
Newspaper Affiliation .....Henderson Home News, Boulder City News
News Service .....AP
General Mgr. ..... Moritz M. Zenoff
Station Mgr. ..... Truman Hinkle
Commercial Mgr. ..... Robert Gardner
Prog. Dir., Film Mgr. ..... Lee Peer
Chief Engineer ..... Ervin Greene

KOLO—Reno—1953
ABC-CBS-NBC

Channel: 8 VHF...AP: 6 Kw....VP: 12 Kw.
Owned-Oper....Nevada Radio-Television Inc.
Business Address.....770 East 5th St.
News Service .....UP
Representative .....Pearson
President.....Donald W. Reynolds
General Manager.....Harry Huey
Film, Comm. Mgr. ..... Ed Cardinal
Prod. Dir. ..... Durward Yasmer
Promotion Director ..... Norwin Yoffie
Pub. Dir. ..... Helen Busscher
Chief Engineer.....Tom Hughes

New Hampshire

Pop. March 1 (Est.) 563,000—TV Homes 164,000
Stations in State 1

WMUR-TV—Manchester
1954—ABC-CBS-NBC

Channel: 9 VHF..AP: 155 Kw...VP: 282 Kw.
Owned-Oper. By....Radio Voice of N. H. Inc.
Business Address.....1819 Elm St.
News Service .....UP
Representative ..... Forjoe
Membership .....NARTB, TvB
President.....Francis P. Murphy
Administrative Ass't. ..... William C. White
V.P., Gen. Manager ..... Norman Gittleson
Comm. Manager.....Gordon Moore
Prog. Dir. ..... William Gildersleeve
Chief Engineer.....Charles Halle

New Jersey

Pop. March 1 Est.) 5,566,000—TV Homes 1,470,000
Stations in State 1

WATV—Newark (New York City)—1948

Channel: 13 VHF..AP: 185 Kw...VP: 316 Kw.
Owned-Oper. By.....Bremer Broadcasting Co.
Business Address.....1020 Broad Street
News Service .....AP
Representative .....Forjoe-TV
Membership ..... NARTB
President & Gen. Mgr.....Irving R. Rosenhaus
Vice-President.....Edmund S. Lennon
Managing Dir. of Sls. ..... Ed Cosman
Program Director.....George Green
Prom., Publicity Director.....Lou Frankel
Dir. of News & Sp. Events,
Prod. Mgr.....Herb Green
Film Manager.....Robert Paskow
Vice-Pres. Engineering.....Frank V. Bremer

New Mexico

Pop. March 1 (Est.) 855,000—TV Homes 98,000
Stations in State 6

KGGM-TV—Albuquerque
1953—CBS

Channel: 13 VHF..AP: 44.6 Kw...VP: 89.1 Kw.
Owned-Oper. By.....New Mexico Bcstg. Co.
Bus. Address.....1414 Coal Ave. S. W.
Membership ..... NARTB
News Service .....AP
Representative .....Weed
Pres., Gen., Sta. Mgr. ..... A. R. Hebenstreit
Comm. Manager ..... Ralph C. Rhoads
Prog., Prom., Pub. Dir.....Bob Van Driel
Film Manager ..... Ed Sanchez
Chief Engineer.....Leonard F. Dodds

KOAT-TV—Albuquerque
1953-ABC

Channel: 7 VHF..AP: 12.5 Kw...VP: 25.1 Kw.
Owned-Oper. By.....Alvarado Television Co.
Business Address.....122 S.E. Tulane Dr.
Membership ..... NARTB, TvB
Representative .....Hollingbery
V.P., Gen. Mgr.....Walter Stiles
Comm. Manager .....Jerry Burns
Prog. Director.....Esther Whitefield
Prod. Manager.....Ron Richmond
Chief Engineer ..... Bruce Frazier

KOB-TV—Albuquerque
1948—NBC

Channel: 4 VHF.. AP: 5.3 Kw...VP: 10.2 Kw.
Owned-Oper. By.....Albuquerque Bcstg. Co.
Bus.-Studio Address....1430 Coal Ave., S. W.
News Service ..... UP, INS
Representative .....Branham
Membership .....NARTB, TvB
Pres., Gen. Mgr.....Wayne Coy
Comm. Manager.....Rolf S. Nielsen
Program Director ..... Al Jarrett
Prom., Pub. Director.....Dallas Wyant
Film Manager.....Milford Williams
Chief Engineer.....George S. Johnson

KAVE-TV—Carlsbad—1956
CBS

Channel: 6 VHF..AP: 5 Kw...VP: 11.7 Kw.
Owned-Oper. By ..Voice of the Caverns, Inc.
Business Address ..... 2907 W. Church St.
Membership ..... NARTB
Representative ..... Branham
President ..... Nancy H. Battison
General Mgr. ..... John H. Battison
Sta., Comm. Mgr. ..... Ed Teer
Program Dir. ..... Bob Fuller
Film Manager ..... Ronnie Dickman
Chief Engineer ..... W. C. Carnahan

KICA-TV—Clovis—1956
CBS

Channel: 12 VHF.AP: 16.37 Kw. VP: 30.34 Kw.
Owned-Oper. By .....KICA, Inc.
Bus. Address ..Box 111 or 1000 Sycamore St.
Representative ..... Pearson
Pres., Gen. Mgr. ..... Garfield C. Packard
Sales Mgr.....James W. Richardson
Program Director ..... Marilyn Davison
Promotion Director .... Margaret O. Packard
Chief Engineer.....R. A. Jeu Devine

MORE AUDIENCE* THAN ANY STATION IN MINNEAPOLIS-ST. PAUL.....THAT'S WHAT WNBF-TV, BINGHAMTON, N.Y. DELIVERS DAY AND NIGHT SEVEN DAYS A WEEK—AT LOWER COST PER 1000. YOUR BLAIR-TV MAN HAS THE EVIDENCE FOR YOU.

* Also more audience than any station in Baltimore, Houston, Milwaukee and other major markets; at lower cost than every station in eight of the ten major markets. Telepulse, December, 1955.

A TRIANGLE STATION

WNBF-TV

BINGHAMTON, NEW YORK

CBS Channel 12

ABC-TV • NBC-TV

operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.

WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N. Y.

WHGB-AM, Harrisburg, Pa. / **WFBG-AM • TV**, Altoona, Pa. / **WNHC-AM • FM • TV**, New Haven-Hartford, Conn.

National Sales Office, 485 Lexington Avenue, New York 17, New York

KSWS-TV—Roswell—1953
NBC-ABC-CBS

Channel: VHF..AP 158 Kw... VP: 316 Kw.
Owned-Oper. By.....John A. Barnett
Business Address.....1723 W. Second St.
News Service .....AP
Representative.....Meeker, Melville
Membership ..... NARTB
Owner & Gen. Mgr.....John A. Barnett
Asst. Gen. Manager.....W. L. Shackelford
Director of Sales.....Paul B. McEvoy
Prod. Director .....Owen Moore
Chief Engineer.....Ray Summersgill

New York

Pop. March 1 (Est.) 16,195,000—TV Homes 4,748,000
Stations in State 24

WCDA-TV—Albany—1953
ABC-CBS

Channel: 41 UHF..AP: 138 Kw...VP: 269 Kw.
Owned-Oper. By....Hudson Valley Bcstg. Co.
Business Address.....Box 4100
Representative.....Harrington, Righter & Parsons, Inc.
News Service ..... UP
Membership ..... NARTB, TvB
President, Managing Dir.....Frank M. Smith
General Manager.....Thomas S. Murphy
Sales Manager ..... William J. Lewis
Program Director.....Charles Pogan
Promotion Dir. .....Harry L. Goldman
Chief Engineer.....Charles Heisler

WTRI—Albany—1953—ABC

Channel: 35 UHF ..AP: 85.2 Kw..VP: 380 Kw.
Owned-Oper By ..... Van Curler Bcstg Corp.
Business Address ..... 15 N. Pearl St.
News Service .....UP
Membership ..... NARTB
Representatives Venard, Rintoul & McConnell
President .....S. H. Fabian
General Mgr. ..... William A. Ripple
Commercial Mgr. ..... Dom Tovino
Program Dir. ..... Fred D. Shavor
Chief Engineer ..... Stephen J. Stanley

WNBF-TV—Binghamton
1949—ABC-CBS-NBC

Channel: 12 VHF..AP: 83 Kw... VP: 166 Kw.
Owned Oper. By....Triangle Publications, Inc.
Business Address.....1 Henry St.
News Service ..... AP. INS
Representative.....Blair TV, Inc.
Membership .....NARTB, TvB
General Manager .....George R. Durham
Gen. Sales Manager.....Andrew G. Hubbell
Program Director ..... Clark Pollak
Prom. Director ..... Don Winther
Chief Engineer.....Sherman Egan

(See Page 835)

WBEN-TV—Buffalo
1948—CBS

Channel: 4 VHF.. AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....WBEN, Inc.
Business Address.....Hotel Statler
News Service.....AP, INS, UP
Representative.....Harrington, Righter & Parsons, Inc.
Membership .....TvB
President ..... Alfred H. Kirchhofer
General Manager.....C. Robert Thompson
Comm. Manager.....Nicholas J. Malter
Station Mgr.....George R. Torge
Prom. Director.....Joseph A. Haeffner
Film Director.....Quintin P. Renner
Program Dir.....Frederick A. Keller
Prod. Manager .....James A. Christensen
Chief Engineer.....Ralph J. Kingsley

WBUF-TV—Buffalo—1953
NBC

Channel: 17 UHF.AP: 250 Kw. VP. 500 Kw.
Owned-Oper. By .....NBC
Business Address ..... 2077 Elmwood Ave.
News Service .....UP
Representative.....NBC Spot Sales
Membership .....NARTB
President.....Robert Sarnoff
General Manager.....C. C. Bevis
Sales Manager.....W. B. Decker
Prog. Dir., Film Mgr.....Frank Harns
Prom., Pub. Dir.....Robert Fillmore
Chief Engineer.....Frank Whittam

WGR-TV—Buffalo—1954
ABC

Channel: 2 VHF...AP: 66 Kw....VP: 100 Kw.
Owned-Oper. By.....WGR Corporation
Business Address.....184 Barton St.
News Service .....AP, INS
Representative.....Peters, Griffin, Woodward
Membership .....NARTB
President .....George F. Goodyear
General Manager.....J. J. Bernard
Comm. Mgr., Prom., Pub. Dir. .....G. Paschall Swift
Prog. Director.....VanBeuren De Vries
Film Manager.....Paul Sciandra
Chief Engineer.....Karl B. Hoffman

WCNY-TV—Carthage—1954
ABC-CBS

Channel: 7 VHF..AP: 95-5 Kw...VP: 178 Kw.
Owned-Oper. By....The Brockway Company
Bus. Address..P. O. Box 211, Watertown, N. Y.
News Service .....UP
Representative .....Weed
Membership .....NARTB
President.....John B. Johnson

General Manager.....Louis Saiff, Jr.
Station Manager.....James W. Higgins
Sales Manager.....Alford M. Tauroney
Prog., Director.....David M. Graves
Production Manager.....Glenn H. Hall
Flim Manager.....John A. LaLiberte
Chief Engineer.....Michael R. Yonkovig

WSYE-TV—Elmira—1956

(Satellite of WSYR-TV, Syracuse)
Manager .....T. R. Bolger
Sales Mgr.....Jack Dorn

WTVE—Elmira—1953—ABC

Channel: 35 UHF....AP: 18 Kw.....39 Kw.
Owned-Oper. By.....WTVE, Inc.
Business Address.....Box 89
Representative .....Forjoe
Pres., Gen. Mgr.....T. K. Cassel
Commercial Mgr.....H. L. Green
Promotion Director.....H. A. Wolf
Chief Engineer.....George Wagenseller

WCDB—Hagaman—1955

(Formerly WAST)
(Satellite WCDA-TV, Albany)
Channel: 29 UHF..AP: 125 Kw...VP: 252 Kw.
Representative, Affiliation & Personnel
same as WCDA-TV

WABC-TV—New York—1948 ABC

Channel: 7 VHF..AP: 55 Kw...VP: 110 Kw.
Owned-Oper. By
American Bcstg.-Paramount Theaters, Inc.
Business Address.....7 W. 66th St.
News Service .....INS, AP
Membership .....NARTB, TvB
Representative .....Blair TV
President .....Leonard Goldenson
Gen. Mgr.....R. L. Stone
Sales Manager.....J. Stamler
Program Director George Rice
Nat. Spot Sales Mgr.....Barbara Case
Production Mgr.....Gordon Kunz
Publicity Director.....Heyward Ehrlich
Film Dir.....T. Kako
Chief Engineer.....G. Edward Hamilton

WABD—New York—1944

Channel: 5 VHF..AP: 18.6 Kw...VP: 37 Kw.
Owner-Oper.
Allen B. DuMont Laboratories, Inc.
Business Address.....205 E. 67th St.
News Service .....INS
Representative ..... Weed
Membership ..... NARTB
President .....Bernard Goodwin
V.P., Gen. Mgr.....Ted Cott
Exec. Ass't to V.P.....Augie Cavallaro
V.P. chg. Sales.....Bennett H. Korn
Sales Manager.....Bill Adler
Dir. News & Sp. Events.....Ted Yates
Prod. Supervisor.....Jeremy Tarcher
Film Manager.....Merle Bredwell
Film Buyer.....Jack Lynn
Chief Engineer.....William Kelly

WATV—Newark, N. J.

(See New Jersey listing)

WCBS-TV—New York—1941 CBS

Channel: 2 VHF...AP: 21 Kw....VP: 43 Kw.
Owned-Oper.....Columbia Bcstg. System Inc.
Business Address.....485 Madison Ave.
News Service.AP, INS, UP, CBS TV News Film
Representative.....CBS TV Spot Sales
Membership .....NARTB, TvB
President (CBS Inc.).....Frank Stanton
President (CBS TV Div.)..J. L. Van Volkenburg
General Manager.....Sam Cook Digges
Asst. Gen. Mgr., Dir. Pub. Serv.....Clarence Worden
General Sales Mgr.....Frank Shakespeare, Jr.
Program Dir.....Hal Hough
Dir. Adv., Sales Promotion.....Robert G. Patt
Asst. Prog. Dir. & Prod. Dir....Dan Gallagher
Publicity Director.....Robert Fuller
Film Dept. Manager.....William C. Lacey
Dir. Tech. Operations....Robert G. Thompson

WOR-TV—New York—1949

Channel: 9 VHF...AP: 65 Kw....VP: 130 Kw.
Owned-Oper. By.....RKO Teleradio Pictures
Business Address.....1440 Broadway
News Service.....INS, UP, Reuters
Station Representative .....H-R
Membership .....NARTB, TvB
President.....Thomas F. O'Neil
V.P. .....Gordon Gray
Executive Asst.....Seymour Handy
Comm. Manager.....William Dix
Dir. Sls. Dev.....Robert Hoffman
Program Dir.....Ivan Reiner
Pub. Rel. Director.....Richard Jackson
Film Manager.....Dan German
Chief Engineer.....Harry Tilley

WPIX—New York—1948

Channel: 11 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....N. Y. Daily News
Address.....220 E. 42nd St.
News Service .....UP
Newspaper Affiliation....N. Y. Daily News
Representative.Peters, Griffin, Woodward, Inc.
President.....F. M. Flynn
V.P., Gen., Mgr.....F. M. Thrower
V.P., Controller.....T. E. Mitchell
V.P., Operations.....L. J. Pope
Sales Mgr.....J. A. Patterson
Program Manager.....A. G. Hartigan
News & Sp. Events Mgr.....Walter Engels
Sales Mgr.....J. A. Patterson
Adv. & Promotion Manager....K. Culverhouse
Pub. & Pub. Relations Mgr..L. A. Hollingsworth
Chief Engineer.....O. S. Freeman

WRCA-TV—New York—1941 NBC

Channel: 4 VHF..AP: 12.9 Kw...VP: 30.2 Kw.
Owned-Oper. By.....National Bcstg. Co.

Business Address.....30 Rockefeller Plaza
News Service .....UP
Representative.....NBC Spot Sales Dept.
Membership .....NARTB, TvB
President.....Robert Sarnoff
General Manager.....William Davidson
Station Mgr.....Max Buck
Commercial Manager.....Jay Heitin
Program Director.....George Heineman
Promotion Director.....Tony Kraemer
Publicity Mgr.....John O'Keefe
Film Manager.....Al Odeal
Chief Engineer.....John H. Riedel

WPTZ—Plattsburgh—1954
ABC-NBC

Channel: 5 VHF...AP: 12 Kw....VP: 30 Kw.
Owned-Oper. By.....Rollins Bcstg. Co.
Business Address.....357 Cornelia St.
Representative .....Blair TV
News Service.....AP, UP
President.....O. Wayne Rollins
General Mgr.....George Baren Bregge
Commercial Mgr.....Al. LaFrance
Prog., Prom. Dir.....Al. Cahill
Chief Engineer.....James Sharman

WROC-TV—Rochester—1949
NBC-ABC

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By....Transcontinental TV Corp.
Business Address.....15 East 47th St.
News Service .....AP
Membership .....NARTB, TvB
Representative.....Peters, Griffin, Woodward
V.P., Gen. Mgr.....William Fay
Ass't. Gen. Mgr.....John W. Kennedy, Jr.
Commercial Mgr.....Armin N. Bender
Program Director.....Charles Siverson
Dir. Adv. & Sales.....L. Walton Smith
Film Manager.....David D. Manning
Chief Engineer.....Kenneth Gardner

WHEC-TV—Rochester—1953
CBS-ABC

Channel: 10 VHF..AP: 66 Kw...VP: 124 Kw.
Owned-Oper. By.....WHEC, Inc.
Business Address.....40 Franklin St.
Representative.....Everett-McKinney, Bolling
News Service .....AP
Membership .....NARTB, TvB
President.....Frank E. Gannett
Gen. Mgr.....C. Glover DeLaney
Asst. Gen. Manager.....Lowell H. MacMillan
Comm. Manager.....LeMoine C. Wheeler
Film, Prog., Prom. Dir.....William J. Adams
Production Manager.....Warren Wightman
Technical Director.....Richard K. Blackburn

WVET-TV—Rochester—1953
CBS-ABC

Channel: 10 VHF..AP: 62.5 Kw...VP: 123 Kw.
Owned-Oper. By.....Veterans Bcstg. Co., Inc.
Business Office.....17 Clinton Ave. S.
Membership ..... NARTB
Representative .....Bolling
Pres., Gen., Station Mgr.....Ervin F. Lyke
Comm. Manager.....Arthur Murrellwright
Dir. Adv. & Merch.....Donald Kallock
Film Manager.....Arthur V. Cook
Chief Engineer.....Raymond Jobes

WRGB—Schenectady—1939
ABC-CBS-NBC

Channel: 6 VHF..AP: 47 Kw...VP: 93 Kw.
Owned-Oper. By.....General Electric Co.
Business-Studio Address.....1 River Road
Representative.....NBC Spot Sales
Station Mgr.....Raymond W. Welpott
Department Mgr.....Bob B. Hanna, Jr.
Sales Manager.....Robert F. Reid
Film Buyer.....Albert G. Zink
Prom., Pub. Director.....James Q. Cobb
Chief Engineer.....Willard J. Purcell

WHEN-TV—Syracuse—1948
ABC-CBS

Channel: 8 VHF..AP: 100 Kw. VP: 190 Kw.
Owned-Oper. By.Meredith Syracuse TV Corp.
Address.....101 Court St.
Membership .....NARTB, TvB
Representative .....Katz
President.....E. T. Meredith, Jr.
Vice-Pres. & Gen. Mgr.....Paul Adanti
Comm. Manager.....Frederick R. Menzies
Prog. Dir., Film Mgr.....Gordon Alderman
Prom., Publicity Director.....Robert G. Peel
Chief Engineer.....Donald Langham

WSYR-TV—Syracuse—1950
NBC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By....Central N. Y. Bcstg. Corp.
Business Address.....224 Harrison St.
News. Affil...Post & Standard, Herald-Journal
Representative ....Harrington-Righter-Parsons
Membership .....NARTB
Pres., Gen., Sta. Mgr.....E. R. Vadeboncoeur
Comm. Manager.....William R. Alford, Jr.
V.P. in Charge of Prog.....William V. Rothrum
Prom., Pub. Director.....Louis Switzer
Film Manager.....Pat Montfort
Chief Engineer.....Albert Eicholzer

WKTV—Utica—1949
ABC-CBS-NBC

Channel: 13 VHF..AP: 100 Kw...VP: 187 Kw.
Owned-Oper. By....Copper City Bcstg. Corp.
Business Address.....Smith Hill Rd.
Representative.....Donald Cooke, Inc.
President.....Myron J. Kallet
Exec. Vice Pres.....William T. MacNeilly
Gen., Sta., Comm. Mgr.....M. C. Fusco
Publicity Director.....Frank Gruenwald
Promotion Director.....Steve Purcell
Film Manager.....Joseph Casaletta
Chief Engineer.....De Forest T. Layton, Jr.

Spend Jefferson Nickels
on a Jefferson Standard Station...
Create Jeffersonian Results

WBTV
CHARLOTTE, N.C.

WBTW
FLORENCE, S.C.

JEFFERSON STANDARD BROADCASTING COMPANY
represented nationally by CBS TV Spot Sales

North Carolina

Pop. March 1 (Est.) 4,479,000—TV Homes 726,000
Stations in State 13

WISE-TV—Asheville—1953
NBC-CBS

Channel: 62.....AP: 16 Kw.....VP: 29 Kw.
Owned-Operated By.....WISE, Inc.
Address .....98 Lookout Rd.
News Service .....AP
Representative .....Bolling
President, Gen. Mgr.....Harold H. Thoms
Commercial Mgr.....Joseph J. Master
Program Director.....Coletta M. Mouw
Chief Engineer.....John Randolph

WLOS-TV—Asheville—1954
ABC

Channel: 13:....AP: 85 Kw.....VP: 170 Kw.
Owned-Oper. By....Skyway Broadcasting Co.
Business Address.....288 Macon Avenue
Rep.....Venard, Rintoul & McConnell; Ayers
Membership ..... TvB
Executive V.P.....Charles B. Britt
Regional Sales Mgr.....H. J. Britt
Prod. Manager.....Sterling W. Wright
Film Mgr.....Bob Hensley
Chief Engineer.....George Sprague

WBTV—Charlotte—1949
ABC-CBS-NBC

Channel: 3 VHF...AP: 60 Kw....VP: 100 Kw.
Owned-Oper. By..Jefferson Standard Bcstg. Co.
Business Address.....1 Jefferson Pl.
Representative.....CBS TV Spot Sales
Membership .....NARTB, TvB
President.....Joseph M. Bryan
Exec. V.P., Gen. Mgr....Charles H. Crutchfield
V.P., Managing Dir.....Kenneth J. Treadwell
Gen. Sales Mgr.....Wallace J. Jorgenson
V.P. Dir. of Engineering.....Thomas Howard
Promotion Supervisor.....John Dillon
Prod. Supervisor.....Robert L. Rierson
Prog. Supervisor.....Lacy Sellars
Publicity Director.....James Babb
Film Supervisor.....J. Nathan Tucker
Dir. Engineering.....T. Howard

(See Page 839)

WTVD—Durham—1954
ABC

Channel: 11 VHF..AP: 170 Kw...VP: 316 Kw.
Owned-Oper...Durham Bcstg. Enterprises, Inc.
Business Address.....1750 Newton Rd.
News Service .....AP
Representative .....Petry
Membership .....NARTB, TvB
Pres., Gen. Mgr.....Harmon L. Duncan
Station Manager.....Floyd Fletcher
Comm. Manager.....Mike Thompson
Program Director.....Ernie Greup
Prom. Dir.....Harry Middleton
Pub. Dir.....Chas. H. Cash, Jr.
Film Mgr.....Jack R. Preddy
Chief Engineer.....Henry Cronin

WFLB-TV—Fayetteville
1955—CBS-NBC

Channel: 18 UHF..AP: 7.4 Kw...VP: 13.1 Kw.
Owned-Oper. By.....Fayetteville Bcstrs, Inc.
Business Address.....1332 Fort Bragg Blvd.
Representative ..... Burn-Smith
Exec. V.P.....L. W. Allen
General Manager.....W. D. Bailey
Commercial Mgr.....W. B. Belche
Program Director.....Marvin Rosenberg
Chief Engineer.....J. H. Buck

WFMY-TV—Greensboro
1948

Channel: 2 VHF..AP: 25 Kw...VP: 50 Kw.
Owned-Operated By....Greensboro News Co.
Address .....Phillips Ave.
News Service.....UP
News. Affil.....News, Record
Representative..Harrington, Righter & Parsons
Membership .....NARTB, TvB
Gen., Sta. Manager.....Gaines Kelley
Comm. Manager.....Joe E. Lake
Program Director.....Gomer R. Lesch
Film Manager.....Jack Wiggins
Chief Engineer.....Doyle D. Thompson

WNCT—Greenville—1953
ABC-CBS

Channel: 9 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By...Carolina Bcstg. System Inc.
Business Address.....Box 898
News Service.....UP
Representative ..... Hollingberry
Membership .....NARTB, TvB
President.....Earl Westbrook
General Manager.....A. Hartwell Campbell
Sta., Oper. Mgr.....Marion B. Tribley
Comm. Manager.....John G. Clark, Jr.
Prog. Director.....Eck Wall
Prom., Pub. Manager.....Dave Mosier
Production Manager.....John Warner
Film Mgrs.....Malcolm Nicholson, Bill Carroll
Chief Engineer.....Heber Adams

WNAO-TV—Raleigh—1953
ABC-CBS-DuM

Channel: 28 UHF..AP: 102 Kw...VP: 182 Kw.
Owned-Ojer. Bq.....Sir Walter Television Co.
Bus. Address.....2128 Western Blvd.
Representative ..... Forjoe
Membership ..... TvB
President.....John W. English
General Mgr.....John H. Bone
Commercial Mgr.....Earl Welde
Film Mgr.....George Peterson
Chief Engineer.....Lee Poole

WRAL-TV—Raleigh—1956
NBC

Channel: 5 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Capitol Bcstg. Co., Inc.
Business Address.....1117 Hillsboro St.
Representative ..... H-R
V.P., Gen. Mgr.....Fred Fletcher
Gen. Sales Mgr.....Fletcher Turner
Prom., Pub. Dir.....David Witherspoon
Chief Engineer.....Virgil Duncan

WITN—Washington—1955
NBC

Channel: 7 VHF..AP: 160 Kw...VP: 316 Kw.
Owned-Oper. By.....North Carolina TV, Inc.
Business Address .....Washington
News Service .....UP
Representative .....Headley-Reed
Membership .....NARTB
Pres., Gen., Sta. Mgr.....W. R. Roberson, Jr.
Comm. Manager.....T. H. Patterson
Dir. Ops., Film Mgr.....Hal Wilson
Chief Engineer.....Harvey Mason

WMFD-TV—Wilmington
1954

Channel: 6 VHF....AP: 16 Kw.....VP: 32 Kw.
Owned-Oper. By.....WMFD-TV, Inc.
Business Address.....225 Princess Street
Representative .....Roy Smith: Ayres
Membership .....NARTB
President, Gen. Mgr.....R. A. Dunlea, Jr.
Nat'l Sales Mgr.....Clint Long
Comm. Manager.....C. O. Shields
Program Director.....Wayne Jackson
Production Manager.....Dennie Perkinson
Chief Engineer.....E. I. Herring

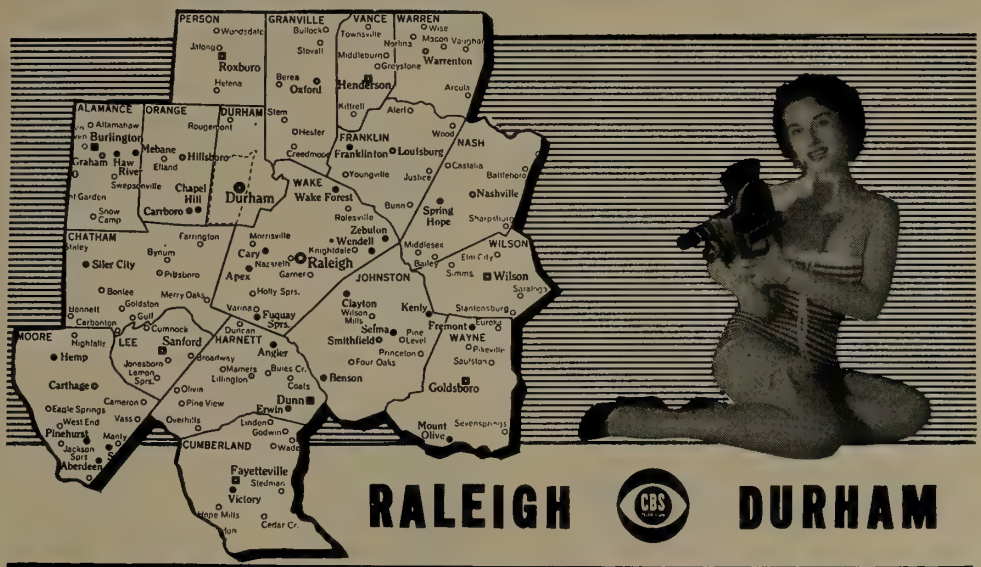
WSJS-TV—Winston-Salem
1953—NBC

Channel: 12 VHF..AP: 200 Kw...VP: 316 Kw.
Owned-Oper. By.....Triangle Bcstg. Corp.
Business Address.....419-21 N. Spruce St.
Newspaper Aff...Journal & Twin City Sentinel
News Service .....UP
Representative .....Headley-Reed
Membership .....NARTB, TvB
Exec. V.P. & Gen. Mgr.....Harold Essex
Sales Manager.....Harry B. Shaw
Program Manager.....John A. Comas
Prom. & Pub. Director.....Dick Barron
Director News.....F. O. Carver
Film Manager.....Carl Wiegold
Operations Manager.....Phil Hedrick

WTOB-TV—Winston-Salem
1953—ABC

Channel: 26 UHF..AP: 37.2 Kw...VP: 74.1 Kw.
Owned-Oper...Winston-Salem Bcstg. Co., Inc.

WNAO-TV
The Time-Honored Station



RALEIGH DURHAM

REPRESENTED NATIONALLY FORJOE

Business Address.....Box 5176, Ardmore Sta.
News Service .....AP
Membership ..... NARTB
Representative....Venard, Rintoul, McConnell
President .....James W. Coan
Gen. Mgr.....John G. Johnson
Comm. Mgr.....Bob Jones
Program Dir.....Tracy Lounsbury
Film Manager.....Willie Saylor
Chief Engineer.....Jim Hoke

North Dakota

Pop. March 1 (Est.) 661,000—TV Homes 96,000
Stations in State 7

KBMB-TV—Bismarck—1955 CBS

Channel: 12 VHF...AP: 20 Kw....VP: 40 Kw.
Owned-Oper. By.....North Dakota Bcstg. Co.
Business Address....4000 Main, Fargo, N. D.
News Service .....AP
Representative ..... Weed
Pres., Gen. Mgr.....John W. Boler
Commercial Mgr.....Fred Drewry
Prog. Dir., Film Mgr.....Dennis Falk
Prom., Pub. Dir.....Robert Dunnon
Chief Engineer.....Thomas Ahner

KFYR-TV—Bismarck—1953 NBC-CBS

Channel: 5 VHF..VP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Meyer Bcstg. Co.
Business Address.....202½ Fourth St.
Membership .....NARTB, TvB
Representative .....Blair-TV Assoc.
President .....William Ekberg
Station Manager.....Cal Culver
Comm. Manager.....A. L. Anderson
Chief Engineer.....Ivar Nelson

KDIX-TV—Dickinson—1956 CBS

Channel: 2 VHF...AP: 13 Kw....VP: 26 Kw.
Owned-Oper. By.....Dickinson Radio Ass'n
Business Address.....119 2nd Ave. West
News Service .....AP
Membership .....NARTB, TvB
Representative .....Hal Holman
President.....Dr. P. J. Weir
Gen., Sta. Mgr., Prom. Dir.....Orville F. Burda
Commercial Mgr.....E. A. Spear
Program Director.....Lauren Haacke
Publicity Dir.....W. F. Halvorson
Film Manager.....John Harvey
Chief Engineer.....Benjamin Lockerd

WDAY-TV—Fargo—1953 NBC-ABC

Channel: 6 VHF..AP: 33 Kw...VP: 66 Kw.
Owned-Oper. By.....WDAY, Inc.
Business Address.....207 N. 5th St.
Representative..Peters, Griffin, Woodward, Inc.
Membership .....NARTB, TvB
President.....E. C. Reineke
Gen., Sales Mgr.....Tom Barnes
Asst. Manager.....Jack Dunn
Program Manager.....Ken Kennedy
Promotion Mgr.....Roy Pedersen
Production Director.....Dick Berdahl
Film Director.....Bill Snyder

KNOX-TV—Grand Forks 1955—NBC

Channel: 10 VHF..AP: 14.1 Kw...VP: 28.2 Kw.
Owned-Oper. By.....Community TV Corp.
Business Address.....Box 1110
News Service .....UP
Membership ..... NARTB
Rep.....Rambeau; Bulmer & Johnson
President.....Dr. Elroy Schroeder
Commercial Mgr.....Robert C. Lukkason
Program Director.....Bo West
Promotion Director.....Joanne Sanford
Oper. Director.....Margaret J. Bundlie
Film Editor.....Duane Eastvold
Chief Engineer.....David L. Chumley

KCJB-TV—Minot—1953 ABC CBS-NBC

Channel: 13 VHF...AP: 15 Kw....VP: 30 Kw.
Owned-Oper. By.....North Dakota Bcstg. Co.
Business Address.....15A West Central Ave.
Representative .....Weed
President .....John W. Boler
Resident Manager.....Chester Rietan
Chief Engineer.....Joe Main

KXJB-TV—Valley City 1954—CBS

Channel: 4 VHF..AP: 57 Kw...VP: 100 Kw.
Owned-Oper. By....North Dakota Bcstg. Co.
Business Address.....4000 Front Street
News Service .....AP
Representative .....Weed
Pres., Gen. Mgr.....John W. Boler
Commercial Mgr.....Lee Boren
Program Dir.....R. O. Grignon
Prom., Pub. Dir.....Robert Dunnom
Film Manager.....Buzz Starkey
Chief Engineer.....Robert Ridgeway

The "*MARKET MAKERS*" made 1 market out of North Dakota!

Now... ONE CALL BUYS THE NORTH DAKOTA MARKET

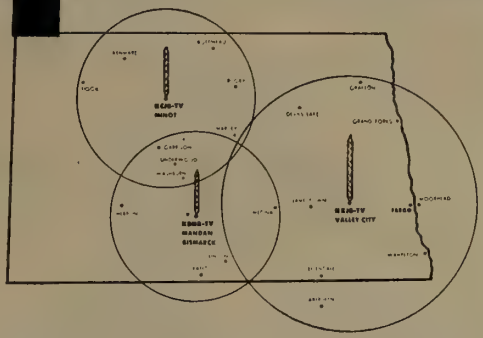
They're spread out in booming North Dakota, but they've got Cadillac buying power from oil, wheat, farming and distribution jobs—a population equal to Seattle, Minneapolis, New Orleans or Providence (and more buying power than most of them.)

What's the easiest, most impressive, most economical way to reach this boom baby? Buy television on the "Market Maker Stations"—the perfect case of *one* television operation taking over 700,000 people scattered over 75,000 sq. miles and making a single market of them.

Here's how economically you can cover North Dakota with the "Market Maker Stations." The open rates below include a 15% discount for using all 3 "Market Makers." (Use two, and get a 10% discount):

	10 sec.	1 min.
AA (7:30-9:30 PM)	$64.00	$127.50
A TIME	48.00	96.00
B TIME	35.00	70.00
C TIME	23.00	47.00

Additional frequency discounts to 25%.



ONE CALL... ONE CONTACT... ONE CONTRACT

Delivers 80% of North Dakota and plenty of gravy in Minnesota and South Dakota, too!

ONLY POSSIBLE BY BUYING THE...

MARKET MAKER STATIONS!

• CBS Primary • N. D. Broadcasting Co. • 4000 Front St. • Fargo 4461

Call WEED TELEVISION

KCJB-tv CHANNEL 13 30,000 WATTS MINOT

KXJB-tv CHANNEL 4 100,000 WATTS VALLEY CITY

KBMB-tv CHANNEL 12 30,000 WATTS BISMARCK

FOR COMPLETE INFORMATION ON TELEVISION NETWORKS— MAPS, PERSONNEL, AFFILIATES, BIOGRAPHIES— TURN TO PAGE 751

One for the money
Two for the show
3 to get ready...

To sow the grain, one must prepare the soil. To realize the sale, one must prepare the prospect. In Cleveland, there is no better way to pre-sell your product than via . . .

KYW 3 TV

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO: **BOSTON,** WBZ+WBZA; **PITTSBURGH,** KDKA; **CLEVELAND,** KYW; **FORT WAYNE,** WOWO; **CHICAGO,** WIND; **PORTLAND,** KEX

TELEVISION: **BOSTON,** WBZ-TV; **PITTSBURGH,** KDKA-TV; **CLEVELAND,** KYW-TV; **SAN FRANCISCO,** KPIX

WIND REPRESENTED BY A M RADIO SALES
KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

WAKR-TV—Akron—1953
ABC

Channel: 49 UHF..AP: 107 Kw...VP: 213 Kw.
Owned-Oper. By.....Summit Radio Corp.
Business Address.....853 Copley Road
News Service.....AP, UP
Representative .....Burke-Stewart
Membership .....NARTB
President.....S. Bernard Berk
V.P., Gen., Sta. Mgr.....Roger G. Berk
V.P., Dir. Sales.....Kenneth M. Keegan
Prog., Prom., Pub. Dir.; Film Mgr..Rob't Bostian
Chief Engineer.....Irwin L. Knopp

WCPO-TV—Cincinnati
1949—ABC

Channel: 9 VHF..AP: 158 Kw...VP: 309 Kw.
Owned-Oper. By..Scripps-Howard Radio, Inc.
Business Address.....2345 Symmes St.
Newspaper Affiliation.....Cincinnati Post
News Service .....UP
Representative ..... Blair
Membership .....NARTB, TvB
President .....Jack R. Howard
V.P., General Mgr.....M. C. Wallers
Ass't. Gen. Mgr.....Edward Weston
Commercial Mgr.....Glenn C. Miller
Prog. Director.....Chick Doty
Prom., Pub. Director.....Vera Schulte
Film Manager.....Harvey Freeman
Chief Engineer.....Paul Adams

WKRC-TV—Cincinnati
1949—CBS

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Radio Cincinnati, Inc.
Business Address.....Times-Star Bldg.
Representative .....Katz
Membership .....NARTB
General Manager.....David G. Taft
Gen. Sales Mgr.....Robert T. Schlinkert
Natl. Sls. Manager.....Kenneth Church
Program Director.....Paul E. Shumate
Director of Merch. Prom.....John J. Walsh
Prod. Manager.....George Rogers
Publicity Director.....Gregory Olberding
Promotion Director.....Lila Lambert
Film Manager.....John Hill
Chief Engineer.....Ralph Mlaska

WLW-T—Cincinnati—1948
NBC

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By....Crosley Bcstg. Corp.
Address.....140 W. Ninth St.
News Service.....UP, INS
Rep...WLW Sales, NBC Spot Sales, Bomar Lawrence
Membership .....NARTB, TvB
Chairman of the Board.....James D. Shouse
Pres., Gen. Mgr.....Robert E. Dunville
V.P.-Television.....John T. Murphy
V.P.-Programming .....Al Bland
V.P.-Pub. Relations.....Gil Kingsbury
V.P.-Treas.....K. T. Murphy
V.P.-Sales.....H. P. Lasker
V.P.-Engineering.....R. J. Rockwell
Sales Mgr.....Steve Crane
Gen. TV Sales Mgr.....Geo. Henderson
Dir. Client Service Dept.....Jack Frazier
Program Dir.....Abe Cowan
Film Dir.....Tom Storey
Tech. Adm. Ass't.....Howard Lepple

KYW-TV—Cleveland—1948
NBC

Channel: 3.....AP: 50 Kw.....VP: 100 Kw.
Owned-Oper. By.....Westinghouse Bcstg. Co.
Business-Studio Address....815 Superior Ave.
News Service.....AP, UP, INS
Representative..Peters, Griffin, Woodward, Inc.
Membership .....NARTB, TvB
President .....D. McGannon
V.P., Gen. Mgr.....Rolland V. Tooke
Sales Manager.....Albert Krivin
Program Manager.....E. Preston Stover
Promotion Dir.....Edward Wallis
Publicity Dir.....Tom Gavagan
Film Manager.....Carl Lawton
Chief Engineer.....Sidney V. Stadig

WEWS—Cleveland—1947
ABC

Channel: 5 VHF..AP: 47 Kw...VP: 93 Kw.
Owned-Oper. By...Scripps-Howard Radio, Inc.
Business-Studio Address.....1816 E. 13th St.
Newspaper Affiliation.....E. W. Scripps Co.
News Service .....UP
Membership .....NARTB, TvB
Representative .....Blair TV
President.....Jack R. Howard
General Manager.....James C. Hanrahan
Station Director.....J. Harrison Hartley
General Executive.....Floyd E. Weldman
Pub. Service Dir.....John J. Moffitt
Nat'l Adv. Mgr.....Jay S. Kerkes
Film Director.....John J. Richards
Ohio Sales Mgr.....Peter Hlinka
Ass't Gen. Mgr.....Donald L. Perris
Operations Dir.....Ernest E. Sindelar
Prod. Supervisor.....James E. Kirkey
Prog. Supervisor.....Earl W. Keyes
Chief Engineer.....Joseph B. Epperson

It's your move...

to the **TOPS** *in*

Cleveland Television

WJW-TV
CHANNEL 8

A CLEVELAND LANDMARK WELL-KNOWN TO VIEWERS THROUGHOUT NORTHERN OHIO

GREATER CLEVELAND
the nation's 5th market
in total retail sales*

GREATER CLEVELAND
the nation's 6th market
in net effective
buying income*

GREATER CLEVELAND
the nation's 7th market
in population...
and still growing!*

WJW-TV
"A Leading Citizen" in
Ohio's First Market
serving 1,200,000
households

More productive local programming on WJW-TV. Top feature films for participating sponsors, including 20th Century-Fox, Columbia and Selznick groups.

A STORER STATION

WJW-TV

Represented Nationally by the Katz Agency

CBS CHANNEL 8 TELEVISION

A BASIC AFFILIATE OF THE CBS TELEVISION NETWORK

*Sales Management, May 10, 1956

WJW-TV—Storer Broadcasting Company • 1630 Euclid Avenue, Cleveland 15, Ohio • TOwer 1-6080

WJW-TV—Cleveland—1949
CBS

Channel: 8 VHF..AP: 191 Kw...VP: 316 Kw.
Owned-Oper. By.....Storer Bcstg. Co.
Address.....1630 Euclid Ave.
News Service.....UP, AP, INS
Representative .....Katz
Membership .....NARTB, TvB
President .....George B. Storer
Managing Director.....Ben Wickham
Local Sales Mgr.....Frank Barron
Publicity Director.....Ted Anthony
Prog. Dir., Film Mgr.....R. C. Wright
Chief Engineer.....H. A. Brinkman

WBNS-TV—Columbus—1949
CBS

Channel: 10 VHF..AP: 123 Kw...VP: 219 Kw.
Owned By.....Dispatch Printing Co.
Business Address.....33 N. High St.
News Service .....AP
Station Representative.....Blair TV
Membership .....NARTB, TvB
Dir. of Television.....Richard A. Borel
Program Director.....John A. Haldi
Sales Director.....Robert D. Thomas
Promotion Director.....Barbara Haddox
Dir. News & Spe. Events.....Chester S. Long
Production Dir.....Gene McPherson
Public Serv. Dir.....Larry Rhodes
Merchandising Dir.....Ray Reisinger
Film Buyer.....Betty Dixon
Chief Engineer.....Lester H. Nafzger

WLW-C—Columbus—1949
NBC-ABC

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....Crosley Bcstg. Corp.
Business Address...3165 Olentangy River Rd.
Membership .....NARTB, TvB
Reps.....Crosley Sales; NBC Spot Sales; Bowmar Lowrance
Gen. Mgr.....James Leonard
Sales Dir.....Chas. Dodsworth
Program Director.....Bud Gillis
Chief Engineer.....Charles Sloan

WTVN-TV—Columbus—1949
ABC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....WTVN, Inc.
Address.....753 Harmon Ave.
News Service.....AP, UP
Representative .....Katz
President.....Hulbert Taft, Jr.
Exec. Vice-President.....Kenneth Church
General Manager.....J. W. McGough
Ass't Gen., Nat'l Sales Mgr.....Robert C. Wiegand
Comm. Mgr.....Howard Duncan
Prom., Pub. Director.....Bruce Johns
Film Manager.....Richard McKinney
Chief Engineer.....William H. Hansher

IT'S YOUR MOVE . . .
TO THE TOPS IN

CLEVELAND
TELEVISION

THE NATIONS
FIFTH MARKET
IN TOTAL
RETAIL SALES

WJW-TV
A
STORER STATION

WHIO-TV

Fair Game For Smart Sponsors

1 FOR THE MONEY

Three States, 41 Counties, 747, 640 TV Homes! That's what NCS Market Coverage reports for WHIO-TV, the No. 1 station in this great market. High tower (1104 ft.) and maximum power give it proven superiority.

2 FOR THE SHOW

WHIO-TV programs keep dials tuned our way. Pulse consistently rates us with 13, 14 and *even* 15 of the top 15 weekly shows.

3 TO GET READY

Stock your dealers before you sing out in this market! Sales Management calls area retail sales at $3,361,973,000.

4 TO GO

How? Easy! Call our National Rep—Gamester George P. Hollingbery!

CHANNEL **7** DAYTON, OHIO

whio-tv CBS

One of America's great area stations

WLW-D—Dayton—1949
NBC-ABC

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Crosley Bcstg. Corp.
Business-Studio Address...4595 S. Dixie Hwy.
News Service.....UP, INS
Representative...WLW Sales, NBC Spot Sales, Bomar Lawrence
Membership .....NARTB
President .....R. E. Dunville
Station Manager.....Eric Jensen
Comm. Manager.....Dale A. Smith
Program Adm.....Arlene Hadley
Prom., Pub. Director.....Dorothy A. Sanders
Program Director.....Robert Provence
Production Mgr.....Bill Ditzel
Chief Engineer.....Lester Sturgill

WHIO-TV—Dayton—1949
CBS

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By...Miami Valley Bcstg. Corp.
Business Address.....1414 Wilmington Ave.
Newspaper Affil.....Dayton Daily News
News Service.....UP, AP
Representative .....Hollingbery
Membership .....NARTB, TvB
President.....James M. Cox Jr.
General Manager.....Robert H. Moody
Commercial Manager...Harvey R. Young, Jr.
Prog., Prom. Director.....Charles Gay
Film Manager.....Ralph Gram
Chief Engineer.....Ernest L. Adams

WIMA-TV—Lima—1953
NBC-ABC-CBS

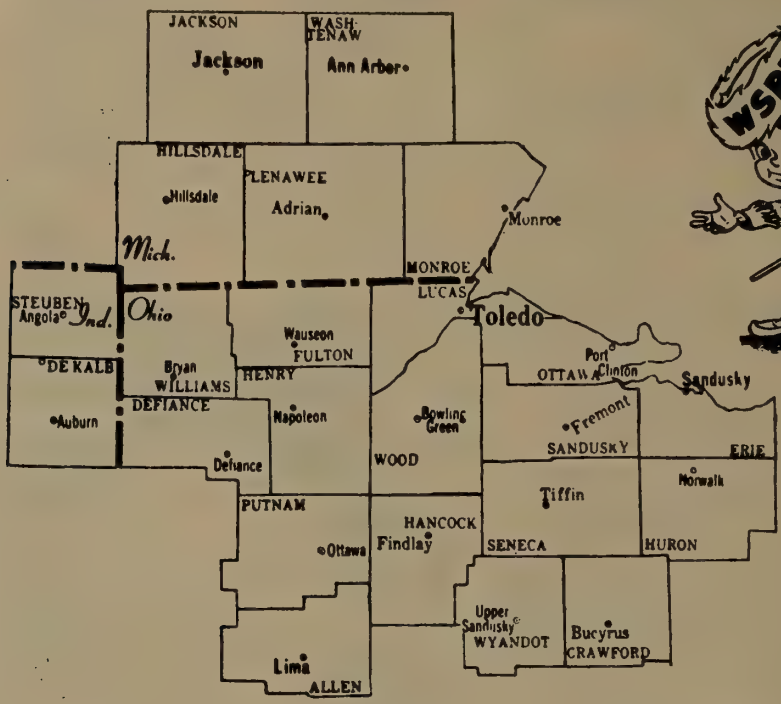
Channel: 73 UHF..AP: 9.55 Kw...VP: 16.2 Kw.
Owned-Operated By.....WLOK, Inc.
Business Address.....1424 Rice Ave.
News Service .....UP
Representative .....H-R
Membership .....NARTB
President.....G. E. Hamilton
Gen., Sta. Manager.....R. W. Mack
Commercial Mgr.....J. L. Spring
Program Director.....Easter Straker
Chief Engineer.....M. J. Lamb

WSTV-TV—Steubenville
1953—CBS-ABC

Channel: 9 VHF..AP: 115 Kw...VP: 230 Kw.
Owned-Oper. By.....WSTV, Inc.
Business Address.....Exchange Realty Bldg.
News Service .....UP
Representative .....Avery-Knodel
President .....Jack N. Berkman
Gen., Sta. Manager.....John J. Laux
Comm. Manager.....Joseph M. Troesch
Publicity Dir.....Scott McMurray
Prom. Director.....Bill McClinton
Prod. Mgrs.....George Wilson, Clyde Higgins
Film Manager.....Carl Kroskey
Chief Engineer.....Charles S. Shepherd

MORE NEWS
MORE FEATURES
MORE REGIONAL COVERAGE
AP
... and MORE RADIO AND TELEVISION STATIONS
depend on
THE ASSOCIATED PRESS

WSPD-TV'S "BILLION DOLLAR MARKET"



Population	1,595,200
Families	476,100
Television Homes	406,000
Percent tuned to WSPD-TV	
Daytime	78%
Nighttime	91.5%

EFFECTIVE BUYING POWER

Total	$2,815,943,000
Per Capita	1,765
Per Family	5,915

RETAIL SALES

Total	$1,924,319,000
Per Family	4,042

SPENT FOR:

Food	$418,158,000
Gen. Mdse.	209,475,000
Furniture & Household	97,510,000
Automotive	423,357,000
Drug	57,399,000

Toledo ranks high in the nation's 200 leading areas . . .

- 45th in population
- 43rd in retail sales
- 39th in effective buying power
- 16th in buying power per capita
- 22nd in buying per family
- 44th in Food sales
- 43rd in Gen. Mdse.
- 42nd in Furniture and Household sales
- 46th in Automotive sales
- 39th in Drug Sales

WSPD-TV Toledo, Ohio

A STORER STATION *Represented by Katz*

WSPD-TV—Toledo—1948
ABC-CBS-NBC

Channel: 13 VHF..AP: 160 Kw...VP: 316 Kw.
Owned-Oper. By.....Storer Bdcstg. Co.
Business-Studio Address.....136 Huron St.
News Service.....INS, UP
Representative .....Katz
Membership .....NARTB, TvB
President .....George B. Storer
V.P. & Managing Dir.....Allen L. Haid
National Sales Mgr.....Bill Ashworth
Film Director.....Elaine Phillips
Prog. Director.....Al Ruhfel
Prom., Pub. Director.....Liz Wagner
Chief Engineer.....Bill Stringfellow

WFMJ-TV—Youngstown
1953—NBC

Channel: 21 UHF..AP: 87.5 Kw...VP: 175 Kw.
Owned-Operated By...Vindicator Printing Co.
Address.....101 W. Boardman Street
News Service.....AP, UP
Membership .....NARTB
Newspaper Affil...The Youngstown Vindicator
Representative .....Headley-Reed
President.....William F. Maag Jr.
Gen., Sta., Comm.....Mitchell F. Stanley
Program Director.....Warren S. Park Jr.
Film Manager.....Eugene L. Donahay
Chief Engineer.....Frank A. Dieringer

WKBN-TV—Youngstown
ABC-CBS

Channel: 27 UHF..AP: 89 Kw...VP: 178 Kw.
Owned-Operated By.....WKBN Bcstg. Co.
Address.....3930 Sunset Blvd.
News Service.....UP, AP
Newspaper Affil.....Forest City Pub. Co.
Membership .....NARTB
Representative .....Raymer
President, Gen. Mgr.....W. P. Williamson, Jr.
Station Director.....J. L. Bowden
Program Director.....Paul Turner
Prom., Pub. Dir.....W. P. Williamson, III
Film Manager.....Norman Berger
Chief Engineer.....B. T. Wilkens

WHIZ-TV—Zanesville—1953
ABC-CBS-NBC

Channel: 18 UHF..AP: 40.7 Kw...VP: 74.1 Kw.
Owned-Oper. By...Southeastern Ohio TV Sys.
Business Address.....Lind Arcade Bldg.
News Service .....AP, UP
Representative .....Pearson
Membership .....NARTB, TvB
President .....Clay Littick
Gen., Station Mgr.....Allan Land
Comm. Manager.....Nate Milder
Program Director.....Reed Mellon
Prom., Pub. Director.....Naomi Lorton
Film Manager.....Ralph Young
Chief Engineer.....William A. Hunt, Sr.

Oklahoma

Pop. March 1 (Est.) 2,251,000—TV Homes in State 497,000
Stations in State 9

KTEN—Ada—1954
ABC-CBS-NBC

Channel: 10 VHF..AP: 141 Kw...VP: 252 Kw.
Owned-Oper. By....Eastern Okla. TV Co., Inc.
Business Address.....P. O. Box 10
News Service .....AP
Rep.....Venard, Rintoul & McConnell
Chairman of Board.....Dr. C. C. Morris
V.P.; Gen., Comm. Mgr.....Bill Hoover
V.P. & Station Mgr.....Brown Morris
Program Director.....Doc Bowen
Prom., Pub. Director.....Juanita Walker
Film Manager.....G. C. Northington
Chief Engineer.....Fred Smith

KSVO-TV—Ardmore—1956
NBC

Channel 12 VHF..AP: 13.7 Kw...VP: 27.3 Kw.
Owned-Oper. By.....John F. Easley
Business Address.....Box 1246
Newspaper Affil.....Daily Ardmoreite
News Service .....AP
Membership ..... NARTB
Representative ..... Pearson
President.....John F. Easley
General Mgr.....Douglas C. Dillard
Commercial Mgr.....Gordon Lack
Program Director.....Dollie Talkington
Promotion Dir.....Barbara Winkler
Film Manager.....J. Galey Varnell
Chief Engineer.....Bill Kolb

KGEO-TV—Enid—1954
ABC

Channel: 5 VHF.. AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Streets Electronics, Inc.
Business Address.....206 East Randolph
Representative.....John E. Pearson
Membership .....NARTB
President .....P. R. Banta
Sec'y, Gen., Comm. Mgr.....Geo. Streets
Merch. Mgr.....Casey Cohlmia
Program Director.....Evelyn Green
Chief Engineer.....Eugene Clark

KSWO-TV—Lawton—1953
ABC

Channel: 7 VHF....AP: 5 Kw.....VP: 10 Kw.
Owned-Operated By
Oklahoma Quality Bcstg. Co.
Address .....Box 699
Phone Number 7725

Representative .....Pearson
President..... .....R. H. Drewry
General Manager.....Emmett Keough
Comptroller.....Paul N. Goode
Prog. Dir.....Tom Reddell
Chief Engineer.....Williard Cochran

KTVX—Muskogee—1954 ABC

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Tulsa Broadcasting Co.
Business Address .....Box 9697
Membership .....NARTB, TvB
Representative .....Avery-Knodel
President .....John T. Griffin
Managing Director.....Mike Shapiro
Commercial Mgr.....William D. Swanson
Prom., Pub. Director.....Robert C. Meade
Chief Engineer.....Bob Snider

KWTV—Oklahoma City—1953 CBS-ABC

Channel: 9 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By...Oklahoma Television Corp.
Business Address.....Box 8788
Representative .....Avery-Knodel
Membership .....NARTB, TvB
President.....Roy J. Turner
General Manager.....Edgar T. Bell
Commercial Mgr.....Fred L. Vance
Promotion, Pub. Dir.....Montez Tjaden
Nat. Sls. Mgr.....Jack de Lier
Production Mgr.....Gene Linder
Chief Engineer.....Morris W. Thomas

WKY-TV—Oklahoma City 1949—ABC-NBC

Channel: 4 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Oper. By.....WKY TV System, Inc.
Studio Address.....500 E. Britton Rd.
News Service.....AP, UP
News Affil.....Okla. Publishing Co.
Representative .....Katz
Membership .....NARTB, TvB
President.....E. K. Gaylord
Exec. V.P.....P. A. Sugg
Nat'l Sales Mgr.....Jim Terrell
Program Director.....Joe Jerkins
Prom., Publicity Dir.....Jack Sherry
Oper. Mgr.....Kieth Mathers
Chief Engineer.....H. J. Lovell

KOTV—Tulsa—1949—CBS

Channel: 6 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Oper. By.....KOTV, Inc.
Business Address.....302 S. Frankfort St.
News Service .....UP
Membership .....NARTB, TvB
Representative ..... Petry
President.....C. Wrede Petersmeyer
V.P., General Mgr.....James C. Richdale
Comm. Mgr.....George Stevens
Prom., Publicity Director.....Robert Freeland
Film Manager.....Glenn White
Chief Engineer.....LaVoy Hooker

KVOO-TV—Tulsa—1954 NBC

Channel: 2 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Oped...Central Plains Enterprises, Inc.
Business Address.....311 South Denver
Representative .....Blair TV
Membership .....NARTB, TvB
General Manager.....C. B. Akers
Comm. Manager.....John Devine
Marketing, Prom. Dir.....Sam Schneider
Program Director.....Bill Sadler
Chief Engineer.....John Bushnell

Oregon

Pop. March 1 (Est.) 1,781,000—TV Homes 374,000
Stations in State 8

KVAL-TV—Eugene—1954 NBC

Channel: 13 VHF..AP: 33 Kw...VP: 56 Kw.
Owned-Oper. By.....Eugene Television, Inc.
Business Address.....P. O. Box 548
News Service .....UP
Rep.....Hollingbery, Art Moore
President .....Bob Booth
Gen., Sta. Manager.....S. W. McCready
Comm. Manager.....Glenn Nickell
Prog. Dir.....R. E. Anderson
Prom., Pub. Director.....Alyce Sheetz
Film Manager.....Martin Levinson
Chief Engineer.....Al Barnard

KOTI-TV—Klamath Falls 1956—ABC-CBS-NBC

Channel: 2 VHF..AP: 6.76 Kw...VP: 13.5 Kw.
Owned-Oper. By.....Calif.-Oreg. TV, Inc.
Business Address.....Box 732
Membership .....NARTB, TvB
Representative .....Blair TV
General Mgr.....William B. Smullin
Station Mgr.....Walter R. Richartz
Chief Engineer.....B. L. Smith

KBES-TV—Medford—1953 CBS-ABC-NBC

Channel: 5 VHF..AP: 15.8 Kw...VP: 28.8 Kw.
Owned-Oper. By.....Calif.-Ore. TV Inc.

Business Address.....Box 1189
Newspaper Affil.....Grants Pass Courier
Representative .....Blair TV
President .....Amos Voorhies
Gen. Mgr., Sec'y. Treas.....W. B. Smullin
Vice-Pres., Business Mgr.....Everett A. Faber
Sta. Manager.....Jerold R. Poulos
Chief Engineer.....Nestor L. Williams

KGW-TV—Portland—1956
ABC

Channel: 8 VHF..AP: 189 Kw...VP: 316 Kw.
Owned-Oper. By.....Pioneer Bcstg. Co.
Business Address.....1139 S. W. 13th Ave.
Representative .....Blair TV
Membership .....NARTB, TvB
Station Manager.....Walter E. Wagstaff
Sales Manager.....John Pindell
Program Director.....Tom Dargan
Production Mgr.....Bernie Carey
Prom., Pub. Dir.....A. H. Christensen
Chief Engineer.....Clare Hanawalt

KLOR—Portland—1955—ABC

Channel: 12 VHF..AP: 129 Kw...VP: 234 Kw.
Owned-Oper. By.....Oregon Television, Inc.
Business Address.....915 N. E. Davis St.
Representative .....Hollingberry
President .....Harry A. White
General Mgr.....S. John Schile
Program Mgr.....Samuel R. Herrick
Promotion Dir.....William R. Nutt
Chief Engineer.....Jack Provis

KOIN-TV—Portland—1953
CBS

Channel: 6 VHF...AP: 50 Kw....VP: 100 Kw.
Owned By...Mt. Hood Radio & TV Bcstg. Corp.
Business Address.....140 S.W. Columbia St.
Newspaper Affil.....Oregonian
News Service .....AP
Rep.....CBS Spot Sales
Membership .....NARTB, TvB
President.....Theodore R. Gamble
V.P., Managing Dir.....C. Howard Lane
National Sales Mgr.....John L. Palmer
Program Director.....Ted W. Cooke
Promotion Director.....Robert McGill
Film Manager.....Tad M. Williams
Chief Engineer.....Louis S. Bookwalter

KPTV—Portland—1952
NBC

Channel: 27 UHF..AP: 500 Kw...1,000 Kw.
Owned-Oper. By.....Storer Bcstg. Co.
Address.....735 S.W. 20th Pl.
News Service.....UP
Membership .....NARTB
Representative .....NBC Spot Sales
President.....George B. Storer
Sta. Manager.....Francis Riordan
Commercial Mgr.....Donald Typeson
Program Director.....Gordon White
Pub., Prom. Dir.....A. R. McLaughlin
Chief Engineer.....Eugene Phelps

KPIC—Roseburg—1956
NBC

Channel: 4 VHF..AP: 2.6 Kw...VP: 5.21 Kw.
Owned-Oper. By....Southwest TV Bcstg. Corp.
Business Address.....Medical Arts Bldg.
Representative.....Hollingberry, Art Moore
President.....C. H. Fisher
General Manager.....S. W. McCready
Station Manager.....Gene Pierce
Chief Engineer.....Dan Bridges

It takes the *RIGHT* two!

IT'S A FACT! With the *right* two—WFBG-TV, Altoona, and Pittsburgh—you get 76,701 *more* TV homes. In this area—day and night—seven days a week—WFBG-TV delivers average audiences 30.1% greater than Johnstown; 71.4% more quarter-hour firsts. Your BLAIR-TV man has the proof: ARB, November 1956; ARB Altoona Coverage Study, March 1956.

ONLY BASIC CBS-TV STATION SERVING THE AREA

A TRIANGLE STATION

WFBG-TV

ALTOONA, PENNSYLVANIA

CBS Channel 10

ABC-TV • NBC-TV

Represented by BLAIR-TV

operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.

WFIL-AM • FM • TV, Philadelphia, Pa. / WNBF-AM • FM • TV, Binghamton, N. Y.

WHGB-AM, Harrisburg, Pa./WFBG-AM • TV, Altoona, Pa./WNHC-AM • FM • TV, New Haven-Hartford, Conn.

National Sales Office, 485 Lexington Avenue, New York 17, New York

Pennsylvania

Pop. March 1 (Est.) 11,160,000—TV Homes 3,018,000
Stations in State, 22

WFBG-TV—Altoona—1952
NBC-ABC-CBS

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By...Triangle Publications, Inc.
Address.....1320 11th Ave.
News Service .....AP, INS
Representative .....Blair TV
Membership .....NARTB, TvB
General Mgr.....Edward M. Scala
Station Manager.....Jack Snyder
Comm. Mgr.....Thomas P. Martin
Prog. Dir.....George Carroll
Prom. Dir.....David P. Pretz
Film Dir.....Betty Adams
Chief Engineer.....K. R. Brubaker

WLEV-TV—Bethlehem
1952—NBC

Channel: 51 UHF..AP: 12.4 Kw...VP: 12.4 Kw.
Owned-Oper. By.....Associated Bcstrs. Inc.
Business Address..... P. O. Box 111
News Service .....AP
Representative .....Meeker
Membership .....NARTB, TvB
Station Executive.....Clair R. McCollough
Sta., Film Manager.....Elwood Anderson
National Sales Manager.....J. R. Gulick
Program Director.....Traver Schadler
Technical Dir.....J. E. Mathiot

WGLV—Easton—1953—ABC

Channel: 57 UHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....WGLV, Inc.
Address .....2857 Nazareth Road
Representative .....Headley-Reed
President .....J. L. Stackhouse
General Manager.....Charles R. Thon
Gen. Sales Dir.....William Latham
Program Director.....Peter F. Gallagher
Chief Engineer.....Robert Francett

WICU—Erie—1949
ABC-NBC

Channel: 12.....AP: 1.5 Kw.....VP: 2 Kw.
Owned-Oper...Edward Lamb Enterprises, Inc.
Bus.-Trans. Address.....3514 State St.
Newspaper Affil. .....Dispatch
News Service .....AP
Representative .....Petry
Membership .....NARTB
President .....Edward Lamb
Gen., Sta. Manager.....Ben McLaughlin
Comm. Manager.....Bob Lunquist
Sales Prom. Dir.....James Spence
Program Director.....Joseph Laconi
Pub. Director.....Bob Weschler
Production Manager.....Dick Johnson
Film Manager.....John Cook
Chief Engineer.....Mike Csop

WSEE—Erie—1954—CBS

Channel: 35 UHF..AP: 100 Kw...VP: 200 Kw.
Owned-Oper. By...Great Lakes Television Co.
Address.....1220 Peach Street
Newspaper Affiliation.....Times
News Service .....UP
Membership ..... NARTB
Representative .....Avery-Knodel
President .....George J. Mead
Gen. Manager.....Frank B. Palmer
Regional Sales Manager....Donald M. Boyce
Local Sales Mgr.....Jay B. Sondheim
Program Director.....Arthur R. Hook
Film Manager.....Frank Herrick
Chief Engineer.....Edward Zellefrow

WCMB-TV—Harrisburg
1954

Channel: 27 UHF..AP: 120 Kw...VP: 240 Kw.
Owned-Oper. By.....Rossmoyne Corp.
Business Address.....228 Court St.
News Service .....AP
Representative .....Gill-Perna
President.....Edgar T. Shepard, Jr.
Gen., Sta., Comm. Mgr.....Ed K. Smith
Program Director.....Ed Conway
Promotion Dir.....Tom Harrison
Film Manager.....Glenn Horner
Chief Engineer.....J. Howard Bair

WHP-TV—Harrisburg—1953
CBS

Channel: 55 UHF..AP: 130 Kw...VP: 241 Kw.
Owned-Oper. By.....WHP, Inc.
Business Address.....216 Locust St.
News Service .....UP
Representative ..... Bolling
Gen., Sta., Comm. Mgr.....A. K. Redmond
Sales Dir.....B. M. Potteiger
Program Dir.....Dick Redmond
Prom., Pub. Dir.....George Gottschalk, Jr.
Film Manager.....Charles Baddorf
Chief Engineer.....E. Daniel Leibensperger

WTPA—Harrisburg—1953
ABC

Channel 71 UHF..AP: 110 Kw...VP: 220 Kw.
Owned-Oper. By.....Patriot-News Co.
Business Address.....3235 Hoffman St.
Newspaper Affiliation.....Patriot-News
News Service .....UP
Membership ..... NARTB
Representative...Harrington, Righter, Parsons
General Manager.....Donald D. Wear
Sales Mgr.....Allen Solada
Prog. Dir., Film Mgr.....Mac McCauley
Prom., Pub. Dir.....Rick Riker
Chief Engineer.....Paul Gross

WARD-TV—Johnston—1953
ABC-CBS

Channel: 56 UHF..AP: 10 Kw...VP: 20 Kw.

nothing succeeds like success!

out in front . . .

MONTH AFTER MONTH—THROUGHOUT 1956!
WFIL-TV RATED FIRST*

20.1% more than Station B

131% more than Station C

Monday thru Friday, 2:00-11:00 PM . . the heart of the TV day.

MONTH AFTER MONTH, MORE PEOPLE ARE WATCHING WFIL-TV MORE AND MORE!

*American Research Bureau, Jan.-Dec. 1956

A TRIANGLE STATION

WFIL-TV

PHILADELPHIA, PENNSYLVANIA

CHANNEL **6**

ABC-TV •• BLAIR-TV

operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N. Y.
WHGB-AM, Harrisburg, Pa. / **WFBG-AM • TV**, Altoona, Pa. / **WNHC-AM • FM • TV**, New Haven-Hartford, Conn.
National Sales Office, 485 Lexington Avenue, New York 17, New York

Owned-Oper. By.....Rivoli Realty Co.
Business Address.....Porch Bldg.
News Service .....AP
Representative .....Weed
President.....W. M. Thomas
General Manager.....R. Butterfield
Comm. Mgr.....William Heron
Prog. Dir.....Samuel Goodman
Prom., Pub. Dir.....Warren Louder
Chief Engineer.....Ernest Reaty

WJAC-TV—Johnstown 1949—NBC-ABC

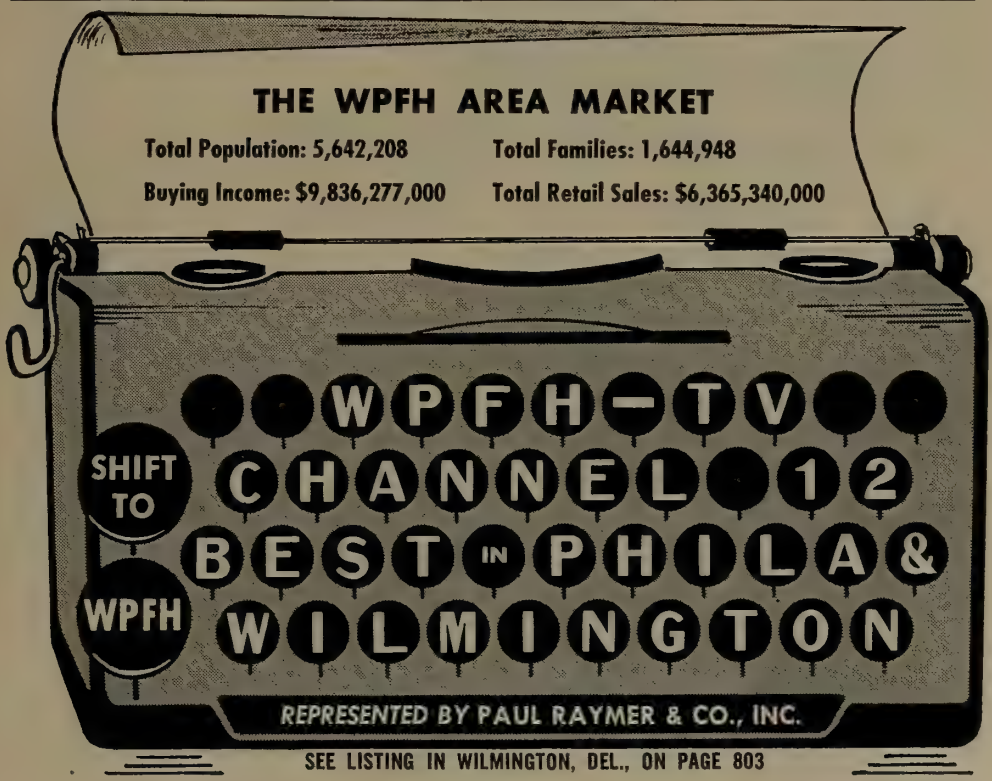
Channel: 6 VHF..AP: 35.4 Kw...VP: 70.8 Kw.
Owned-Operated By.....WJAC, Inc.
Business Address.....329 Main St.
Newspaper Affil.....The Tribune-Democrat
News Service .....UP
Representative .....Katz
Membership .....NARTB, TvB
President.....Walter W. Krebs
General Manager.....Alvin D. Schrott
Comm. Manager.....John H. Hepburn
Prog., Film Director.....Frank P. Cummins
Chief Engineer.....Theodore Campbell
V.P.-Technical Oper.....Nevin L. Straub

WGAL-TV—Lancaster—1949 CBS-NBC

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By.....WGAL, Inc.
Address.....Lincoln Highway W.
News Service .....AP
Representative .....Meeker
Membership .....NARTB, TvB
President, Gen. Mgr.....Clair R. McCollough
Ass't Gen. Mgr.....J. Robert Gulick
Station Manager.....Harold E. Miller
Nat'l Sales Mgr.....Robert Dreher
Regional Sales Manager.....Leroy K. Strine
Program Director.....Paul Rodenhauser
Promotion Director.....Paul I. Woodland
Technical Director.....J. E. Mathiot

WFIL-TV—Philadelphia 1947—ABC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By...Triangle Publications Inc.
Business Address.....46th & Market Sts.
Newspaper Affiliation...Philadelphia Inquirer
News Service.....UP, INS
Representative .....Blair TV
Membership .....NARTB, TvB



SEE LISTING IN WILMINGTON, DEL., ON PAGE 803

General Manager.....Roger W. Clipp
Station Mgr.....George A. Koehler
Commercial Mgr.....Kenneth W. Stowman
Program Director.....James Felix
Publicity Director.....Joe Zimmerman
Film Manager.....Ralph Goldstein
Chief Engineer.....Henry Rhea

WPFH—Philadelphia

(See Wilmington, Del.)

WCAU-TV—Philadelphia
1948—CBS

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Bulletin Co.
Address.....Line Ave. & Monument Rd.
Newspaper Affil.....Evening Bulletin
News Service.....AP, UP
Representative.....CBS TV Spot Sales
Membership .....NARTB, TvB
President & Gen. Mgr...Donald W. Thornburgh
V.P. in charge of TV.....Charles Vanda
V.P., Ass't Gen. Mgr.....Joseph L. Tinney
V.P., TV Sales Mgr.....Robert M. McGredy
V.P. chg. Pub. Rel. & Prom.....Robert N. Pryor
Film Manager.....Norman Leebron
V.P. in chg. Engineering.....John G. Leitch

WRCV-TV—Philadelphia
1941—NBC

Channel: 3 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....National Bcstg. Co.
Business Address.....1619 Walnut St.
Membership .....NARTB, TvB
Representative .....NBC Spot Sales
President (NBC).....Robert W. Sarnoff
V.P., Gen. Mgr.....Lloyd E. Yoder
Dir. Operations.....Curtis D. Peck
Dir. of Sales.....Theo. H. Walworth, Jr.
Local Sales Mgr.....Chester R. Messervey
Program Dir.....Stan Lee Broza
Program Mgr.....George W. Cyr
Adv., Prom. Dir.....John P. Wiley
Publicity Dir.....Gene E. Stout
Film Buyer.....Edward G. Murray
Mgr. Tech. Oper.....William A. Howard

KDKA-TV—Pittsburgh—1949
NBC

Channel: 2.....AP: 50 Kw.....VP: 100 Kw.
Owned-Oper. By..Westinghouse Brdcstng. Co.
Business Address.....Gateway Center
News Service .....UP
Rep.....Peters, Griffin, Woodward
Membership .....NARTB, TvB
President.....Donald H. McGannon
Vice President.....Harold C. Lund
Station Mgr.....Tad Reeves
Comm. Manager.....John Stilli
Program Director.....Cal Jones
Promotion Director.....David N. Lewis
Film Manager.....Richard Dreyfus
Publicity Director.....Peter Thornton
Chief Engineer.....Raymond Rodgers

cover PITTSBURGH
...cover the TRI-STATE AREA
with
KDKA-TV

Channel 2 has always been first in the rich Pittsburgh market! No other station can deliver more viewers in Pittsburgh and the Tri-State Area. For facts on far-and-away the highest tune-in you can buy in *this* wealthy market, call John Stilli, KDKA-TV Sales Manager, at EXpress 1-3000.

Only KDKA-TV delivers the *entire* Pittsburgh Trading Area. That's why in Pittsburgh no selling campaign is complete without the WBC Station:

KDKA 2 TV

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO—**BOSTON**, WBZ+WBZA; **PITTSBURGH**, KDKA; **CLEVELAND**, KYW; **FORT WAYNE**, WOWO; **CHICAGO**, WIND; **PORTLAND**, KEX . . . TELEVISION—**BOSTON**, WBZ-TV; **PITTSBURGH**, KDKA; **CLEVELAND**, KYW-TV; **SAN FRANCISCO**, KPIX

WIND REPRESENTED BY A M RADIO SALES • KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

WENS—Pittsburgh—1953—ABC

Channel: 16 UHF..AP: 106 Kw...VP: 200 Kw.
Owned-Oper. By.....Telecasting, Inc.
Address .....Suite 214, Carlton House
Representative ..... Branham
President. .....Thomas P. Johnson
Vice Pres., General Mgr.....Larry Israel
Sales Mgr.....Vera E. Oldenburg
Film Manager.....Nelson White
Chief Engineer.....James Hurley

WARM-TV—Scranton—1954 ABC

Channel: 16 UHF..AP: 102 Kw...VP: 191 Kw.
Owned-Oper. By.....Union Bcstg. Co.
Business Address.....333 Madison Ave.
News Service .....AP
Representative ..... Bolling
President.....Martin F. Memolo
Gen., Sta. Mgr.....William M. Dawson
Commercial Mgr.....Sam M. Feigenbaum
Prog. & Prod. Director.....Art Bolin
Prom., Pub. Director.....Frances M. Breslin
Chief Engineer.....Roswell J. Parker

WGBI-TV—Scranton—1953 CBS

Channel: 22 UHF..AP: 115 Kw...VP: 215 Kw.
Owned-Oper. By.....WCAU, Inc.
Business Address.....1000 Wyoming Ave.
Representative .....H-R
News Service .....AP
Membership .....NARTB
President.....Donald W. Thornburgh
Vice-Pres.....Vance Eckersley
General Sales Mgr.....Anton J. Moe
Station Manager.....Robert E. McDowell
Prog. Dir., Film Mgr.....Mort Rosenthal
Promotion Director.....Douglas Holcomb
Chief Engineer.....K. R. Cooke

WBRE-TV—Wilkes-Barre 1953—NBC

Channel: 28 UHF..AP: 500 Kw...VP: 1000 Kw.
Owned-Oper. By.....WBRE TV Inc.
Address.....62 S. Franklin St.
News Service .....AP
Representative .....Headley Reed
Membership .....NARTB, TvB
President.....Louis G. Baltimore
V.P., General Manager....David M. Baltimore
Operations Manager.....F. D. Coslett
Comm. Manager.....Ernest Lewis
Program Director.....Franklin D. Coslett
Production Manager.....Fred Foerster
Film Manager.....Robert Gibson
Chief Engineer.....Charles Sakoski, Sr.

WILK-TV—Wilkes-Barre 1953—ABC

Channels: 34 UHF.AP: 700 Kw..VP: 1,400 Kw.
Owned-Oper. By..Wyoming Valley Bcstg. Co.
Business Address.....88 North Franklin St.
Representative ..... Avery-Knodel
News Service .....AP
Membership .....NARTB
President .....Mitchell Jenkins
Executive Vice Pres.....Roy E. Morgan
Treas., Managing Dir.....T. P. Shelburne
Comm. Manager.....Malcom Dale
Program Director.....Harold Berg
Prom., Pub. Director.....Marlene Scaffido
Film Manager.....Donald Shook
Chief Engineer.....Theodore French

WNOW-TV—York—1953

Channel: 49 UHF..AP: 10 Kw...VP: 20 Kw.
Owned-Oper. By....Broadcast Division, Helm Coal Co.
Business Address.....25 So. Duke St.
News Service .....AP
Representative .....Keller
General Manager.....Lowell W. Williams
Comm. Mgr., Prog. Dir.....Richard Berg
Chief Engineer.....Glenn M. Winter

WSBA-TV—York—1952 ABC

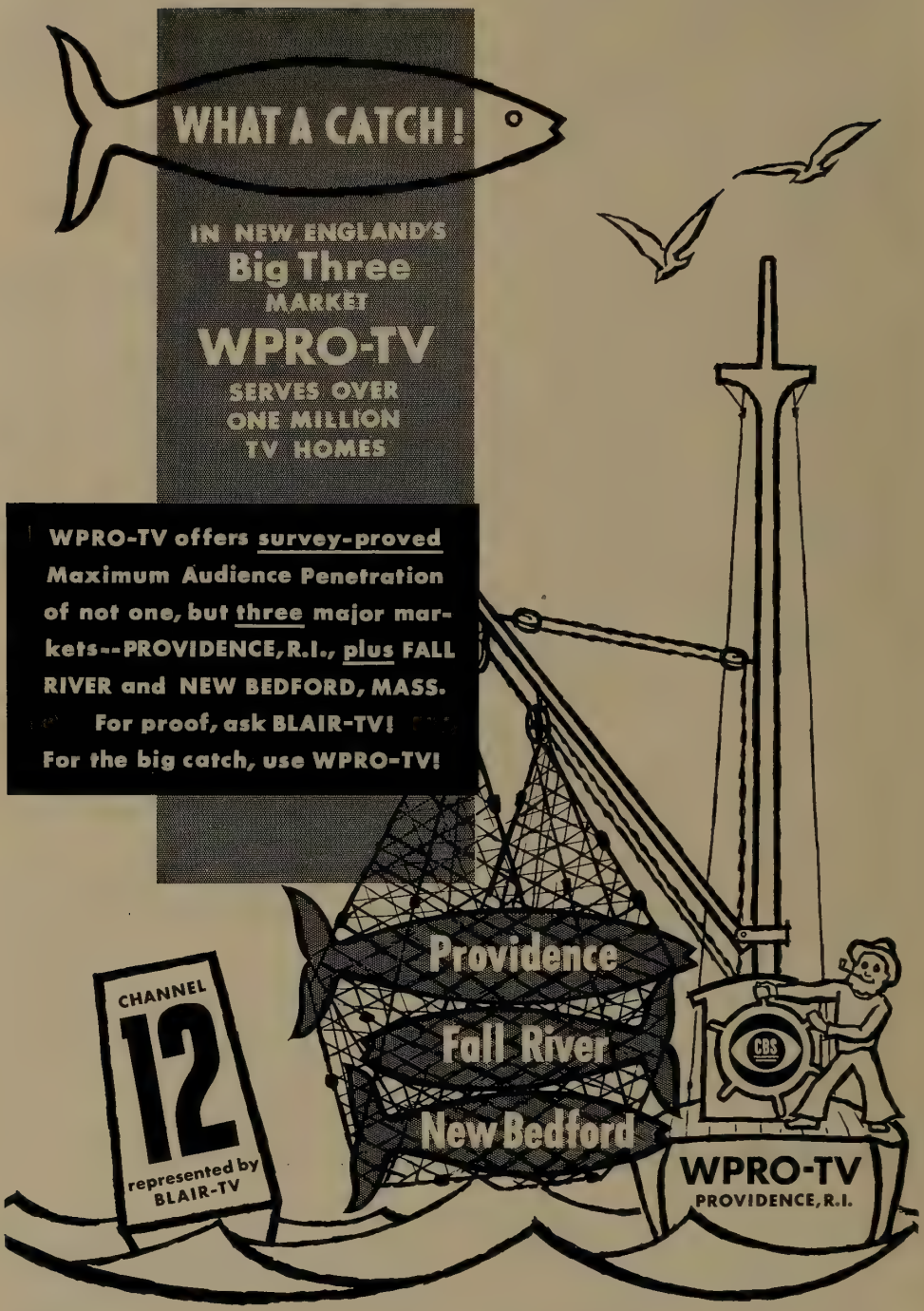
Channel: 43 UHF..AP: 10 Kw...VP: 20 Kw.
Owned-Operated By..Susquehanna Bcstg. Co.
Address .....Queen St.
News Service .....AP
Membership ..... NARTB
Representative .....Adam Young
President.....Louis J. Appell, Jr.
Comm. Mgr.....Robert M. Stough
Prog. Dir., Film Mgr.....Jim Curtis
Prom., Pub. Dir.....Stephen B. Fayer
Chief Engineer.....Arthur C. Hafer

Rhode Island

Pop. March 1 (Est.) 832,000—TV Homes 226,000
Stations in State 2

WJAR-TV—Providence 1949—ABC-NBC

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By.....The Outlet Co.
Business-Studio Address....176 Weybosset St.
News Service.....AP, INS
Representative .....Weed
Membership .....NARTB, TvB
Vice President.....George O. Griffith
Adm. Ass't to V.P. .... J. S. Sinclair
Manager .....Peter B. James
Oper. Manager.....Frederick R. Griffiths
Dir. TV Sales.....David J. Shurtleff
Sales Manager.....Edward Boghosian
Program Director.....Seymour Horowitz


WHAT A CATCH!
IN NEW ENGLAND'S
Big Three
MARKET
WPRO-TV
SERVES OVER
ONE MILLION
TV HOMES
WPRO-TV offers survey-proved Maximum Audience Penetration of not one, but three major markets--PROVIDENCE, R.I., plus FALL RIVER and NEW BEDFORD, MASS.
For proof, ask BLAIR-TV!
For the big catch, use WPRO-TV!
Providence
Fall River
New Bedford
CHANNEL
12
represented by
BLAIR-TV
CBS
WPRO-TV
PROVIDENCE, R.I.

Production Manager.....Manning Tesser
Chief Engineer.....Thomas C. J. Prior

WPRO-TV—Providence—1955—CBS

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By..Cherry & Webb Bcstg. Co.
Address.....24 Mason St.
News Service .....UP
Representative ..... Blair-TV
Membership .....NARTB, TvB
President.....William S. Cherry, Jr.
General Manager.....Arnold F. Schoen, Jr.
Comm. Mgr., Prog. Dir.....Eugene W. Wilkin
Operations Manager.....E. Paul Abert
Chief Engineer.....John V. Ferri

South Carolina

Pop. March 1 (Est.) 2,387,000—TV Homes 398,000
Stations in State 8

WAIM-TV—Anderson 1953—ABC-CBS

Channel: 40 UHF.AP: 207 Kw..VP: 103.5 Kw.
Owned-Oper. By.....Wilton E. Hall
Business Address.....321 Kingsley Rd.
Newspaper Affil....Independent & Daily Mail
News Service .....INS
Representative .....Headley-Reed
Owner .....Wilton E. Hall
Gen., Sta. Mgr.....Glenn P. Warnock
Sales Mgr.....John McCallum
Program Director.....Ray Barath
Chief Engineer.....Earl Cosens

WCSC-TV—Charleston 1953—CBS

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....WCSC, Inc.
Business Address.....485 East Bay St.
News Service .....UP
Membership ..... NARTB
Representative.....Peters, Griffin, Woodward
President, Gen. Mgr.....John M. Rivers
Station Manager.....Roland Weeks
Comm. Manager.....Ralph Thornley
Program Director.....Charles Hall
Prom., Pub. Director....Mrs. Annie Lee Small
Production Manager.....Emmett Robinson
Film Manager.....Annie Laurie Quarterman
Chief Engineer.....John Broughton

WUSN-TV—Charleston 1954—NBC-ABC

Channel: 2 VHF...AP: 53 Kw....VP: 100 Kw.
Owned-Oper. By...Southern Broadcasting Co.
Address.....P. O. Box 879
News Service .....UP
Representative ..... Weed
Membership ..... TvB
Pres., Gen. Mgr.....J. Drayton Hastie
Sec'y, Ass't Gen. Mgr.....Doug M. Braham
Commercial Mgr.....Grange S. Cuthbert, Jr.
Program Director.....Clark Davis
Prom., Pub. Dir.....Ann Clark
Film Manager.....Gray Carroll
Chief Engineer.....Walter M. Nelson

WIS-TV—Columbia—1953 NBC

Channel: 10 VHF..AP: 135 Kw...VP: 269 Kw.
Owned-Oper. By.....WIS-TV Corp.
Business Address.....1111 Bull St.
News Service.....UP, INS
Representative..Peters, Griffin, Woodward, Inc.
Membership .....NARTB
President.....G. Richard Shafto
Managing Dir.....Charles A. Batson
Comm. Manager.....Law Epps
Prog. Dir., Film Buyer.....Adrian Munzell
Prom., Pub. Dir.....John Bondeson
Chief Engineer.....Barnett Goldberg

WNOK-TV—Columbia—1953 CBS

Channel: 67 UHF..AP: 47 Kw...VP: 93.5 Kw.
Owned-Oper. By.....Palmetto Radio Corp.
Business Address.....1811 Main Street
Representative .....Raymer
Membership .....NARTB
Gen. Manager.....H. Moody McElveen, Jr.
Program Director.....Graham Thomas
Chief Engineer.....Charlton W. Bowers

WBTW—Florence—1954 ABC-CBS-NBC

Channel: 8 VHF..AP: 191 Kw...VP: 316 Kw.
Owned-Oper. By.Jefferson Standard Bcstg. Co.
Address .....Box 630
News Service .....AP
Representative.....CBS Television Spot Sales
Membership .....NARTB, TvB
President.....Joseph M. Bryan
General Manager.....Charles H. Crutchfield
Managing Director.....J. William Quinn
Nat'l Sales Mgr.....John H. Brock
Prog. Dir., Prod. Mgr.....George B. Burnette
Prom., Pub. Director.....Whiteford Smith
Film Manager.....Harry Hughes
Chief Engineer.....E. A. Sellars

WFBC-TV—Greenville 1953—NBC

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....WMRC, Inc.

Business Address.....505 Rutherford St.
News Service .....AP
Representative .....Weed
Membership .....NARTB, TvB
President.....R. A. Jolley
Gen., Sta. Manager.....Kenneth Beachboard
Program Director.....Norvin C. Duncan
Comm. Mgr.....Robert Q. Glass, Jr.
Prom. Director.....Vic Latham
Film Director.....Charles Howard
Chief Engineer.....W. E. Garrison

WSPA-TV—Spartanburg 1956—CBS

Channel: 7 VHF...AP: 144 Kw....VP: 257 Kw.
Owned-Oper. By.....Spartan Bcstg. Co.
Business Address.....224 E. Main St.
Representative ..... Hollingberry
Pres., Gen. Mgr.....Walter J. Brown
Sec'y-Treas. .....D. S. Burnside
Nat'l Sales Mgr.....Chas. E. Bell
Local Sales Mgr.....Robert H. Walton
Program Director.....James B. Hobbs, Jr.
Production Dir.....Peter W. Swanson, Jr.
Promotion Mgr.....William A. Adams
Engineering Dir.....Harold Beckholt

South Dakota

Pop. March 1 (Est.) 701,000—TV Homes 108,000
Stations in State 3

KDLO-TV—Florence—1955 CBS-NBC-ABC

(Satellite of KELO-TV, Sioux Falls, S. D.)
Channel: 3 VHF...AP: 15 Kw....VP: 25 Kw.
Owned-Operated By.....Triple-City Bcstg. Co.
Address.....Phillips Ave., Sioux Falls, S. D.
Representative.....H-R TV, Bulmer & Johnson
General Manager.....Evans Nord
Chief Engineer.....John Gort

KOTA-TV—Rapid City—1955 ABC-CBS-NBC

Channel: 3 VHF..AP: 37.5 Kw...VP: 75 Kw.
Owned-Oper. By....Black Hills Broadcast Co.
Business Address.....1819 W. St. Joe St.
News Service.....AP, UP
Membership .....NARTB, TvB
Representative ..... Headley-Reed
Pres., Gen. Mgr.....Helen S. Duhamel
Commercial Mgr.....William F. Turner
Prog. Dir., Film Mgr.....J. Norman Heffron
Promotion Dir.....Abner H. George
Chief Engineer.....Robert Musfeldt

KELO-TV—Sioux Falls—1953 ABC-CBS-NBC

Channel: 11 VHF..AP: 123 Kw...VP: 220 Kw.
Owned-Oper. By.....Midcontinent Bcstg. Co.
Business Address.....8th St. & Phillips Ave.
News Service.....UP, AP, INS
Membership .....NARTB, TvB
Representative .....H-R; Bulmer & Johnson
President.....Joseph L. Floyd
Gen., Sta., Comm. Mgr.....Evans A. Nord
Program Director.....Murray Stewart
Prom., Pub. Director.....Jim Molohon
Production Manager.....Bob Johnson
Film Manager.....Jack Townsend
Chief Engineer.....Les Froke

Tennessee

Pop. March 1 (Est.) 3,494,000—TV Homes 647,000
Stations in State 13

WCYB-TV—Bristol—1956

(See Listing Under Bristol, Va.)

WDEF-TV—Chattanooga 1954—ABC-CBS

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....WDEF Broadcasting Co.
Address .....Volunteer Building
News Service .....UP
Representative .....Bramham
Membership .....NARTB, TvB
President.....Carter M. Parham
General Mgr.....Harold E. Anderson
Comm. Manager.....Otis H. Segler
Prog., Pub. Dir.....Morris Quave
Promotion Director.....David I. Andrews
Film Manager.....John Bonney
Chief Engineer.....B. C. Baker

WRGP-TV—Chattanooga 1956—ABC-NBC

Channel: 3 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Mountain City TV, Inc.
Business Address.....1214 McCallie Ave.
Membership ..... NARTB
Representative ..... H-R
Pres., Gen. Mgr.....R. G. Patterson
Commercial Mgr.....George P. Moore

Prog., Prom., Pub. Dir.....Helen Patterson
Chief Engineer.....B. B. Barnes

WDXI-TV—Jackson—1955 ABC-CBS

Channel: 7 VHF..AP: 44 Kw...VP: 86.7 Kw.
Owned-Oper. By.....Dixie Bcstg. Co.
Business Address.....Williams Bldg.
News Service .....UP
Membership ..... NARTB
Representative ..... Headley-Reed
President .....Aaron B. Robinson
General Manager.....John E. North
Prog. Dir., Film Mgr.....James W. Hoppers
Promotion Dir.....Lawrence Dunne
Chief Engineer.....James Thomas

WJHL-TV—Johnson City 1953—ABC-CBS

Channel: 11 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....WJHL, Inc.
Business Address.....145 W. Main St.
News Service .....UP
Membership ..... NARTB
Representative .....Pearson
Pres., Gen. Mgr.....W. Hanes Lancaster, Jr.
Sales Mgr.....J. Will Hall
Program Director.....Jack Sausman
Prom., Pub. Director.....W. A. McDonald
Film Manager.....Vernita Wright
Chief Engineer.....Rowland Medler

WATE-TV—Knoxville 1953—NBC

Channel: 6 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. .....WATE, Inc.
Business Address.....612 S. Gay St.
News Service .....UP
Membership .....NARTB, TvB
Representative .....Avery-Knodel
President .....Paul Mountcastle
Gen., Sta. Manager.....W. Henry Linebrough
Comm. Manager.....J. T. McCloud
Program Director.....John Reese
Prom. Publicity Director.....Carl Huster
Film Buyer.....J. H. Reese
Chief Engineer.....Fred M. Andrews

WBIR-TV—Knoxville—1956 CBS

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....WBIR, Inc.
Business Address.....618 South Gay St.
News Service .....UP
Membership ..... NARTB
Representative ..... Katz
Pres., Gen. Mgr.....John P. Hart
Local Sales Mgr.....R. S. Quinn
Nat'l Sales Mgr.....J. Hart
Prom., Pub. Dir.....Gloria Fisher
Prog. Dir., Film Mgr.....Neal Branch
Chief Engineer.....J. Rex Horton

WTVK-TV—Knoxville 1953—ABC

Channel: 26 UHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....So. Central Bcstg. Co.
Business Address.....Memorial Park Rd.
News Service .....AP
Representative .....Pearson
Pres., Gen., Sta., Comm. Mgr...J. Engelbrecht
Program Director.....Bill Eckstein
Film Manager.....Charles Broyles
Chief Engineer.....Joe Broyles

WHBQ-TV—Memphis—1953 ABC

Channel: 13 VHF..AP: 160 Kw...VP: 316 Kw.
Owned-Oper. By.....RKO Teleradio Pictures
Business Address.....1381 Madison Ave.
Representative .....H-R
Membership ..... TvB
President .....Thomas J. O'Neil
Gen. Manager.....William H. Grumbles
Sales Manager.....Boone F. Nevin
Sales Service Manager.....Henry Clark
Merch. Dir.....William Rucker
Chief Engineer.....Welton Roy

WMCT—Memphis—1953 NBC

Channel: 5 VHF...AP: 60 Kw....VP: 100 Kw.
Owned-Operated.....Memphis Publishing Co.
Address.....Goodwyn Institute Building
Representative .....Blair TV
Membership .....NARTB, TvB
General Manager.....H. W. Slavick
Station, Comm. Mgr.....Earl Moreland
Program Dir.....Wilson Mount
Chief Engineer.....E. C. Frase, Jr.

WREC-TV—Memphis—1956 CBS

Channel: 3 VHF..AP: 60.3 Kw...VP: 100 Kw.
Owned-Oper. By.....WREC Bcstg. Service
Business Address.....Hotel Peabody Bldg.
News Service .....UP
Membership ..... TvB
Representative ..... Katz
Owner, Gen. Mgr.....Hoyt B. Wooten
Commercial Mgr.....Charles B. Brakefield
Prog. Dir., Film Mgr.....Jack Michael
Prom., Pub. Dir.....Fred Munson
Chief Engineer.....Wilson Raney

WLAC-TV—Nashville 1954—CBS

Channel: 5 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. .....WLAC-TV Inc.
Address.....159 Fourth Avenue North
News Service .....UP
Representative .....Katz
Membership .....NARTB
Exec. V.P. & Gen. Mgr.....T. B. Baker, Jr.

Ass't to Mgr.....Ruth C. Talley
Gen. Sls. Manager.....R. M. Reuschle
Operations Mgr.....Roy A. Smith
Promotion Director.....Jim Wharton
Chief Engineer.....Ralph L. Hucaby

WSIX-TV—Nashville—1953 ABC

Channel: 8 VHF...AP: 89 Kw....VP: 177 Kw.
Owned-Oper. By.....WSIX Inc.
Business Address.....Nashville Trust Bldg.
News Service .....AP
Membership ..... NARTB
Representative .....Hollingbery
President.....Louis R. Draughton
V.P., Gen. Mgr.....R. D. Stanford, Jr.
Production Manager.....James Lynagh
Dir., Oper., Film Mgr.....James L. Harper
Comm. Manager.....Al M. Kerr
Prom., Pub. Dir.....Dave White
Chief Engineer.....Charles Duke

WSM-TV—Nashville—1950 NBC

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned....Nat'l Life & Accident Insurance Co.
Address .....7th & Union
News Service .....AP, UP, INS
Membership .....NARTB, TvB
Representative .....Petry
President .....John H. DeWitt, Jr.
Comm. Manager.....Irving Waugh
Sales Manager.....Hi Bramham
Operations Mgr.....Brad Crandall
Production Mgr.....Fritz Kleibacker
Prom., Pub. Dir.....Harrianne Moore
Film Manager.....Elmer Cartwright
Chief Engineer.....Aaron Shelton

MORE NEWS
MORE FEATURES
MORE REGIONAL COVERAGE
AP
... and MORE RADIO AND TELEVISION STATIONS
depend on
THE ASSOCIATED PRESS

"Abilene's Only TV Station"

KRBC-TV

Channel 9

NBC Interconnected

Nearest competing station 35 miles West. Over 2/3 of market population concentration is in Abilene and Eastern half of Abilene trade territory.

PULSE, April 1956 Shows:

1. Of the top 15 once-a-week shows in this market, 14 are on KRBC-TV.
2. Of the top 10 multi-weekly shows, all 10 are on KRBC-TV.

ARB, Nov. 1956 Shows:

1. Station share of sets-in-use summary:

KRBC-TV	66.9
STATION B	34.6

Represented by Paul H. Raymer Co., Inc.

KRBC RADIO

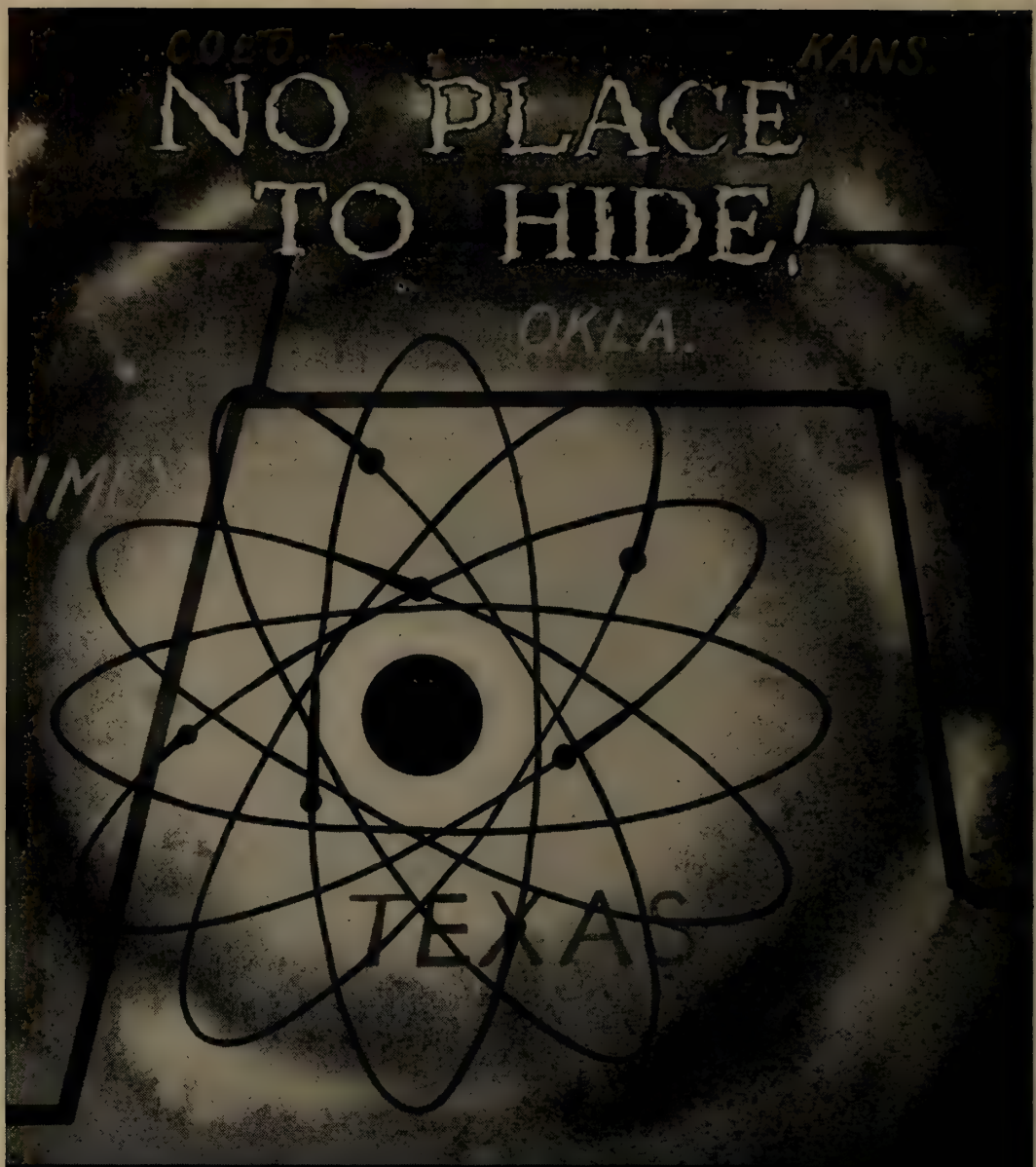
1470 kc

"Abilene's Only Regional Station"

1000 W Night . . . . . 5000 W Day

Represented by

Paul H. Raymer Co., Inc.



Advertising on KGNC-TV triggers reaction! . . . From Liberal, Kansas . . . to Tucumcari, New Mexico . . . to Altus, Oklahoma . . . a BIG audience hears . . . heeds . . . and responds. KGNC-TV is the High Plains station . . . HIGH audience-percentage, WIDE coverage-area, and HANDSOME returns on the advertising dollar!

KGNC-TV **Channel 4** **AMARILLO**

KPAR-TV—Abilene—Sweetwater—1956—CBS

Channel: 12 VHF..AP: 13.1 Kw...VP: 26.2 Kw.
Owned-Oper. By.....Texas Telecasting, Inc.
Bus. Address.7400 College Ave., Lubbock, Tex.
Membership ..... NARTB, TvB
Representative ..... Branham
President.....W. D. "Dub" Rogers
Station Manager.....Dan C. Guthrie
Prog. Dir., Film Mgr.....Ray Trent
Promotion Dir.....W. H. Shipley
Publicity Dir.....Duncan Ellison
Chief Engineer.....Rudy Starnes

KRBC-TV—Abilene—1953 NBC

Channel: 9 VHF..AP: 13.8 Kw...VP: 27.5 Kw.
Owned-Oper. By.....Abilene Radio & TV Co.
Business Address.....4510 So. 14th St.
News Service .....AP
Representative ..... Raymer
Membership .....TvB
President & Gen. Mgr.....Dale Ackers
Comm. Manager.....John Higgins
Sta., Film Mgr.; Prog., Prom.,
Pub. Dir. .....George Breeding
Chief Engineer.....Troy Mallon

(See Page 865)

KFDA-TV—Amarillo—1953 ABC-CBS

Channel: 10 VHF..AP: 126 Kw...VP: 250 Kw.
Owned & Oper. By....Amarillo Bsctg. Co., Inc.
Address .....P. O. Box 1440
News Service .....AP
Representative .....H-R, Clarke-Brown
Membership .....NARTB, TvB
President.....Gene L. Cagle
General Manager.....Ed Moore
Oper., Nat'l Sales Mgr.;
Prom., Pub. Dir.....Dan Hayslett
Prog. Dir.....Vernon Poerner
Film Mgr.....Dick Knerr
Chief Engineer.....Bill Spiller

KGNC-TV—Amarillo—1953 NBC

Channel: 4 VHF.. AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By..Globe News Publishing Co.
Address .....2200 North Polk St.
News Affil.....News, Times, Globe
News Service.....AP, UP
Membership .....NARTB, TvB
Representative .....Katz
President .....Parker Prouty
General Manager.....Wes Izzard
Station Manager.....Aubrey Jackson
Ass't Sta. Mgr.....Bob Watson
Program Director.....Bud Pursley
Prom., Pub. Director.....Kin Raley
Film Manager.....Geraldine Howerton
Chief Engineer.....W. H. Torrey

KTBC-TV—Austin—1952 ABC-CBS-NBC

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....The L-B-J Co.
Address.....P. O. Box 717
News Service .....UP
Representative .....Raymer
Chairman of Bd.....Claudia T. Johnson
Pres., Gen. Mgr.....J. C. Kellam
Gen. Sales Manager.....O. P. (Bob) Bobbitt
Sales, Prom. Director.....Charles Brooks
Program Director.....Richard "Cactus" Pryor
Publicity Dir.....Charles Brown
Film Manager.....Elmo Brown
Chief Engineer.....Ben Hearn

KFDM-TV—Beaumont—1955 ABC-CBS

Channel: 6 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Beaumont Bcstg. Corp.
Business Address .....1420 Calder Ave.
News Service .....UP
Membership ..... NARTB
Representative ....Peters, Griffin, Woodward
President .....D. A. Cannan
General Manager.....C. B. Locke
Commercial Mgr.....Mott M. Johnson
Program Dir.....Bill E. Beathard
Film Manager.....Paul McDuffie
Chief Engineer.....Harold W. Bartlett

KBST-TV—Big Spring—1955 CBS

Channel: 4 VHF...AP: 6.3 Kw....VP: 12.9 Kw.
Owned-Oper. By...Big Spring Television, Inc.
Address.....2500 Kentucky Way
News Service .....AP
Representative .....Pearson
Pres., Gen., Sta. Mgr.....William J. Wallace
Comm. Mgr.....John McMinn
Prog., Film Mgr.....R. Lindley
Prom., Pub. Dir.....Helen Wilson
Chief Engineer.....Rudy Starnes

KRIS-TV—Corpus Christi 1956—ABC-NBC

Channel: 6 VHF..AP: 27 Kw...VP: 54 Kw.
Owned-Oper. By.....Gulf Coast Bcstg. Co.
Business Address..... Box 840
Representative.....Peters, Griffin, Woodward
Membership ..... NARTB
Pres., Gen. Mgr.....T. Frank Smith
V.P.-Sales .....W. M. Eikner
V.P.-Programs .....Charles Nethery
Promotion Dir.....Harry Abbott
Chief Engineer.....Joseph W. Collier

KSIX-TV—Corpus Christi 1956—CBS

Chief Engineer.....Rudy Starnes
Channel: 10 VHF..AP: 65 Kw...VP: 128 Kw.

Owned-Oper. By.....KSIX-Television, Inc.
Business Address.....Show Room Bldg.
Representative .....H-R; Clarke Brown
Pres., Gen. Mgr.....Vann M. Kennedy
Vice President.....Charles R. Manning
Commercial Mgr.....William Patton
Program Dir.....Gene Looper
Chief Engineer.....Bill Kessel

KVDO-TV—Corpus Christi 1954—ABC-CBS

Channel: 22 UHF..AP: 10.2 Kw...VP: 18.8 Kw.
Owned-Oper. By..Coastal Bend Television Co.
Address .....Box 2223
News Service .....UP
Representative .....Adam Young
President .....Gabriel Lozano
General Manager..... L. W. "Bud" Smith
Asst. Manager.....A. O. Lerma
Comm. Manager.....Bert Metcalf
Film Manager.....A. Reyna
Chief Engineer.....Nestor Cuesta

KRLD-TV—Dallas—1949 CBS

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....KRLD Radio Corp.
Business Address.....Herald Square
Newspaper Affiliation...Dallas Times Herald
News Service .....UP
Membership .....NARTB
Representative .....Branham
President.....Clyde Rembert
Station Manager.....Roy M. Flynn
Comm. Manager.....Gene Cuny
Program Director.....Ves Box
Prom., Pub. Director.....Jack Saunders
Film Manager.....Nick Mueller
Chief Engineer.....B. B. Honeycutt

WFAA-TV—Dallas—1949 ABC-NBC

Channel: 8 VHF..AP: 150 Kw...VP: 300 Kw.
Owned-Operated By.....A. H. Belo Corp.
Business Address....3000 Harry Hines Blvd.
Newspaper Affiliation.....Morning News
News Service .....AP
Membership .....NARTB, TvB
Representative .....Petry
President.....E. M. (Ted) Dealey
General Manager.....Alex Keese
Station Manager.....Ralph W. Nimmons
Comm. Manager.....Dick Drummy
Program Director.....Bob King
Prom., Pub. Director.....Charles Larkin
Film Manager.....Dunlap Clark
Chief Engineer.....Jim W. Cooper

KILT-TV—El Paso—1956 ABC

Channel: 13 VHF..AP: 16.9 Kw...VP: 28.2 Kw.
Owned-Oper. By..McLendon Investment Corp.

NO OTHER TV STATION IN TEXAS GIVES YOU AS MUCH COVERAGE AS

CBS

Channel 4, operating with maximum power from atop Texas' tallest tower, covers 47 of Texas' most populous and prosperous counties — where one-third of all Texas TV sets are located — plus 5 in Oklahoma. Telepulse Reports consistently show KRLD-TV dominating the combined Dallas-Fort Worth metropolitan audiences. FOR THE BEST BUY — BETTER BUY KRLD-TV.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

KRLD-TV

CHANNEL 4 DALLAS

Owners and operators of KRLD, the only full-time 50,000 watt radio station in Dallas-Fort Worth area. The Times Herald Station, Herald Square, Dallas 2. The Branham Company, National Representatives.

JOHN W. RUNYON — *Chairman of the Board*
CLYDE W. REMBERT — *President*

SITTING ON A $4 BILLION MARKET

WBAP-TV is sitting right in the middle of the lucrative Fort Worth-Dallas market, delivering a stronger signal and stronger programs day and night to these two vast metropolitan areas. In addition WBAP-TV also delivers a 53 luxuriant county coverage area in Texas and Oklahoma.

When you buy spots or programs, buy the full market area, buy WBAP-TV.

WBAP-TV 53 COUNTY MARKET TOTALS

POPULATION	2,671,900
FAMILIES	811,400
1955 EFFECTIVE BUYING INCOME (NET DOLLARS)	$4,012,343,000
1955 EFFECTIVE BUYING INCOME PER FAMILY (NET)	3,495
1955 RETAIL SALES	3,188,047,000
FARM POPULATION	397,400
NUMBER OF FARMS	100,934
GROSS FARM INCOME	425,349,000

Source: Sales Management Survey of Buying Power, May 10, 1956
Standard Rate & Data Service Inc., May 10, 1956

WBAP-TV CHANNEL 5

THE STAR-TELEGRAM STATION • ABC—NBC • FORT WORTH, TEXAS

AMON CARTER, Founder | AMON CARTER, JR., President | HAROLD HOUGH, Director | GEORGE CRANSTON, Manager | ROY BACUS, Commercial Manager

PETERS, GRIFFIN, WOODWARD, Inc.—National Representatives

First in Houston

radio and television

KPRC and KPRC-TV Dominate the Houston Market

KPRC RADIO has been the first choice of Houston Gulf Coast listeners for more than 30 years. KPRC-TV, now over five years old, is also first choice with these same people. More than a time-honored habit, this loyalty is indisputable proof of KPRC's experienced leadership and consistent fine quality.

- FIRST IN EXPERIENCE
- FIRST IN PUBLIC SERVICE
- FIRST IN NEWS
- FIRST IN LOCAL TALENT
- FIRST IN FARM NEWS
- FIRST IN RATINGS
- FIRST IN FACILITIES

FIRST IN THE SOUTH'S FIRST MARKET

NBC 950 KPRC HOUSTON ON YOUR DIAL

KPRC-TV CHANNEL 2 HOUSTON

JACK HARRIS
Vice President and General Manager
Nationally Represented by
EDWARD PETRY AND COMPANY

Business Address.....4530 Delta St.
News Service .....UP
Representative ..... H-R
Chairman of Bd.....B. R. McLendon
President.....Gordon B. McLendon
General Mgr.....Ed Winton
Comm. Manager.....Howard Baldwin
Prog., Prom. Dir.....John Amodeo
Publicity Dir.....William Edwards
Film Manager.....Pat Stewart
Chief Engineer.....Ed Rancher

KROD-TV—El Paso—1952 ABC-CBS

Channel: 4 VHF....AP: 28 Kw.....VP: 56 Kw.
Owned-Oper. By.....El Paso Times, Inc.
Address .....Box 1799
Membership ..... NARTB
Representative .....Branham
President .....D. D. Roderick
V.P., General Manager.....Val Lawrence
Sales Manager.....Dick Watts
Promotion Mgr.....Gordon Phillips
Chief Engineer.....Edward P. Talbott

KTSM-TV—El Paso—1953 NBC

Channel: 9 VHF..AP: 33.1 Kw...VP: 55.1 Kw.
Owned-Operated By.....Tri-State Bcstg. Co.
Address.....801 N. Oregon St.
Phone Number 2-5423
News Service .....UP
Membership .....NARTB
Representative .....Hollingbery
Pres., Gen. Mgr.....Karl O. Wyler, Sr.
Exec. Ass't.....Karl O. Wyler, Jr.
Comm. Manager.....Roy T. Chapman
Prog. Director.....Jack Rye
Prom. Dir.....Jack Elliott
Film Mgr.....Dorothy Somers
Chief Engineer.....Kenneth J. Walton

KFJZ-TV—Fort Worth—1955

Channel: 11 VHF..AP: 105 Kw...VP: 210 Kw.
Owned-Oper. By...Texas State Network, Inc.
Address .....4801 W. Freeway
News Service.....AP
Representative..H-R Television, Clarke Brown
Pres., Gen. Mgr.....Gene L. Cagle
Prog. Dir.....Henry Davis
Pub. Director.....Edith Milikin
Film Mgr.....Arno Mueller
Chief Engineer.....Pete Peterson

WBAP-TV—Fort Worth 1948—ABC-NBC

Channel: 5 VHF..AP: 60.3 Kw...VP: 100 Kw.
Owned-Oper. By.....Carter Publications, Inc.
Business Address.....3900 Barnett St.
Newspaper Affiliation.....Fort Worth Star-Telegram
News Service .....AP
Representative ....Peters, Griffin, Woodward
Membership .....NARTB, TvB
President.....Amon Carter, Jr.
General Manager.....George Cranston
Commercial Mgr.....Roy Bacus
Program Director.....Robert Gould
Prom., Pub. Dir.....Margaret McDonald
Film Manager.....Lynn Trammell
Chief Engineer.....R. C. Stinson

(See Page 869)

KGUL-TV—Galveston-Houston 1952—CBS

Channel: 11 VHF..AP: 132 Kw...VP: 263 Kw.
Owned-Oper. By.....Gulf Television Corp.
Business Address.....11 Video Lane
News Service .....AP
Representative.....CBS Television Spot Sales
Membership .....NARTB, TvB
Pres., Gen. Mgr.....Paul E. Taft
Comm. Manager.....Robert S. Wilson
Program Director.....Thomas L. Thompson
Prom., Pub. Dir.....Roland Brazier
Film Manager.....Bud Johnson
Chief Engineer.....William R. Sloat

KGBT-TV—Harlingen—1953 CBS-ABC

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By....Harbenito Bcstg. Co., Inc.
Business Address.....Box 711
Representative .....H-R Reps.
General Manager.....Troy McDaniel
Comm. Manager.....S. Zimmerman
Chief Engineer.....Al Beck

KPRC-TV—Houston—1950 NBC

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Houston Post Co.
Business Address.....2318 Polk Ave.
Phone Number.....Madison 9271
Representative .....Petry
Membership .....TvB
V.P., General Manager.....Jack Harris
Commercial Mgr.....Jack McGrew
Program Director.....Bert Mitchell
Promotion Mgr.....Kirt Harris
Film Manager.....Earl Corridon
Publicity Director.....Edna Forester
Traffic .....Katherine Estes
Chief Engineer.....Paul Huhndorff

KTRK-TV—Houston—1954 ABC

Channel: 13 VHF..AP: 117 Kw...VP: 316 Kw.
Owned-Oper...Houston Consolidated TV Co.
Address.....P. O. Box 12
Newspaper Affiliation .....Chronicle
Representative ..... Hollingberry
News Service .....AP, INS
Membership .....NARTB, TvB
President.....John T. Jones, Jr.
Exec. V.P., Gen., Sta. Mgr....W. E. Walbridge
Program Director.....John E. Hill
Comm. Manager.....William F. Bennett
Prom., Pub. Director.....John Chapman
Film Manager.....Hugh Pickett
Chief Engineer.....Tom Hiner

KHAD-TV—Laredo—1956
ABC-CBS-NBC

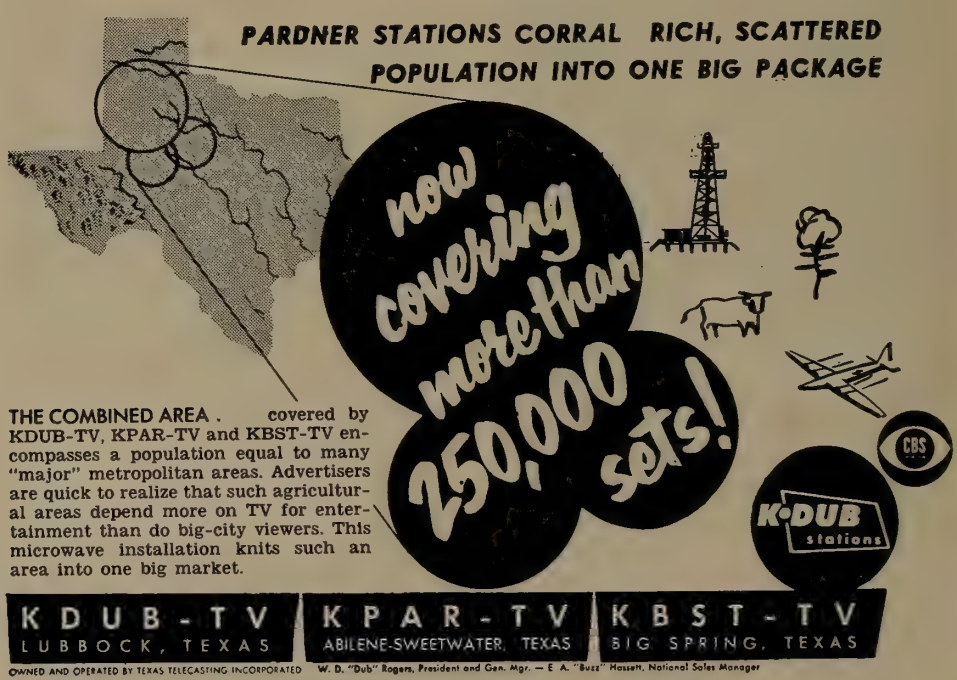
Channel: 8 VHF..AP: 1.07 Kw...VP: 2.14 Kw.
Owned-Oper....Vidicon Industries of America
Business Address.....820 Convent Ave.
News Service .....AP
Membership ..... NARTB
Representative ..... Pearson
Station Manager.....Cleo E. Long
Commercial Mgr.....John A. Snyder
Prog., Prom., Pub. Dir.....Jim Shelton
Film Manager.....Ernie Ramirez
Chief Engineer.....W. Irven Simpson

KDUB-TV—Lubbock—1952
CBS

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Texas Telecasting, Inc.
Business Address.....7400 College Ave.
News Service.....INS, AP
Representative .....Branham
Membership .....NARTB, TvB
Pres., Gen. Mgr.....W. D. (Dub) Rogers
National Sales Mgr.....E. A. Hassett
V.P., Gen. Sales Mgr.....Jimmie Isaacs
Prog. Dir., Film Mgr.....Ray Trent
V.P., Prom., Research Dir.....W. H. Shipley
Production Manager.....Bill Baker
Publicity Director.....Duncan Ellison
Chief Engineer.....Rudy Starnes

KCBD-TV—Lubbock—1953
ABC-NBC

Channel: 11 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By....Bryant Radio & TV Inc.
Business Address.....5600 Ave. A
News Service.....AP, UP
Representative .....Raymer
Membership .....NARTB
Pres., Gen. Manager.....Joe H. Bryant
Asst. Gen. Manager.....Robert L. Snyder
National Sales Mgr.....Ray Poindexter
Comm. Manager.....George L. Tarter
Program Director.....Bill Taylor
Prom., Pub. Director.....Phyllis Fikes
Film Manager.....Don Anderson
Chief Engineer.....Frank Lee



KTRE-TV—Lufkin—1955
NBC

Channel: 9 VHF..AP: 12.5 Kw...VP: 26 Kw.
Owned-Oper. By....Forest Capital Bcstg. Co.
Business Address.....P. O. Box 701
News Service .....AP, UP
Representative .....Venard, Rintoul, ..McConnel; Melville Co.
President.....R. W. Wortham, Jr.
Gen., Sta., Film Mgr.....Richman Lewin
Comm. Manager.....Murphy Martin
Prog., Prom., Pub. Dir.....Boyd Porter, Jr.
Chief Engineer.....Fred Clinton Hill

KMID-TV—Midland—1953
NBC-ABC

Channel. 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By..Midessa Television Co., Inc.
Business Address.....Box 2758
Rep.....Venard, Rintoul & McConnell, Brown
Membership .....NARTB
General Manager.....Ray Herndon
Commercial Manager.....George Collie
Program Director.....Jerry Blaie
Chief Engineer.....Bill Buford

KOSA-TV—Odessa—1956
CBS

Channel: 7 VHF..AP: 53.7 Kw...VP: 102 Kw.
Owned-Operated By....Odessa Television Co.
Address.....1211 N. Whitaker
News Service.....AP, UP
Membership .....NARTB
Representative ..... Pearson
Pres., Gen. Mgr.....Cecil L. Trigg
Station Manager.....John Vacca
Sales Manager.....Ed Costello
Production Mgr.....Stu Klein
Prom., Pub. Dir.....Don Kirkpatrick
Film Director.....George Duesler
Chief Engineer.....Bill Schock

KTXL-TV—San Angelo—1953
CBS

Channel: 8 VHF..AP: 15.5 Kw...VP: 27.5 Kw.
Owned-Oper. By..Westex Television Co., Inc.
Business Address.....Box 1271
Rep....Melville, Venard, Rintoul & McConnell
News Service.....UP, INS
Membership ..... NARTB
President.....A. D. Rust
V.P., Gen., Sta. Mgr.....J. Harley Hubbard
Comm. Manager.....George Olsen
Prog. Dir.....A. Cobb
Prom., Pub. Director.....Doug Thompson
Secretary-Treasurer.....B. P. Bludworth
Film Manager.....Charles Cathey
Chief Engineer.....Robert Benson

KCOR-TV—San Antonio—1955

Channel: 41 UHF..AP: 8.2 Kw...VP: 16.4 Kc.
Owned-Oper. By.....KCOR, Inc.
Business Address.....111 Martinez St.

ARE YOU ON THE DOTTED LINE WITH 9?

BETTER GET WITH IT NOW!

300,000 PROSPEROUS FAST BUYING PEOPLE SERVED ONLY BY THEIR POPULAR

KTRE-TV

LUFKIN, TEXAS
CHANNEL 9

Richman Lewin, Vice Pres. & General Manager
The Only Non-Metropolitan Market With Basic N B C Programming Live*
*Via Microwave from KPRC-TV in Houston

NATIONAL REPRESENTATIVES
Venard, Rintoul & McConnell, Inc.
New York, Chicago, San Francisco, Los Angeles and Boston

SOUTHWEST REPRESENTATIVE
Clyde Melville Company of Dallas

60,106 TELEVISION SETS IN THE BOOMING LUMBER RICH LUFKIN-NACOGDOCHES EAST TEXAS AREA SERVED BY KTRE-TV

KWFT-TV is now

KSYD-TV

100,000 watts

MAXIMUM POWER—WITH COLOR

in Wichita Falls, Texas—your best TV advertising buy is KSYD-TV*

here is proof positive!

based on figures just released
Pulse dated Dec. 1—Dec. 7, 1955 proves audience preferences
in the metropolitan Wichita Falls area to be:

ONCE A WEEK SHOWS	MULTI-WEEKLY SHOWS
1. $64,000 Question (CBS) **KSYD-TV**	**1.** Patti Page **KSYD-TV**
2. Ed Sullivan (CBS) **KSYD-TV**	**2.** Looney Tunes **KSYD-TV**
3. I Love Lucy (CBS) **KSYD-TV**	**3.** 10 p.m. News & Weather **KYSD-TV**
4. December Bride (CBS) **KSYD-TV**	**4.** 5:45 p.m. News & Weather **KSYD-TV**
5. Jack Benny (CBS) **KSYD-TV**	**5. Station B**
big 5 of the top 5 all on KSYD-TV	***4 of the top 5 on KSYD-TV***

**The leading carrier of National Spot business in the Wichita Falls market according to Rorabaugh Reports*

CHANNEL 6 CBS **KSYD-TV**

Exclusive CBS for North Texas and Southern Oklahoma

Wichita Falls, Texas

Syd Grayson, General Manager

Hoag-Blair Company Nat'l Sales Representatives

Representative .....Richard O'Connell, Inc.
President.....Raoul A. Cortez, Sr.
V.P., Gen. Mgr.....Nathan Safir
V.P. .....Raoul A. Cortez, Jr.
Commercial Mgr.....Ben Tamborello
Prod., Prog. Dir.....Emilio Nicolas
Dir. Engineering.....Marvin Fiedler

KENS-TV—San Antonio 1949—CBS

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Express Publ. Co.
Business Address.....Ave. E & 3rd St.
News Service .....UP, AP
Representative.....Peters, Griffin, Woodward
Membership .....NARTB, TvB
Newspaper Affil.....Express & News
President.....Frank G. Huntress, Jr.
General Manager.....Albert D. Johnson
Comm. Manager.....Wayne Kearl
Program Director.....Edward Uhler, Jr.
Prom., Pub. Director.....Bob Miller
Chief Engineer.....William J. Jackson

KONO-TV—San Antonio—1957

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Mission Tcstg. Corp.
Business Address.....1408 N. St. Mary's St.
Representative.....H-R, Clarke Brown
V.P., Gen. Mgr.....James M. Brown
Commercial Mgr.....Bob A. Roth
Operations Mgr.....Justin R. Duncan
Engineering Dir.....George W. Ing

WOAI-TV—San Antonio 1949—NBC-ABC

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By....Southland Industries, Inc.
Address.....1031 Navarro St.
News Service.....AP, INS, UP
Representative .....Petry
Membership .....TvB
President.....Hugh A. L. Halff
Sta., Gen. Mgr.....James M. Gaines
Comm. Manager.....Edward V. Cheviot
Prog. Director.....Robert Reed
Promotion Dir.....Bill N. Yancy
Publicity Dir.....Imogene Stanley
Film Manager.....Faye Leavitt
Chief Engineer.....Charles Jeffers

KCEN-TV—Temple—1953 NBC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....The Bell Publishing Co.
Business Address.....P. O. Box 188
Newspaper Affiliation.....Telegram
Membership ..... NARTB
News Service .....UP
Representative .....Hollingbery; Melville
President.....Frank W. Mayborn
General Manager.....Burton Bishop
Station Manager.....Gene Lewis
Chief Engineer.....Curtis M. Casey

KCMC-TV—Texarkana—1953 CBS-ABC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....KCMC, Inc.
Business Address.....Box 1290
Newspaper Affil.....Gazette & Daily News
Representative..Venard, Rintoul & McConnell; Melville; Ayers
Membership .....NARTB, TvB
President .....C. E. Palmer
Exec. V.P.....Walter E. Hussman
General Manager.....Walter M. Windsor
Dir. Nat'l Sales; Prom.....Richard M. Peters
Program Dir.....Les Eugene
Production Mgr.....Robert L. McCay
Chief Engineer.....William R. Atkinson

KLTV—Tyler-Longview—1954 NBC-ABC-CBS

Channel: 7 VHF..AP: 217 Kw...VP: 316 Kw.
Owned-Oper. By.....Lucille Ross Lansing
Business Address.....Box 957
Representative ..... H-R
Membership ..... NARTB
General Manager.....Marshall H. Pengra
Sales Mgr.....John Lenox
Program Director.....Bonnie Lenox
Chief Engineer.....Hudson Collins

KWTX-TV—Waco—1955 CBS-ABC

Channel 10 VHF..AP: 53.6 Kw...VP: 107.2 Kw.
Owned-Operated By..KWTX Broadcasting Co.
Address .....Box 3128
Representative ..... Pearson
Membership ..... NARTB
President.....W. W. Naman
Gen., Sta. Mgr.....M. N. Bostick
Commercial Manager.....Charles Boland
Program Director.....Curtis Matties
Promotion Dir.....Oma Owens
Chief Engineer.....Jesse H. Dove

KRGV-TV—Weslaco—1954 NBC

Channel: 5 VHF..AP: 14.4 Kw...VP: 28.8 Kw.
Owned-Oper. By.....KRGV Television Inc.
Business Address.....311 S. Missouri Ave.
News Service .....AP
Representative .....Pearson
Pres., Gen. Mgr.....O. L. Taylor
Ass't Mgr.....Bill Rucker
Program Director.....Dallas Wales
Promotion Dir.....Ted Cressner
Film Manager.....Fred Willis
Chief Engineer.....Lewis Hartwig

KSYD-TV—Wichita Falls 1953—CBS

Channels: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....KSYD-TV Co., Inc.

Address .....P. O. Box 2130
News Service .....AP
Representative .....Blair TV
Membership ..... NARTB
Pres., Gen. Mgr.....Syd Grayson
Station Mgr.....Nat Levine
Commercial Mgr.....Bob Cain
Program Director.....Bill Richie
Prom., Pub. Dir.....Paralee Norman
Film Manager.....Sarah Neilson
Chief Engineer.....Herb Wiley

KFDX-TV—Wichita Falls
1953—ABC-NBC

Channel: 3 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Operated By.Wichtex Radio & Tele. Co.
Address .....Seymour Road
News Service .....UP
Representative .....Raymer
Membership .....NARTB
President.....Darrold A. Cannan
Gen., Sta. Mgr.....Howard H. Fry
Commercial Mgr.....Bob H. Walker
Program Director.....Warren Silver
Prom., Pub. Director.....D. A. Cannan, Jr.
Film Manager.....Barbara Powell
Film Buyer.....Howard Fry
Chief Engineer.....John Adams

Utah

Pop. March 1 (Est.) 817,000—TV Homes 177,000
Stations in State 3

KSL-TV—Salt Lake City
1948—CBS

Channel: 5 VHF...17.8 Kw....VP: 29.5 Kw.
Owned-Oper. By..Radio Service Corp. of Utah
Business Address.....145 Social Hall Ave.
News Service .....UP
Representative.....CBS TV Spot Sales
Membership .....NARTB, TvB
Exec. Vice President.....J. W. Wright
Vice President.....Ivor Sharp
V.P. & Gen. Mgr.....D. Lennox Murdoch
Comm. Mgr.....Edward B. Kimball
Program Director.....Wayne Richards
Prom. & Pub. Dir.....Paul Alexander
Production Manager.....Scott R. Clawson
Merchandising Dir.....Harry Fletcher
Film Editor.....Richard V. Thiriot
Chief Engineer.....Vincent E. Clayton

KTVT—Salt Lake City—1948
NBC

Channel: 4 VHF...AP: 14 Kw....VP: 27 Kw.
Owned By....Intermountain Bcstg. & TV Corp.
Business Address.....130 Social Hall Ave.
Representative .....Katz
Newspaper Affiliation.....Time, Inc.
News Service .....UP
Membership .....NARTB, TvB
Pres. & Gen. Mgr.....G. Bennett Larson
Vice President.....John M. Baldwin
Comptroller .....Kenneth Hanni
Program Director.....Dan Rainger
Commercial Mgr.....Harold Woolley
Prom. & Pub. Director.....Del Leeson
Film Manager.....Desmond Barker
Technical Director.....Allan Gunderson

KUTV—Salt Lake City—1954
ABC

Channel: 2 VHF..AP: 25.1 Kw...VP: 45.7 Kw.
Owned-Oper. By.....Utah Bcstg. & TV Corp.
Business Address.....179 Social Hall Ave.
Newspaper Affiliation.....Tribune; Ogden Standard Examiner
News Service .....AP
Membership ..... NARTB
Representative .....Avery-Knodel
President.....A. L. Glassman
Vice President.....George C. Hatch
Gen., Sta., Comm. Mgr.....Brent H. Kirk
Program Dir.....Duane C. Hill
Prom., Pub. Dir.....Keith Nicholson
Production Manager.....LaMar Smith
Film Buyer.....Sid Cohen
Film Manager.....Jack Ivers
Chief Engineer.....Herbert Houlthouser

Vermont

Pop. March 1 (Est.) 369,000—TV Homes 76,000
Stations in State 1

WCAX-TV—Burlington
1954—CBS

Channel: 3 VHF..AP: 9.5 Kw...VP: 18.3 Kw.
Owned-Oper. By....Mt. Mansfield Bcstg. Corp.
Address.....135 Main Street
News Service .....UP
Representative .....Weed
Membership .....NARTB, TvB
President.....C. P. Hasbrook
Gen. Sta. Manager.....S. T. Martin
Comm. Manager.....J. A. Dobson
Prom., Pub. Dir.....Charles Lewis
Film Manager.....A. Sherman Rutter
Chief Engineer.....J. W. Tierney

WCYB-TV—Bristol—1956
ABC-NBC

Channel: 5 VHF..AP: 42.7 Kw...VP: 70.8 Kw.
Owned-Oper. By...Appalachian Bcstg. Corp.
Business Address.....Box 1009
News Service .....AP
Membership ..... NARTB, TvB
Representative ..... Weed
Pres., Gen. Mgr.....Robert H. Smith
Operations Mgr.....Labe B. Mell
Sales Manager.....Fey Rogers
Program Director.....Frank Spaulding
Prod., Prom. Dir.....Jim Pridemore
Chief Engineer.....Russell V. Robinson

WVEC-TV—Hampton-Norfolk
1953—NBC

Channel: 15 UHF..AP: 110 Kw...VP: 220 Kw.
Owned-Oper. By.....Peninsula Bcstg. Corp.
Business Address.....812 W. 21st St.
News Service .....AP, INS
Representative .....Avery-Knodel
Pres., Gen. Manager.....Thomas P. Chisman
Sales Director.....Harrol A. Brauer, Jr.
Prom., Pub. Director.....Jane Winne
Prog. Dirs.....Blair McKensie, Jim Gray
Operations Mgr.....L. W. Kliewer
Production Manager.....Robert McCourt
Film Manager.....Robert Champion
Chief Engineer.....William C. King, Jr.

WSVA-TV—Harrisonburg
1953—ABC-NBC-CBS

Channel: 3 VHF..AP: 4.17 Kw...VP: 8.32 Kw.
Owned-Oper. By...Shenandoah Valley Bcstg.
Business Address.....Rawley Pike
News Service .....AP
Membership .....NARTB, TvB
Representative .....Pearson
Pres., Gen., Sta. Mgr.....Hamilton Shea
Commercial Mgr.....Richard H. Johnson
Prog. Director.....Robert E. Lee
Prom., Pub. Director.....N. L. Royster
Film Manager.....Margie Swain
Chief Engineer.....Warren L. Braun

WLVA-TV—Lynchburg
1953—ABC

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By..Lynchburg Bcstg. Corp.
Address.....925 Church St.
News Service .....AP
Membership .....NARTB
Representative .....Hollingbery
President .....Edward Allen
Gen., Sta., Comm. Mgr.....Phil Allen
Prog., Prom., Pub. Dir., Film Mgr..Warren Uttal
Chief Engineer.....John T. Orth

WTAR-TV—Norfolk—1950
ABC-CBS

Channel: 3 VHF..AP: 50 Kw...AP: 100 Kw.
Owned-Operated By.....WTAR Radio Corp.
Business Address.....720 Boush St.
Newspaper Affil.....Norfolk Newspapers, Inc.
News Service.....AP, INS
Representative .....Petry
Membership .....NARTB, TvB
President, Gen. Mgr.....Campbell Arnoux
Asst. General Mgr.....John C. Peffer
Gen. Sales Manager.....Robert M. Lambe
Program Director.....Harold Soldinger
Prom., Pub. Dir.....Hal Powell
Film Manager.....Harry Nicholas
Chief Engineer.....Richard Lindell

WTOV-TV—Norfolk—1955

Channel: 27 UHF..AP: 11.7 Kw...VP: 19.6 Kw.
Owned-Operated By.....Tim Brite, Inc.
Business Address.....1305 Granby St.
Representative .....McGillvra
President.....Temus R. Bright
General Manager.....Tim Bright
Sec'y-Treas.....Anna C. Bright
Program Director.....Miss Tovey Lee
Promotion Dir.....Charles Adams
Commercial Mgr.....Winston Bright
Chief Engineer.....James Richardson

WXEX-TV—Petersburg
1955—NBC

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By..Petersburg Television Corp.
Address .....124 W. Tabb Street
Representative ..... Select
President.....Thomas G. Tinsley, Jr.
V.P., Nat'l Sls. Dir.....Irvin G. Abeloff
Local Sls. Dir.....George R. Oliviere
Program Dir.....James L. Dodd
Chief Engineer.....John F. Costello

WRVA-TV—Richmond
1956—CBS

Channel: 12 VHF..AP: 200 Kw...VP: 316 Kw.
Owned-Oper. By.....Richmond TV Corp.
Business Address..... Box 2370, Zone 18
News Service.....AP, INS.
Membership .....NARTB, TvB
Reps.....Harrington, Righter, Parsons
President.....C. T. Lucy
General Manager.....Barron Howard
Commercial Mgr.....James D. Clark, Jr.
Program Director.....Samuel S. Carey
Prom., Pub. Dir.....John L. Stone, Jr.
Film Manager.....Robert Pie
Chief Engineer.....S. T. Terry, Jr.

WTVR—Richmond—1947
ABC

Channel: 8 UHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Havens & Martin, Inc.
Address.....3301 W. Broad St.
News Service .....UP

Channel 7 CBS
ROANOKE, VIRGINIA

An exclusive CBS affiliate, WDBJ-TV covers 63 counties with maximum power at top elevation. This rich market area of about 2 billion dollars in retail sales annually includes all Western Virginia and portions of North Carolina and West Virginia.

For your copy of WDBJ-TV's county outline map write the Station or ask Peters, Griffin, Woodward, Inc.

WDBJ-TV
Owned and operated by
TIMES-WORLD CORPORATION

Representative .....Blair TV
Membership .....NARTB
Pres., Gen., Comm. Mgr....Wilbur M. Havens
Ass't Mgr., Prom., Pub.
Dir. .....Walter A. Bowry, Jr.
Prog. Director.....John Shand
Film Manager.....Conrad G. Rianhard
Chief Engineer.....James Kyle

WDBJ-TV—Roanoke—1955 CBS

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Time-World Corp.
Address .....201 Campbell Ave.
News Service .....AP, UP
Representative..Peters, Griffin, Woodward, Inc.
Membership .....NARTB, TvB
President.....M. W. Armistead, III
V.P., Managing Director.....Ray P. Jordan
Ass't V.P., Comm. Mgr.....John Harkrader
TV Sales Manager.....Blake Brown
Prog. Dir., Film Mgr.....Paul E. Reynolds
Prom. Director.....Mike Schaffer
Technical Director.....J. Edward Newman

WSLS-TV—Roanoke—1952 NBC

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By....Shenandoah Life Stations
Address .....Radio-TV Center
News Service .....AP
Representative .....Avery-Knodel
Membership .....NARTB, TvB
President .....Paul C. Buford
Exec. Vice Pres.....James H. Moore
Asst. & Comm. Mgr.....Horace Fitzpatrick
Program Manager....George W. Chernault Jr.
Promotion Director.....Fred L. Corstaphney
Dir. Sales Prom.....Charles Garrison
Chief Engineer.....J. P. Briggs

Washington

Pop. March 1 (Est.) 2,713,000—TV Homes 615,000
Stations in State 10

KVOS-TV—Bellingham 1953—ABC-CBS

Channel: 12 VHF..AP: 112 Kw...VP: 224 Kw.
Owned-Oper. By.....KVOS, Inc.
Business Address.....1151 Ellis St.
News Service .....UP
Representative .....Forjoe
President .....Rogan Jones
General Manager.....David Mintz
Commercial Mgr.....Fred Elsethagen
Program Director.....John Sherman
Publicity Dir.....Alice Griffith
Chief Engineer.....Ernest Harper

KEPR-TV—Pasco—1954 ABC-CBS-NBC

(Satellite of KIMA-TV, Yakima)
Channel: 19 UHF..AP: 4.9 Kw...VP: 9.12 Kw.
Owned-Oper. By.....Cascade Bcstg. Co.
Business Address....Box 702, Yakima, Wash.
Representative ..... Weed, Art Moore
Membership ..... TvB
President.....A. W. Talbot
General Manager.....Tom Bostic
Sta., Comm. Mgr.....Monte Strahl
Prog., Prom. Dir.; Film Mgr.....Don Hayes
Publicity Dir.....Bob Parnell
Chief Engineer.....Bernie Bailie

KING-TV—Seattle—1948 ABC

Channel: 5 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Operated By.....King Bcstg. Co.
Business Address.....320 Aurora
News Service .....INS, UP
Representative .....Blair-TV
Membership .....NARTB, TvB
President.....Mrs. A. Scott Bullitt
V.P., Gen. Mgr.....Otto P. Brandt
Exec. V.P.....Henry B. Owen
Commercial Manager.....Al Hunter
Nat'l Sls. Mgr.....James Neidigh

Program Director.....Lee Schulman
Prom., Pub. Director.....Mel Anderson
Dir. of Engineering.....James L. Middlebrooks

KOMO-TV—Seattle—1953
NBC

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Fisher's Television Co.
Business Address.....100 4th Ave. N.
News Service .....UP
Representative .....NBC Spot Sales
Membership .....NARTB, TvB
President.....O. D. Fisher
Exec. V.P. & Gen. Mgr.....W. W. Warren
V.P. & Comm. Mgr.....Ray Baker
Mgr. Programming.....Dave Crockett
Program Manager.....Tom Rogstad
Film Editor.....Arden Skoog
Ad., Prom. Manager.....Bill Cathey
Nat. Sls. Mgr.....Maitland Jordan
Sales Manager.....Bill Hubbach
Chief Engineer.....C. E. Miller

KHQ-TV—Spokane—1952
NBC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....KHQ, Inc.
Address.....700 Radio Central Bldg.
Representative .....Katz
Membership .....NARTB, TvB
Pres., Gen. Mgr.....R. O. Dunning
Sec'y-Treas.....M. O. Fritsch
Commercial Mgr.....J. Birney Blair
TV Sales Service.....Chas. Burmingham
Promotion Manager.....Rex Gerlach
Program Director.....John R. Fahey
Operations Mgr.....Charles Lohnes
Engineering Dept.....Al Sparling

KREM-TV—Spokane—1954
ABC

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned & Oper. By.....Louis Wasmer
Address .....4103 S. Regal
News Service .....AP
Representative .....Petry
Owner .....Louis Wasmer
Gen., Sta., Comm. Mgr., Prom. Dir. .....Robert Temple
Program Director.....Walt Schaar
Publicity Dir.....Richard Hoover
Film Manager.....Hugh Tanner
Chief Engineer.....Homer Mead

KXLY-TV—Spokane—1953
CBS

Channel: 4 VHF...AP: 27 Kw....VP: 48 Kw.
Owned-Oper. By...Northern Pacific TV Corp.
Address .....Television Center
News Service .....UP
Representative .....Avery-Knodel
Membership .....NARTB
President .....Norman Alexander
V.P., Gen., Sta. Mgr.....Richard Jones
Comm. Manager.....James Agostino
Program Director.....Gene Roth
Promotion, Publicity Dir.....Bob Moore
Film Manager.....Clarence Koenig
Chief Engineer.....Dave Green

KTNT-TV—Tacoma—1953
CBS

Channel: 11 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By...Tribune Publishing Co.
Address.....S. 11th & Grant Ave.
Newspaper Affil.....Tacoma News Tribune
News Service.....AP, UP
Representative .....Weed
Membership .....NARTB, TvB
Gen. Mgr., Dir. Sales.....Larry Carino
Program Director.....Burke Ormsby
Chief Engineer.....Max Bice

KTVW—Tacoma—1953

Channel: 13 VHF..AP: 57 Kw...VP: 98.5 Kw.
Owened-Oper. By.....J. Elroy McCaw
Business Address.....230 8th Avenue
News Service .....INS
Representative .....Hollingbery
Membership .....TvB
Owner.....J. Elroy McCaw
Gen., Sta. Manager.....William Veneman
Commercial Mgr.....George Glavin
Program Director.....Don Wood
Prom., Pub. Director.....Edna K. Hanna
Film Manager.....Howard C. Perkin
Chief Engineer.....Charles R. Morris

KIMA-TV—Yakima—1953
ABC-CBS-NBC

Channel: 29 UHF..AP: 115 Kw...VP: 191 Kw.
Owned-Oper. By.....Cascade Bcstg. Co., Inc.
Business Address.....Box 702
News Service .....AP
Representative .....Weed
Membership .....NARTB, TvB
President.....A. W. Talbot
Gen., Sta. Mgr.....Thomas C. Bostic
Commercial Mgr.....H. R. Cary
Program, Flm. Mgr.....James Nolan
Promotion Director.....Joe Ryan
Pub. Relations Director.....E. M. Morrissey
Chief Engineer.....J. Barry Watkinson

West Virginia

Pop. March 1 (Est.) 1, 982,000—TV Homes 360,000
Stations in State 8

WHIS-TV—Bluefield—1955
NBC

Channel: 6 VHF..AP: 28.8 Kw...VP: 50 Kw.
Owned-Oper. By....Daily Telegraph Ptg. Co.
Address .....Municipal Building
News. Affil....Daily Telegraph, Sunset News
Representative .....Katz
Membership .....NARTB
Vice Pres.....H. I. Shott
Station Manager.....P. T. Flanagan
Sales Manager.....John C. Shott
Chief Engineer.....K. Dick

WCHS-TV—Charleston—1954
CBS

Channel: 8 VHF..AP: 200 Kw...VP: 316 Kw.
Owned & Oper. By.....WCHS-TV Inc.
Address.....1111 Virginia Street East
News Service .....UP
Representative .....Branham
Membership .....NARTB, TvB
President.....Hawthorne D. Battle
Gen., Sta. Mgr.....John T. Gelder, Jr.
Comm. Manager.....John L. Sinclair, Jr.
Program Director.....Morton S. Cohn
Prom., Pub. Dir.....Bruce Johns
Chief Engineer.....William E. Dixon

Dominating America's 23rd Market!

CHARLESTON-HUNTINGTON, W.VA.

CBS TELEVISION NETWORK

316,000 W. CHANNEL 8

WCHS-TV

WJPB-TV—Fairmount—1954
ABC-NBC

Channel: 35 UHF..AP: 10 Kw...VP: 20 Kw.
Owned-Oper. By.....WJPB-TV, Inc.
Business Address.....400 Quincy St.
Representative ..... Gill-Perna
Pres., Gen. Mgr.....J. Patrick Beacom
V.P., Dir. Sales.....Harry W. Critchlow
Program Director.....Robert Frazier
Film Director.....Robert Mitchell
Technical Dir.....Joe Sterlotski
TV Director.....Numa Fabre

WHTN-TV—Huntington
1955—ABC

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Cowles Bcstg. Co.
Address .....625 Fourth Avenue
News Service .....UP
Representative .....Petry
Membership .....NARTB, TvB
President.....Luther L. Hill
Station Manager.....Robert R. Tincher
Comm. Manager.....George Miller, Jr.
Program Director.....Norman L. Bacon
Prom., Pub. Dir.....Chas. Dinkin
Film Director.....Richard H. Hite
Chief Engineer.....Harold Sturm

WSAZ-TV—Huntington
1949—NBC

Channel: 3 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Operated By.....WSAZ, Incorporated
Address.....201 Ninth St.
Newspaper Affil...Huntington Publishing Co.
News Service .....AP
Station Representative .....Katz
Membership .....NARTB, TvB
Pres., Gen. Mgr.....L. H. Rogers II
Ass't Gen.; Sta. Mgr.....C. Tom Carten
Sales Manager.....R. E. White
Nat'l Sales Dir.....Liz Conaty
Program Director.....J. H. Ferguson
Prom., Pub., Merch. Dir.....Jack Williams
Film Manager..... ....Gayle MacCracken
Chief Engineer.....John P. Clay

WOAY-TV—Oak Hill—1954
ABC

Channel: 4 VHF..AP: 68 Kw...VP: 100 Kw.
Owned-Oper. By.....Robert R. Thomas, Jr.
Business Address.....Box 251
News Service .....AP
Representative ..... Pearson
Membership ..... NARTB
Pres., Gen. Mgr.....Robert R. Thomas, Jr.
Sta., Comm. Mgr.....Vic Ludington
Program Director.....Charles Coleman
Prom., Pub. Dir.....Bob Brown
Film Manager.....Frank Harcher
Chief Engineer.....Curtis Horton

WTAP—Parkersburg—1953
ABC-CBS-NBC

Channel: 15 UHF. AP: 10.5 Kw.. VP: 19.5 Kw.
Owned-Oper. By....Zanesville Publishing Co.
Business Address.....121 W. Seventh St.
News Service .....UP
Representative .....Pearson
Membership .....NARTB
President .....Clay Littick
General Manager.....Allan Land
Sta., Comm. Mgr., Prom., Pub. Director .....Milton Komito
Production Manager.....Herbert L. Fine
Film Buyer.....Robert A. Coe
Chief Engineer.....William A. Hunt, Sr.

WTRF-TV—Wheeling—1953
NBC

Channel: 7 VHF.. AP: 158 Kw... VP: 316 Kw.
Owned-Oper. By.....Tri-City Bcstg. Co.
Business Address.....Ogden Bldg.
Newspaper Affil.....News Publ. Co. & Dix Newspapers
News Service .....UP
Representative .....Hollingbery
Membership .....NARTB, TvB
Exec. V.P. & Gen. Mgr.....Robert W. Ferguson
Comm. Mgr.....H. Needham Smith
Prog. Director.....By Williams
Prom., Pub. Director.....Greg Van Camp
Production Manager.....Gary Vorhees
Film Manager.....William Ney
Chief Engineer.....Howard Daubenmeyer

Wisconsin

Pop. March 1 (Est.) 3,806,000—TV Homes 878,000
Stations in State 13

WEAU-TV—Eau Claire—1953
ABC-NBC

Channel: 13 VHF.. AP: 75 Kw... VP: 150 Kw.
Owned-Oper. By.....Central Bcstg. Co.
Business Address.....2415 So. Hastings Way
Membership .....NARTB
Representative .....Hollingbery
President.....W. C. Bridges
Gen., Comm. Manager.....Leo Howard
Prom. Mgr.....Wayne McNulty
Chief Engineer.....T. O. Jorgenson

WBAY-TV—Green Bay—1953
ABC-CBS

Channel: 2 VHF.. AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By.....Norbertine Fathers
Business Address.....115 South Jefferson St.
News Service .....UP
Representative .....Weed
Membership .....NARTB
Managing Dir.....Rev. M. J. Beemster
General Manager.....Haydn R. Evans
Commercial Mgr.....Robert C. Nelson
Prog. Dir.....Greg McElrone
Promotion Dir.....Robert Meister
Production Mgr.....Bob Van Abel
Film Manager.....Don Bergner
Chief Engineer.....Wallace E. Stone

WFRV-TV—Green Bay—1955
ABC-CBS

Channel: 5 VHF.. AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By.....Valley Telecasting Co.
Bus. Address.....Mason & Roosevelt Streets
News Service .....UP
Representative .....Headley-Reed
President .....Clayton Ewing
Gen., Sta. Mgr.....Soren H. Munkhof
Comm. Manager.....Ward O. Gage
Prom., Pub. Dir.....W. C. Porsow
Film Manager.....B. J. Pheil
Chief Engineer.....Harry Hill

WKBT—La Crosse—1954
CBS-NBC

Channel: 8 VHF.. AP: 125 Kw... VP: 250 Kw.
Owned & Oper. By....WKBH Television Inc.
Address.....141 South 6th St.
Newspaper Affiliation.....Tribune
News Service .....AP
Representative .....H-R
Membership .....NARTB
Pres., Gen. Mgr.....Howard Dahl
Comm. Mgr.....Robert Z. Morrison, Jr.
Program Director.....Ray Scaron
Promotional Director.....Leonard Anderson
Chief Engineer.....Al Leeman

WISC-TV—Madison—1956
CBS

Channel: 3 VHF... AP: 50 Kw.... VP: 100 Kw.
Owned-Oper. By.....Radio Wisconsin, Inc.
Bus. Address....Commercial State Bank Bldg.
News Service .....UP
Representative ....Peters, Griffin, Woodward
Membership .....NARTB
President .....Ralph M. Immell
General Manager.....Ralph O'Connor
Comm. Mgr., Prom. Dir.....Richard Nickeson
Prog., Pub. Dir.....Richard Kepler
Film Manager.....George Plenderleith
Chief Engineer.....Walter Hariu

WKOW-TV—Madison—1953
ABC

Channel: 27 UHF. AP: 8.49 Kw.. VP: 16.98 Kw.
Owned-Oper. By.....Monona Bcstg. Co.
Business Address..215 West Washington Ave.
News Service .....UP

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with

SPARKLING NEW RADIO FORMAT

"MAESTROS AND MUSICIANS"

on

WISN

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EXCITING—EXPANDING

TELEVISION

on

WISN-TV

ABC Networks

Represented Nationally by
Edward Petry Co. Inc.

Representative .....Headley-Reed
Membership .....NARTB
President .....Stewart Watson
General Manager.....Ben F. Hovel
Station Manager.....Frank Bignell
Program Director.....Clark Hogan
Promotion Dir.....John Shambrow
Film Manager.....William Harmon
Tech. Supervisor.....Cloven Smith

WMTV—Madison—1953 NBC

Channel: 33 UHF..AP: 105 Kw...VP: 200 Kw.
Owned-Oper. By.....Bartell Television Corp.
Business Address.....Box 168
News Service .....UP, INS
Representative ..... Young
Pres., Gen. Mgr.....Gerald A. Bartell
Comm. Manager.....Peter P. Theg
Program Director.....Donald Hopke
Film Manager.....John C. Crowley
Prom. Director.....Wanda Montz
Chief Engineer.....Stanley Sadler

WMBV-TV—Marinette—1954 NBC

Channel: 11 VHF..AP: 120 Kw...VP: 240 Kw.
Owned-Oper By..M & M Broadcasting Co., Inc.
Address .....Radio-TV Park
News Service .....UP
Rep.....Venard, Rintoul & McConnell
President.....W. E. Walker
General Manager.....Joseph D. Mackin
Prog. Manager.....Pat Kehoe
Prom., Pub. Director.....Curt Kaufman
Chief Engineer.....Al S. Alexander

WTMJ-TV—Milwaukee 1947—ABC-NBC

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....The Journal Co.
Business-Trans. Address....720 E. Capitol Dr.
News Service .....AP
Representative.....Harrington, Righter & Parsons, Inc.
Membership .....NARTB, TvB
V.P. and Gen. Mgr. of Radio and TV, The Journal Co.....Walter J. Damm
Station Mgr.....George Comte
Asst. Sta. Mgr.....R. J. Heiss
Res., Devel. Co-ordinator.....L. W. Herzog
Sales Mgr.....Neale V. Baake
Program Manager.....Sprague Vonier
Promotion Mgr.....Bruce Wallace
Film Manager.....James Fitzgerald
Chief Engineer.....Edwin L. Cordes

WISN-TV—Milwaukee 1954—ABC

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned By.....Hearst Corp.
Business Address.....710 N. Plankinton
Newspaper Affiliation .....Sentinel
Representative .....Petry
Membership .....NARTB
Manager .....J. B. Soell
Asst. Manager.....L. A. "Duke" Larson
Local Sales Mgr.....R. Shireman
Merch. Dir.....Carl Vogt
Film Mgr.....Ann Fitzsimmons
Program Director.....Mel Quinn
Prom., Pub. Dir.....Lou Riepenhoff
Business Manager.....Joseph Sergio
Chief Engineer.....Lionel Wittenberg

WITI-TV—Milwaukee—1956

Channel: 6 VHF...AP: 64 Kw....VP: 100 Kw.
Owned-Oper. By.....Independent TV, Inc.
Business Address.....212 W. Wisconsin Ave.
News Service .....UP
Representative ..... Branham
President .....Jack Kahn
General Manager.....J. I. Meyerson
Commercial Mgr.....J. Grant Sandison
Program Director.....Dean McCarthy
Promotion Dir.....Lawrence Turet
Chief Engineer.....Daniel Gellerup

WXIX—Milwaukee—1953 CBS

Channel: 19 UHF..AP: 141 Kw...VP: 263 Kw.
Owned-Oper. By.....CBS, Inc.
Business Address.....5445 N. 27th St.
News Service .....AP, UP
Representative.....CBS TV Spot Sales
Membership .....NARTB, TvB
General Manager.....Edmund C. Bunker
Program Director.....Leon Drew
General Sales Mgr.....Theodore F. Shaker
Business Mgr.....John Lathrop Viemeister
Director Operations.....Arthur F. Schoenfuss
Promotion Director.....R. H. Van Roo
Publicity Director.....M. S. Bachman

WSAU-TV—Wausau—1954 ABC-CBS-NBC

Channel: 7 VHF..AP: 63 Kw...VP: 100 Kw.
Owned-Oper. By..Wisconsin Valley TV Corp.
Address .....714-5th Street
Newspaper Affil.....Record-Herald
News Service.....AP, UP
Representative ..... Meeker TV
Membership ..... NARTB
President.....J. C. Sturdevant
Gen., Sta. Manager.....George T. Frechette
Comm. Mgr.....Richard D. Dudley
Prom., Pub. Dir.....Tom Bolger
Program Director.....B. Kellnhauser
Film Manager.....Dan Ziebell
Chief Engineer.....Roland W. Richard

Oil-rich Casper, Wyoming
Invites You to share its wealth

You may install your own pipeline into Casper, Wyoming, and siphon off your share of the profits.
Casper's Share-the-wealth situation is indicated in the February 15 issue of U.S. News & World Report. Its special study indicates that Casper ranks 2nd of all U.S. cities, regardless of size, in terms of how much income is earned by the average worker. ...
If you have something to sell, you can sell it profitably in Casper.
To the advertiser, CASPER is CAPTIVE audience . . . thanks to Casper's only TV station:

KTWO TV
CHANNEL 2

Affiliated with NBC
National Representative
The Meeker Company, Inc.
Regional Representative
Denver, Col. John McGuire

KTWO—Casper
ABC-CBS-NBC

Channel: 2 VHF....AP: 17 Kw.....VP: 35 Kw
15 Kw. May 1
National Rep. .....Meeker
President .....Burt Harris
Exec. V.P.....Lawrence Berger
General Manager.....C. Van Haaften

KFBC-TV—Cheyenne—1953
CBS-ABC

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Frontier Bcstg. Co.
Business Address.....2923 East Lincolnway
Phone Number 4-4461
Newspaper Affiliation.....Wyoming Eagle & Wyoming Tribune
News Service .....UP
Representative .....Hollingbery
President.....Robert S. McCracken
Gen., Sta. Mgr.....William C. Grove
Commercial Mgr.....C. P. Cahill
Promotion Manager.....Retha Morgan
Traffic Manager.....Joyce Pratt
Production Manager.....Jackson H. Mumey
Chief Engineer.....R. C. Pfannenschmid

TELEVISION STATIONS
in TERRITORIES and POSSESSIONS

ALASKA

KENI-TV—Anchorage
1953—NBC-ABC

Channel: 2 VHF..AP: 8.42 Kw...VP: 13.8 Kw.
Owned-Oper. By....Midnight Sun Bcstg. Co.
Business Address.....Box 1160
News Service .....AP
Reps.....Fletcher (N. Y.), Day (Seattle)
Membership ..... NARTB
President .....Harry J. Hill
General Manager.....Alvin O. Bramstedt
Sales Manager.....James Duncan
Program Director.....Robert Capstick
Prom., Pub. Director.....Barbara Harrison
Film Manager.....Gerry Hinchee
Chief Engineer.....Charles Gray

KTVA—Anchorage—1953
CBS

Channel: 11 VHF..AP: 1.61 Kw...VP: 3.22 Kw.
Owned-Oper. By....Northern Television, Inc.
Business Address.....Mt. McKinley Bldg.
Representative .....Alaska Radio-TV
Pres., Gen., Sta., Comm. Mgr.....A. G. Hiebert
Prog. Dir.....Merrill Mael
V.P., Tech. Dir.....Jack Walden

KFAR-TV—Fairbanks—1955
ABC-NBC

Channel: 2 VHF...AP: 2 Kw....VP: 5.4 Kw.
Owned-Oper. By.....Midnight Sun Bcstg. Co.
Business Address.....Box 1160, Anchorage
News Service .....AP
Reps.....Fletcher (N. Y.); Day (Seattle
Membership ..... NARTB
President.....Harry C. Hill

General Manager.....Alvin C. Bramstedt
Station Manager.....Donald McCune
Commercial Mgr.....Robert W. Johnson
Program DirectorH.....John M. Miller
Chief Engineer.....Wm. E. Van Blytterswyk

KTVF—Fairbanks—1955
CBS

Channel: 11 VHF..AP: 5.5 Kw...VP: 11 Kw.
Owned-Oper. By.....Northern TV, Inc.
Business Address.....Box 590
News Service..... AP
Representative.....Alaska Radio-TV Sales
Pres., Gen. Mgr.....A. G. Hiebert
Station Manager.....Walt Welch
Commercial Mgr.....John Griffin
Program Director.....Vern Francis
Prom., Pub. Dir.....Joan Bovee
Film Manager.....Lawrence Roberts
Chief Engineer.....Charles Peterson

KINY-TV—Juneau—1956
CBS

Channel: 8 VHF..AP: 131 Kw...VP: 261 Kw.
Owned-Oper. By...Alaska Bcstg. System, Inc.
Bus. Add...830 Securities Bldg. Seattle, Wash.
Representative .....Alaska Radio-TV
Pres., Gen. Mgr.....William J. Wagner
Station Manager.....J. W. McKinley
Sales Mgr.....Verne Metcalf
Production Manager..... ..Richard Peter
Chief Engineer.....Gordon Burnett

HAWAII

KHBC-TV—Hilo—1955
CBS

(Satellite of KGMB-TV, Honolulu)
Channel: 9 VHF...AP: 0.5 Kw....VP: 1 Kw.
(Listing same as KGMB-TV)

KGMB-TV—Honolulu—1952
CBS

Channel: 9 VHF..AP: 63.1 Kw...VP: 105 Kw.
Owned-Oper....Hawaiian Bcstg. Systems, Ltd.
Business Address....1534 Kapiolani Boulevard
Newspaper Affil.....Star Bulletin
News Service .....UP
Representative.....Peters, Griffin, Woodward
President, Gen. Mgr.....J. Howard Worrall
Sta., Comm. Mgr.....Melvin B. Wright
Program Director.....Robert Costa
Prom., Pub. Dir.....John Quinlan
Chief Engineer.....Daniel O. Hunter

KULA-TV—Honolulu—1954
ABC

Channel: 4 VHF..AP: 13.1 Kw...VP: 26.3 Kw.
Owned-Oper. By.....TV Corp. of America
Address.....1290 Ala Moana Blvd.
Representative .....Adam Young
Gen., Film Mgr.....Jack Burnett
Sales Mgr.....Art Srinkle
Chief Engineer.....T. Miyahira

KONA—Honolulu—1952—NBC

Channel: 2 VHF....AP: 30 Kw.....VP: 60 Kw.
Owned-Oper. By.....Radio Honolulu, Ltd.
Business Address.....206 Koula St.
Newspaper Affil.....Honolulu Advertiser
Representative .....NBC Spot Sales
President.....John D. Keating
Local Sales Mgr.....James Gunn
Nat'l Sales Mgr.....Jim Spencer
Prog. Dir.....James Washburn
Prom., Pub. Dir.....Fred Briggs
Chief Engineer.....Lawrence Trombly

KMAU—Wailuku—1955
CBS.

(Satellite of KGMB-TV, Honolulu)
Chaannel: 3 VHF....AP: 3 Kw.....VP: 6 Kw.
(Listing same as KGMB-TV)

KMVI—Wailuku—1955

(Separately owned and managed satellite of KONA, Wailuku)
Channel: 12 VHF..AP: 15 W...VP: 30 Ww.
Owned-Oper.....Maul Publishing Co., Ltd.
Business Address.....Box 374
General Manager.....Ezra J. Crane
Station Manager.....Richard E. Mawson
Commercial Mgr.....Frank R. Kovacic
Chief Engineer.....George Tam

PUERTO RICO

WKAQ-TV—San Juan—1954
CBS

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....El Mundo Inc.
Business Address.....Box 1072
Rep.....Inter-American Publications Inc.
Membership .....NARTB
President .....Angel Ramos
General Manager.....Delfin Fernandez
Comm. Manager.....Jorge Rivero
Sales, Prom. Mgr.....Oscar Reinosa
Dir. Engineering.....Jack Tudor

All
eyes are on
WAPA-TV
CHANNEL
4
Puerto Rico

Yes, all eyes are on WAPA-TV of San Juan, Puerto Rico.

1956 was our best year, and 1957 will be even better, because:

WAPA-TV can deliver the largest audience from 1:00 to 7:00 PM at the lowest cost per thousand TV homes.

WAPA-TV has new and enlarged program facilities

WAPA-TV can give you better service than ever before

And because of many other factors which are important to good broadcasting.

Affiliated with:

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U. S. Sales Office
CARIBBEAN NETWORKS, INC.
200 West 57th Street
New York 19, N. Y.
Circle 7-8224

WAPA-TV—San Juan—1954
NBC-ABC

Channel: 4 VHF..AP: 33.9 Kw...VP: 56.2 Kw.
Owned-Oper. By..Ponce de Leon Bcstg. Corp.
Business Address.....357 Ponce de Leon
Representative.....Caribbean Networks Inc.
Membership ..... NARTB
President.....Jose Ramon Quinones
Gen., Sta. Manager.....David H. Polinger
Comm. Manager.....Carlos Rivera Gonzales
Promotion Dir.....Jose Ramon Ortiz
Program Director.....Louis Dominguez
Film Manager.....Ita Figueroa
Publicity Director.....Felix Santiago
Chief Engineer.....Rafael Cruz Rivera

WORA-TV—Mayaguez
1955—ABC-CBS

Channel: 5 VHF....AP: 15 Kw.....VP: 30 Kw.
Owned-Oper By.....Supreme Bcstg. Co., Inc.
Business Address.....Darlington Bldg.
News Service .....UP
Representative .....Adam Young
Membership ..... NARTB
President .....Alfredo R. Arellano
General Manager.....George A. Mayoral
Station Mgr.....R. M. Dupont
Comm. Manager.....Chester F. Owens
Program Director.....Iggy Lopez
Promotion Dir.....Mario Quintero
Publicity Dir.....M. Gonzalez
Film Manager.....Nelson Ninn
Chief Engineer.....J. A. Aviles

GUAM

KUAM-TV—Agana—1956
CBS-NBC

Channel: 8 VHF...AP: 10 Kw....VP: 25 Kw.
Owned-Oper. By.....Radjo Guam, Inc.
Business Address.....Box 68
News Service .....INS
Representative .....Adam Young
Membership .....NARTB
President.....Harry M. Engel, Jr.
Gen., Sta. Mgr.....H. Richard Maguire
Sales Manager.....Robert Green
Program Director.....Gary Fuller
Prom., Pub. Dir.....John Barton
Film Manager.....Ted Bence
Chief Engineer.....James Long

TELEVISION STATIONS OF CANADA

CBFT—Montreal—1952
CBC

Channel: 2....AP: 8.28 Kw.....VP: 15.7 Kw.
Owned By.....Canadian Bcstg. Corp.
Address.....1425 Dorchester St. W.
Director .....Andre Ouimet
Program Director.....Fernand Guerard
Comm. Manager.....Maurice Valiquette
Film Mgr.....J. Lepailleur
Press and Information Supervisor..Robert Elie
Chief Engineer.....Henri Audet

CBHT—Halifax—1954—CBC

Channel: 3.....AP: 60 Kw.....VP: 100 Kw.
Owned By.....Canadian Bcstg. Corp.
Address .....70 Bell Rd.
News Service.....BUP, CP
Reg. Director.....Capt. W. E. S. Briggs
Director.....G. F. Brickenden
Comm. Representative....Donald G. LeBlanc
Technical Director.....J. Simonsen
Program Director.....Carl MacCaull
Press & Info. Director.....Bert Wilson
Film Director.....Hermann Noelle

CBLT—Toronto—1952
CBC-CBS-ABC-NBC

Channel: 9...AP: 12.72 Kw....VP: 25.65 Kw.
Owned By.....Canadian Bcstg. Corp.
Address.....354 Jarvis St.
Director .....Fergus Mutrie
Asst. Director.....J. R. W. Graham
Sales Mgr.....John Malloy
Program Director.....R. W. McGall
Technical Director.....Reginald Horton
Comm. Representative.....James Crawford
Film Supervisor.....O. C. Wilson
Supervisor of Design.....Leonard Crawford
Press and Information Rep.....A. J. Stevenson

CBMT—Montreal—1954
CBC

Channel: 6....AP: 26.2 Kw.....VP: 43.8 Kw.
Owned By.....Canadian Bcstg. Corp.
Address.....1425 Dorchester St. W.
Phone Number.....UNiversity 6-2571
Television Director.....Andre Ouimet
Comm. Manager.....Maurice Valiquette
Prog. Director.....Herb Capozzi..
Film Manager.....J. Lepailleur
Press and Information Supervisor..Robert Elie
Chief Engineer.....Henri Audet

CBOFT—Ottawa—1955

Channel: 9 VHF...AP: 17 Kw....VP: 31 Kw.
Owned-Oper. By.....Canadian Bcstg. Corp.
Address .....Lanark Ave.
Station Manager.....C. P. Wright
Operations Mgr.....Georges Huard
Comm. Manager.....Maurice Valinquette
Chief Engineer.....J. H. Book

CBOT—Ottawa—1953
CBC

Channel: 4.....AP: 27 Kw.....VP: 50 Kw.
Owned By.....Canadian Bcstg. Corp.
Address .....Chateau Laurier
Director .....Charles P. Wright
Operations Mgr.....Georges Huard
Commercial Mgr.....John Malloy
Technical Director.....J. H. Book

CBUT—Vancouver—1953
CBC

Channel: 2.....AP: 48 Kw.....VP: 90 Kw.
Owned By.....Canadian Bcstg. Corp.
Address.....701 Hornby St.
Phone Number.....Marine 6121
Television Director.....Hugh Palmer
Program Director.....Marce L. Munro
Technical Director.....Ross L. Whiteside
Newsreel Editor-in-charge.....R. L. Elson
Film Director.....J. D. Patterson
Design Director.....Cliff Robinson

CBWT—Winnipeg—1954
CBC

Channel 4.....AP: 33 Kw.....VP: 56 Kw.
Owned By.....Canadian Bcstg. Corp.
Address.....541 Portage Ave. W.
News Service.....BUP, CP
Director.....W. G. Carpentier
Sales Rep.....R. L. Horley
Program Dir.....Bruce MacPherson
Press & Information Rep.....C. E. L'Ami
Film Manager.....Miss G. M. Brown
Chief Engineer.....R. D. Cahoon

CFCL-TV—Timmins—1956
CBC

Channel: 6 VHF..AP: 9.2 Kw...VP: 18.5 Kw.
Owned-Op.....J. Conrad Lavigne Enterprises
Business Address.....Box 620
Reps.....McGillvra; Hunt; Renaud
President.....J. Conrad Lavigne
General Manager.....Rene Barrette
Program Director.....Jean DeVilliers
Technical Dir.....Roch Demers

CFCM-TV—Quebec City—1954
CBS

Channel: 4....AP: .635 Kw.....VP: 1.27 Kw.
Owned By.....Television De Quebec
Address....200 Ave. St. Jean Bosco, Ste. Foy

Membership ..... CARTB
Sales Rep.....Weed; Hardy; Hunt
President .....Gaston Pratte
Executive Director.....A. C. Picard
Director of Operations.....Ernest W. Miller
Comm. Mgr.....A. P. Fitzgibbons
Program Manager.....Jacques Filteau

CFCY-TV—Charlottetown 1956—CBC

Channel: 13 VHF....AP: 38.5....VP: 79 Kw.
Owned-Oper. By..Island Radio Bcstg. Co., Ltd.
Business Address.....85 Kent St.
Representatives.....All-Canada TV; Weed
Membership .....CARTB
Sta., Comm., Film Mgr.....R. F. Large
Traffic Manager.....W. McMillan
Promotion Mgr.....M. E. Large
Tech. Supervisor.....A. L. Finley

CFPA-TV—Porth Arthur 1954—CBC

Channel: 2....AP: 2.55 Kw.....VP: 5.1 Kw.
Owned By.....Ralph H. Parker, Ltd.
Address.....87 N. Hill St.
News Service .....BN
Membership ..... CARTB
Sales Rep.....Weed TV; All-Canada TV
President and Mgr.....Ralph H. Parker

CFPL-TV—London—1953 CBC

Channel: 10....AP: 195 Kw.....VP: 325 Kw.
Owned By....London Free Press Printing Co.
Address.....Commissioners Rd., Box 488
Newspaper Affil.....London Free Press
News Service .....BN
Sales Rep.....Weed TV; All-Canada TV
Membership .....CARTB
President .....Walter J. Blackburn
Gen. Manager.....Murray T. Brown
Sta. Manager.....Robert A. Reinhart
Comm. Mgr., Prom. Dir.....W. C. Wingrove
Film Supervisor.....Beatrice Kurp
Dir. of Engineering.....G. Robitaille

CFQC-TV—Saskatoon—1954 CBC-NBC-ABC

Channel: 8.....AP: 60 Kw.....VP: 100 Kw.
Owned By.....A. A. Murphy & Sons Ltd.
Address.....216 1st Ave. N.
Sales Rep.....Adam Young TV Corp.; Oakes; Radio Representative, Ltd.
President.....A. A. Murphy
Vice-Pres., Gen. Mgr.....G. Blair Nelson
Asst. Manager.....Vernon Dallin
Operations Mgr.....Walter Romanow
Sales Manager.....Will Klein
Prom. Director.....H. Edmunds
News Service Dir.....Bill Cameron
Chief Engineer.....Lyn Hoskin

CFRN-TV—Edmonton—1954 CBC

Channel: 3 VHF...AP: 90 Kw....VP: 180 Kw.
Owned-Oper. By....Sunwapta Bcstg. Co., Ltd.
Business Address.....102 CPR Bldg.
News Service .....BUP
Reps.....Radio Reps., Ltd.; Harlan Oakes
Membership ..... CARTB
Pres., Gen. Mgr.....G. R. A. Rice
Station Mgr.....S. S. Lancaster
Commercial Mgr.....Bruce D. Alloway
Prog. Dir., Film Mgr.....George Kidd
Promotion Dir.....Isobel McDonald
Chief Engineer.....F. G. A. Makepeace

CHCH-TV—Hamilton—1954 CBC

Channel: 11....AP: 60 Kw.....VP: 100 Kw.
Owned By.....Niagara Television Ltd.
Address.....163 Jackson St. W.
Sales Rep.....Adam Young, All-Canada TV
News Service .....UP
Newspaper Affil.....Spectator
News Service .....CP
Membership .....NARTB
President, Gen. Mgr.....Kenneth D. Soble
Station Mgr.....S. J. Bibby
Comm. Manager.....R. J. Peters
Prog. Manager.....J. S. Purvis
Prom., Pub. Dir.....S. F. Habberfield
Film Manager.....D. Gale
Chief Engineer.....W. E. Jeynes

CHCT-TV—Calgary—1954 CBC

Channel: 2.....AP: 50 Kw.....VP: 100 Kw.
Owned By.....Calgary Television, Ltd.
Address.....955 Rideau Road
Newspaper Affil.....Herald
News Service .....CP
Sales Rep.....All-Canada TV, Weed
Membership ..... CARTB
President .....Gordon Love
Manager .....Herb Stewart
Commercial Mgr.....R. Watson
Prom., Pub. Director.....Barry Nicholls
Prog. Coordinator.....Ted Bissland
Production Mgr.....Ray Torgrud
Film Manager.....Walter Petrigo
Chief Engineer.....Lee Crawley

CHEK-TV—Victoria—1956 CBS

Channel: 6 VHF....AP: .9 Kw.....VP: 1.8 Kw.
Owned-Oepr. By.....CHEK, Ltd.
Business Address.....1450 Douglas St.
Representative ..... Forjoe
President.....David M. Armstrong
General Manager.....Charles R. White
Program Dir.....Robert Hallock
Chief Engineer.....Norman Bergquist

CHEX-TV—Peterborough 1955—CBC

Channel: 12 VHF..AP: 60 Kw...VP: 102 Kw.
Owned-Oper. By....Kawartha Bcstg. Co., Ltd.
Business Address.....Box 657
Newspaper Affil.....Examiner
News Service .....BN, CP
Reps.....All-Canada TV; Weed
Membership .....CARTB
President .....R. S. Davies
General Manager.....J. M. Davidson
Station Mgr.....D. R. Lawrie
Commercial Mgr.....D. T. Manning
Program Director.....Gordon Shale
Film Manager.....Don Harte-Maxwell
Chief Engineer.....A. Crump

CHLT-TV—Sherbrooke 1956

Channel: 7 VHF..AP: 100 Kw...VP: 170 Kw.
Owned-Oper. By.....La Tribune, Ltd.
Business Address.....221 Dufferin St.
Reps.....Hardy (Canada); Canadian Stations Reps (N. Y.)
Newspaper Affil.....La Tribune
President .....Paul Desruisseaux
General Manager.....Alphee Gauthier
Station Manager.....Jean-Louis Gauthier
Commercial Mgr.....John Gauthier
Program Director.....Pierre Bruneau
Promotion Director.....Aristide Choquette
Publicity Dir.....Georges L'Ecuyer
Film Manager.....Guy Bachand
Chief Engineer.....Leo Guilbeau

CHSJ-TV—Saint John—1954 CBC

Channel: 4....AP: 50 Kw.....VP: 100 Kw.
Owned By....New Brunswick Bcstg. Co., Ltd.
Address .....14 Church St.
Sales Rep.....All Canada TV; Weed
Membership .....CARTB
Gen., Sta., Comm. Mgr...George A. Cromwell
Film Manager.....Fred Blizzard
Program Dir.....William Stewart
Chief Engineer.....Jack Bishop

CJBR-TV—Rimouski—1954 CBC-CBS

Channel: 3....AP: 34.55 Kw.....VP: 60.6 Kw.
Owned By....Lower St. Lawrence Radio Inc.
Address.....6 St. John St.
Newspaper Affil.....Le Progres Du Golfe
Sales Rep.....Adam Young, Stovin
President .....Jacques Brilliant
Station Manager.....Andre Lecomte
Prog., Prom. Director.....Francois Raymond
Director of News.....Guy Ross
Film Manager.....Hector Lavoie
Chief Engineer.....Ronald Tennett

CJCB-TV—Sydney—1954 CBC

Channel: 4.....AP: 80 Kw.....VP: 180 Kw.
Owned By.....Cape Breton Bcstrs.
Address .....TV Bldg., Mira Rd.
Sales Rep...Weed TV Corp.; All-Canada TV
Manager.....J. Marven Nathanson
Program Mgr.....Mrs. M. C. MacQuarrie
Chief Engineer.....Robert J. Norton

CJIC-TV—Sault Ste Marie 1954—CBC-ABC-CBS-NBC

Channel: 2 VHF....AP: 15 Kw.....VP: 28 Kw.
Owned-Oper. By.....Hyland Radio-TV, Ltd.
Business Address.....119 East Street
News Service .....CP
Representatives .....All-Canada TV; Weed
Membership .....CARTB
President .....Mrs. J. G. Hyland
Gen., Sta. Mgr.....R. H. Ramsay
Commercial Mgr.....E. W. Plouffe
Program Director.....John Meadows
Film Manager.....Beverly Gay
Chief Engineer.....Dave Irwin

CJLH-TV—Lethbridge—1955 CBC

Channel: 7 VHF...AP: 85.5 Kw...VP: 171 Kw.
Owned-Oper. By.....Lethbridge TV, Ltd.
Business Address.....Lethbridge
Representatives.....All-Canada TV; Weed
Membership .....CARTB
President .....H. Buchanan
Managing Director.....N. Botterill
Commercial Mgr.....L. Crittenden
Program Director.....R. Ranson
Promotion Dir.....G. Skelton
Technical Dir.....V. Reed

CJON-TV—St. John's—1955 CBC-ABC-CBS-NBC

Channel: 6 VHF..AP: 11 Kw.....VP: 21 Kw.
Owned-Oper....Newfoundland Bcstg. Co., Ltd.
Business Address.....Prince of Whales Street
News Service .....AP
Representatives.....All-Canada TV; Weed
Membership .....CARTB
President .....Geoff Stirling
General Mgr.....Don Jamieson
Commercial Mgr.....Jack Baird
Program Director.....Colin Jamieson
Promotion Dir.....Miss Mary Myler
Publicity Dir.....Miss Emilie Davis
Film Manager.....Reg Powell
Chief Engineer.....Oscar Herlihey

CKCK-TV—Regina—1954 CBS

Channel: 2 VHF...AP: 53 Kw....VP: 100 Kw.
Owned By .....Transcanada
Address .....Leader Post Building
Membership .....CARTB

Newspaper Affil.....Leader Post
Sales Rep.....Weed, All-Canada TV
President .....Clifford Sifton
Gen., Sta. Mgr.....H. A. Crittenden
Comm. Manager.....Lloyd Westmoreland
Prog. Dir., Film Mgr.....Larry Glover
Promotion Director.....William Rees
Chief Engineer.....E. A. Strong

CKCO-TV—Kitchener—1953 CBC

Channel: 13 VHF....AP: 26.5 Kw.....VP: 58
Owned By.....Central Ontario TV, Ltd.
Address.....864 King St. W.
News Service .....AP, UP
Sales Rep.....Hardy; Hunt; Weed
Membership .....CARTB
President .....Carl Pollock
General Manager.....Eugene E. Fitzgibbons
Station Manager.....W. D. McGregor
Commercial Manager.....Bill Whiting
Program Manager.....Don Martz
Pub. Director.....Neil McDonald
Production Manager.....Bruce Lawson
Film Manager.....Errol C. Kelley
Chief Engineer.....Alexander G. Day

CKCW-TV—Moncton—1954 CBC

Channel: 2 VHF....AP: 15 Kw.....VP: 25 Kw.
Owned-Oper. By.....Moncton Bcstg., Ltd.
Address .....Box 1220
Reps.....Canadian Sta. Reps.; Stovin
General Manager.....F. A. Lynds
Production Mgr.....H. Button
Commercial Mgr.....Keith Chase..

CKGN-TV—North Bay—1955 CBC

Channel: 10 VHF..AP: 25.75 Kw...VP: 51.5 Kw.
Owned-Oper. By.....Tel-Ad Co.
Address .....P. O. Box 630
News Service .....CP
Representative..Mulvihill Ltd., Hunt & Assoc.
Membership .....CARTB
President.....Gerald A. Alger
General Manager.....Cecil H. Hewitt
Commercial Mgr.....Fred Noon
Program Director.....Bill Hart
Chief Engineer.....David Mee

CKLW-TV—Windsor

(See Detroit, Michigan Listing.)

CKNX—Wingham—1955—CBC

Channel: 8 VHF..AP: 19.5 Kw...VP: 36 Kw.
Owned-Oper. By.....CKNX Ltd.
Address .....Carling Terrace
Representative..All Canada TV, Adam Young
Membership .....CARTB
Pres., Gen., Sta. Mgr.....W. T. Cruickshank
Comm. Manager.....C. R. Hamilton
Program Director.....Don Hildebrand
Prom., Pub. Dir.....Miss S. J. Beatie
Film Mgr.....Harold Swatridge
Chief Engineer.....Scott Reid

CKRS-TV—Jonquiere—1955 CBC

Channel: 12 VHF...AP: 21 Kw...VP: 42 Kw.
Owned-Oper. By....Radio Saguenay Limited
Business Address.....Sir Wilfred Laurier St.
Reps.....Hardy; Hunt; Adam Young
Membership .....NARTB
President .....Henri Lepage
General Mgr.....Tom Burham
Station Mgr.....Paul J. Audette
Commercial Mgr.....Larry Taillefer
Program Director.....Odette Arseneau
Film Manager.....Eugene Michaud
Chief Engineer.....Gerard Lemieux

CKVR-TV—Barrie—1955

Channel: 3 VHF....AP: 7 Kw.....VP: 14 Kw.
Owned-Oper. By...Ralph Snelgrove TV Ltd.
Address .....P. O. Box 69
Representatives .....Mulvihill & Co. Ltd., Hunt & Assoc. Canadian Reps.
Pres., Gen. Manager....Ralph T. Snelgrove
Sales & Prom. Manager.....Charles Tierney
Chief Engineer.....Jack Mattenley

CKSO-TV—Sudbury—1953 CBC

Channel: 5 VHF....AP: 1.2 Kw.....VP: 2 Kw.
Owned By.....CKSO Radio, Ltd.
Address .....Box 400
Representatives.....Weed; All Canada TV
President .....George M. Miller
General Manager.....W. J. Woodill
Chief Engineer.....James McRae

CKWS-TV—Kingston—1954 CBC

Channel: 11 VHF..AP: 154 Kw...VP: 257 Kw.
Owned By.....Frontenac Bcstg. Co. Ltd.
Address.....170 Queen St.
Sales Rep.....Weed; All-Canada TV
President.....W. R. Davies
Manager.....R. W. Hoffstetter
Vice Pres.....R. H. Thompson
Comm. Mgr.....Harry Edgar
Chief Engineer.....Bert Cobb

CKX-TV—Brandon—CBC 1955

Channel: 5 VHF..AP: 9.65 Kw...VP: 19.3 Kw.
Owned By.....Western Manitoba Bcstrs. Ltd.
Address .....2940 Victoria Ave.
Sales Representative....All-Canada TV, Weed
Membership ..... CARTB
Pres., Gen. Mgr.....John B. Craig
Exec. Ass't. Sta. Mgr.....Eric Davies
Comm. Manager.....Archie Olson
Program Director.....Douglas A. Lee
Chief Engineer.....A. M. Gomez

Estimated 1956 Expenditures Of Top 200 National And Regional Spot Television Advertisers

	Advertiser	Expenditure Estimated
1.	Procter & Gamble Co.	$17,522,500
2.	Brown & Williamson Tob. Co.	11,288,600
3.	General Foods Corp.	9,415,900
4.	Sterling Drug, Inc.	8,823,300
5.	Morris, Philip, & Co.	7,369,400
6.	Colgate-Palmolive Co.	7,314,700
7.	Warner-Lambert Pharma. Co.	5,820,400
8.	Continental Baking Co.	5,732,500
9.	National Biscuit Co.	5,536,500
10.	Miles Laboratories, Inc.	5,354,700
11.	Kellogg Company	4,810,500
12.	Carter Products, Inc.	4,535,200
13.	Lever Brothers Co.	4,535,000
14.	Hall, Robert, Clothes	4,450,500
15.	Liggett & Myers Tobacco Co.	4,400,900
16.	Bulova Watch Co.	4,298,700
17.	American Tel. & Tel. Co.	3,801,000
18.	Coca-Cola Co./Bottlers	3,697,500
19.	General Motors Corp.	3,486,800
20.	Ford Motor Co.	3,332,600
21.	Factor, Max, & Co.	3,181,700
22.	Corn Products Refining Co.	2,849,400
23.	Seager, Helaine, Co.	2,781,000
24.	Antell, Charles, Inc.	2,774,200
25.	Nestle Co., Inc.	2,374,900
26.	Ritchie, Harold F., Inc.	2,341,700
27.	Esso Standard Oil Co.	2,192,000
28.	Lorillard, P., & Co.	2,118,600
29.	Shell Oil Co.	2,000,200
30.	Pepsi Cola Co./Bottlers	1,993,000
31.	Florida Citrus Commission	1,972,500
32.	American Home Products	1,965,900
33.	Pabst Brewing Co.	1,962,600
34.	Reynolds, R. J., Tob. Co.	1,952,800
35.	Minute Maid Corp.	1,939,000
36.	Block Drug Co.	1,937,800
37.	Chrysler Corp.	1,914,200
38.	Ballantine, P., & Sons	1,852,300
39.	Revlon, Inc.	1,817,900
40.	Northern Paper Mills	1,789,700
41.	Gillette Co.	1,782,900
42.	Grove Laboratories, Inc.	1,696,100
43.	Folger, J. A., Co.	1,627,100
44.	Nehi Corp./Bottlers	1,614,200
45.	Peter Paul, Inc.	1,546,800
46.	Anheuser-Busch, Inc.	1,534,700
47.	Standard Brands, Inc.	1,512,800
48.	Wesson Oil & Snow Drift	1,498,000
49.	Piel Bros., Inc.	1,485,300
50.	Borden Co.	1,483,500
51.	American Chicle Co.	1,480,400
52.	Chesebrough-Ponds, Inc.	1,425,400
53.	Radio Corp. of America	1,407,100
54.	Carling Brewing Co., Inc.	1,348,900
55.	Food Mfgrs., Inc.	1,344,600
56.	Heinz, H. J., Co.	1,334,300
57.	International Latex Corp.	1,323,000
58.	Better Living Enterprises	1,312,400
59.	Hamm, Theo., Brewing Co.	1,309,100
60.	Avon Products, Inc.	1,307,700
61.	Benrus Watch Co.	1,291,100
62.	Standard Oil Co. of Ind.	1,247,200
63.	National Dairy Prod. Corp.	1,246,500
64.	Socony Mobil Oil Co., Inc.	1,228,700
65.	Falstaff Brewing Corp.	1,224,400
66.	Associated Products, Inc.	1,223,000
67.	Beech-Nut Life Savers, Inc.	1,219,600
68.	American Tobacco Co.	1,206,300
69.	Seven-Up Co./Bottlers	1,201,500
70.	Campbell Soup Co.	1,196,300
71.	Carnation Co.	1,154,300
72.	Ralston-Purina Co.	1,143,800
73.	Simmons Co./Dealers	1,140,000
74.	Gallo, E. & J. Winery	1,130,800
75.	Pharmaceuticals, Inc.	1,108,600
76.	Pacific Coast Borax Co.	1,097,900
77.	Swift & Co.	1,091,900
78.	Hills Bros. Coffee, Inc.	1,077,400
79.	Top Value Enterprises	1,041,500
80.	General Electric Co.	1,039,800
81.	Salada Tea Co., Inc.	1,006,600
82.	Wrigley, William, Jr., Co.	999,100
83.	Kimberly-Clark Corp.	996,700
84.	Lipton, Thomas J., Inc.	993,500
85.	Safeway Stores, Inc.	978,400
86.	Tea Council of U. S. A., The	965,700
87.	DuPont, E. I., de Nemours	942,200
88.	Stokely-Van Camp, Inc.	916,300
89.	Best Foods, Inc.	914,600
90.	Great A & P Tea Co.	902,800
91.	Wildroot Co., Inc.	893,300
92.	Glamorene, Inc.	892,000
93.	Armour & Co.	877,400
94.	Bristol-Myers Co.	864,000
95.	M. J. B. Co.	848,300
96.	Ward Baking Co.	848,200
97.	Tafon Distributors, Inc.	822,000
98.	Sunshine Biscuit Co.	810,100
99.	Adell Chemical Co.	807,600
100.	American Bakeries Co.	797,300

Estimated 1956 Expenditures Of Top 200 National And Regional Spot Television Advertisers

	Advertiser	Estimated Expenditure
101.	Sealy Mattress Co./Dirs.	$795,700
102.	Rath Packing Co.	790,600
103.	Plough, Inc.	778,400
104.	Republican Party	774,100
105.	Dormin, Inc.	762,700
106.	Reily, Wm. B., & Co., Inc.	758,700
107.	Proctor Electric Co.	755,400
108.	Readers Digest Assoc., Inc.	745,000
109.	Rayco Mfg. Co.	721,500
110.	Sardeau, Inc.	717,800
111.	Pepper, Dr., Co./Bottlers	716,800
112.	Cream of Wheat Corp.	707,800
113.	Langendorf United Bakeries	700,700
114.	Duncan Coffee Co.	700,200
115.	National Brewing Co.	692,200
116.	Pillsbury Mills, Inc.	692,200
117.	Vick Chemical Co.	691,500
118.	Babbitt, B. T., Inc.	688,100
119.	Lucky Lager Brewing Co.	680,600
120.	Kroger Co.	678,200
121.	Clorox Chemical Co.	675,700
122.	Sinclair Refining Co.	675,500
123.	General Mills, Inc.	669,000
124.	Paxton & Gallagher Co.	665,800
125.	San Francisco Brewing Corp.	663,100
126.	Liebmann Breweries, Inc.	660,400
127.	Lewis Food Co.	657,100
128.	Studebaker-Packard Corp.	653,200
129.	Schaefer, F. & M., Brewing	648,000
130.	Greyhound Corp.	639,500
131.	Schlitz, Jos. E. Brewing	638,400
132.	Phillips Petroleum Co.	624,400
133.	Buitoni Products, Inc.	622,500
134.	Quaker Oats Co.	619,200
135.	Drewrys, Ltd.	607,000
136.	Mennen Co., The	595,500
137.	Wiedemann, Geo., Brewing	594,100
138.	Heileman, G., Brewing Co.	585,400
139.	General Cigar Co.	584,300
140.	McLaughlin, W. F., & Co.	580,900
141.	Duffy-Mott Co., Inc.	572,200
142.	Mayer, Oscar, & Co.	567,400
143.	Jackson Brewing Co.	566,700
144.	Blue Plate Foods, Inc.	566,300
145.	Grocery Store Prods. Co.	564,600
146.	Emerson Drug Co.	562,700
147.	Mars, Inc.	555,700
148.	Richfield Oil Corp.	543,000
149.	Standard Oil Co. of Ohio	537,500
150.	Simoniz Co.	537,200
151.	Gold Seal Co.	535,500
152.	Columbia Broadcasting Syst.	528,600
153.	General Baking Co.	526,500
154.	U. S. Tobacco Co.	524,400
155.	Welch Grape Juice Co., Inc., The	523,300
156.	National Presto Industries	522,500
157.	B. C. Remedy Co.	514,500
158.	Duquesne Brewing Co.	512,800
159.	Foremost Dairies, Inc.	510,500
160.	Walgreen Co.	508,600
161.	Continental Oil Co.	507,900
162.	Monarch Wine Co., Inc.	505,900
163.	Armstrong Rubber Co., The	504,100
164.	Household Finance Corp.	503,500
165.	Petri Wine Company	497,300
166.	Drackett Co., The	493,900
167.	Ruppert, Jacob, Brewery	489,400
168.	Avoset Co.	478,300
169.	Standard Oil Co. of Calif.	474,400
170.	Assoc. Hospital Service	573,000
171.	Gunther Brewing Co., Inc.	464,600
172.	Bank of America	462,100
173.	Rev. Oral Roberts	460,800
174.	Coty, Inc.	458,600
175.	LaRosa, V., & Sons, Inc.	455,700
176.	Democratic Party	453,300
177.	G. H. P. Cigar Co., Inc.	435,800
178.	Lone Star Brewing Co.	432,400
179.	International Salt Company	430,900
180.	Quality Bakers of America	424,300
181.	Frito Company	424,200
181.	Holsum Baking/Bakeries	422,500
183.	Hudson Pulp & Paper Corp.	419,500
184.	Regal Pale Brewing Co.	412,600
185.	Libby, McNeil & Libby	412,400
186.	Montgomery Ward & Co.	410,100
187.	American Stores Co.	409,200
188.	Leeming, Thomas, & Co., Inc.	408,500
189.	Whitman, Stephen F., & Son	403,200
190.	International Milling Co.	402,600
191.	Pharma-Craft Corp., Inc.	401,300
192.	Stroh Brewing Co.	401,300
193.	Slenderella Internat. Salons	399,200
194.	Grant Company	397,100
195.	General Tire & Rubber Co.	395,900
196.	Clinton Merchandising Corp.	383,400
197.	Brown Shoe Co., Inc.	383,100
198.	Pan-Am Southern Corp.	381,800
199.	Baird's Mrs., Bakeries, Inc.	379,000
200.	Frontier Foods Corp.	378,200

NBC - TV ADVERTISERS' BILLINGS, 1955

Source: House Anti-trust Sub-committee Hearings

Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time
Aluminum Co. of America			
Alcoa Hour	$ 482,883	9	$ 439,924
Ding Dong School	8,187	15	6,959
Feather Your Nest	6,815	15	5,793
Matinee	7,769	15	6,604
Tennessee Ernie Ford	7,081	15	6,019
World of Mr. Sweeney	7,525	15	6,396
Today—Home—Tonight	378,065	17½	311,904
American Doll Co.			
Pinky Lee	65,595	20	52,476
American Chicle Co.			
Caesar's Hour	985,959	7½	912,012
Summer Theatre	194,340	25	145,755
Victor Borge Show	35,106	0	35,106
Zoo Parade	374,691	0	374,691
American Home Products			
Midwestern Hayride	133,545	23	102,830
Today—Home—Tonight	250,726	20	200,581
G. Washington Coffee (Home)			
Today—Home—Tonight	90,336	10	81,302
American Tobacco Co.			
Best In Mystery	89,982	16	75,585
The Big Story	1,101,091	20	880,873
Your Hit Parade	1,048,946	20	839,157
Justice	447,773	10	402,996
Robert Montgomery	967,903	18	793,680
Your Play Time	317,975	16	267,099
American Viscose			
Today—Home—Tonight	69,640	10	62,676
Charles Antell Inc.			
Easter in New York	18,405	0	18,405
TV Academy Awards	17,336	0	17,336
Hollywoods Best	83,535	25	62,651
Search For Beauty	775,770	33	519,766
Ted Mack Matinee	73,356	33	49,149
Today—Home—Tonight	40,688	0	40,688
Armstrong Cork Co.			
Circle Theatre	1,370,020	7	1,274,119
Associated Products			
Arthur Murray Party	299,975	25	224,981
Tony Martin	477,233	0	477,233
Atlantis Sales Corp.			
Howdy Doody	114,328	20	91,462
Pinky Lee	31,466	20	25,173
World of Mr. Sweeney	273,002	5	259,352
Today—Home—Tonight	71,280	0	71,280
Avco Mfg. Co.			
Midwest Hayride	365,026	22	284,720
NCAA Football	314,766	0	314,766
Today—Home—Tonight	50,965	0	50,965
Hazel Bishop			
Dunninger Show	458,691	25	344,018
Place The Face	524,671	25	393,503
Raye—Berle	391,388	13	340,508
Color Spread	235,040	0	235,040
This Is Your Life	1,117,945	7	1,039,689
Bissel Carpet Co.			
Today—Home—Tonight	487,173	20	389,738
Borden Co.			
A Date With Life	400,030	24	304,023
Justice	918,268	24	697,884
Make The Connection	497,438	24	378,053
People's Choice	509,545	24	387,254
Way Of The World	1,369,450	24	1,040,782
California Packing Co.			
Today—Home—Tonight	381,880	17½	315,051

Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time
Campbell Soup Co.			
Dear Phoebe	822,426	7	764,856
Howdy Doody	178,441	18	146,322
Pinky Lee	31,682	20	25,346
Star Stage	410,703	6	386,061
Today—Home—Tonight	31,682	0	31,682
Chesebrough-Ponds			
Cotton Bowl Game	23,743	0	23,743
Star Stage	331,946	6	312,029
Today—Home—Tonight	43,511	0	43,511
Chrysler Div.			
It's a Great Life	2,123,111	15	1,804,644
Shrine Game	149,100	0	149,100
Today—Home—Tonight	9,713	0	9,713
DeSoto Div.			
You Bet Your Life	2,759,016	25	2,069,262
Today—Home—Tonight	4,819	0	4,819
Dodge Brothers Div.			
Nat'l Open Golf Championship	72,549	15	61,667
Plymouth Div.			
Plymouth News Caravan	2,718,393	23	2,093,163
Cluett Peabody			
Today—Home—Tonight	210,948	17½	174,032
Coca Cola Inc.			
Coketime	2,551,241	11	2,270,604
Colgate Palmolive Co.			
Comedy Hour	1,434,553	25	1,075,915
Colgate Variety Hour	1,956,295	20	1,565,036
Ding Dong School	208,317	25	156,238
Feather Your Nest	1,132,571	22½	877,743
Howdy Doody	984,250	29	698,818
Modern Romances	1,784,306	22½	1,382,837
Continental Baking Co.			
Howdy Doody	965,189	21	762,499
Crowell-Collier			
Today—Home—Tonight	85,446	12½	74,765
Cudahy Packing Co.			
Today—Home—Tonight	322,516	17½	266,076
Helene Curtis			
Caesar's Hour	242,163	0	242,163
Today—Home—Tonight	270,979	20	216,783
Dow Chemical Co.			
NCAA Football Scoreboard	155,461	0	155,461
Medic	1,473,825	10	1,326,443
Today—Home—Tonight	433,968	17½	358,024
Eastman Kodak Co.			
Kodak Request Performance	1,010,300	16	848,652
Norby	425,977	16	357,821
Screen Directors Playhouse	533,925	16	448,497
Ford Motor Co.			
Ford Theatre	2,621,434	16	2,202,005
Producers Showcase	763,664	3	740,754
General Dynamics Corp.			
Youth Wants to Know	135,140	5	128,383
General Electric Co.			
Dear Phoebe	497,838	6	467,968
I Married Joan	602,163	6	566,033
New Years Eve Times Sq.	12,088	0	12,088
Medic	275,468	0	275,468
Today—Home—Tonight	164,669	10	148,202

Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time
General Foods Corp.			
Bob Hope Show	409,466	13	356,235
Caesar's Hour	78,357	0	78,357
Commando Cody	269,317	20	215,454
Fury	256,565	20	205,252
Pinky Lee	135,585	17½	111,858
Roy Rogers	2,227,459	18	1,826,516
Roy Rogers Champ. Rodeo	79,870	13	69,487
Today—Home—Tonight	288,237	17½	237,796
General Mills Corp.			
Ding Dong School	313,960	5	298,262
General Motors Corp.			
A. C. Spark Plug Div. (GM)			
Big Town	827,137	13	719,609
General Motors Motorama	78,450	15	66,683
Wide Wide World	85,153	15	72,380
Buick Motors Div. (GM)			
Milton Berle	1,046,864	15	889,834
Nat'l Football League Championship	56,689	0	56,689
Color Spread	25,208	0	25,208
Today—Home—Tonight	42,924	0	42,924
Cadillac Motor Div. (GM)			
Today—Home—Tonight	22,426	0	22,426
Chevrolet Motor Div. (GM)			
The Chevy Show	465,627	14	400,439
Dinah Shore Show	2,436,224	14	2,095,153
Today—Home—Tonight	4,819	0	4,819
Pontiac Motors (GM)			
Pontiac Playwrights	554,748	15	471,536
Guide Lamp (GM)			
Wide Wide World	85,764	15	72,899
Oldsmobile Div. (GM)			
Academy Award Presentation	113,369	14	97,497
Patti Page—Perry Como	34,472	15	29,301
Max Liebman Presents	1,545,927	0	1,545,927
Today—Home—Tonight	5,464	0	5,464
Pontiac Div. (GM)			
Jack Carson Show	233,685	13	203,306
Red Buttons	598,339	11	532,522
Wide Wide World	103,896	15	88,312
Today—Home—Tonight	45,527	0	45,527
General Time Corp.			
Today—Home—Tonight	132,708	10	119,437
Gerber Products Co.			
Ding Dong School	653,355	12	574,952
Gillette Safety Razor Corp.			
All Star Baseball	100,396	35	65,257
Blue Grey Football Game	135,959	35	88,373
Calvacade of Sports	2,979,145	46	1,608,738
Gillette Summer Sportreel	298,651	45	164,258
Rose Bowl Football Game	210,878	35	137,071
1955 World Series	428,524	35	278,541
Toni Co. (Gillette)			
Arthur Murray Party	305,994	25	229,496
Dollar a Second	354,801	25	266,101
Jan Murray Time	149,125	25	111,844
Pinky Lee	9,738	20	7,790
Tony Martin	327,491	24	248,893
Perry Como	154,200	0	154,200
People Are Funny	1,212,783	20	970,226
So This Is Hollywood	1,269,650	24	964,934
Paper-Mate Co. (Gillette)			
People Are Funny	1,139,853	10	1,025,868
Glidden Co.			
Today—Home—Tonight	191,252	12½	167,346
Goodyear Tire & Rubber Co.			
Goodyear Tv Playhouse	2,082,162	8	1,915,589
No Room At the Inn	42,626	6	40,068
Grocery Store Products Co.			
Today—Home—Tonight	128,466	10	115,619
Grove Labs			
Today—Home—Tonight	564,434	20	451,547
Gulf Oil Co.			
Life of Riley	1,988,745	16	1,670,546
NCAA Football	69,931	0	69,931

Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time
Hallmark Cards Inc.			
Hallmark Hall of Fame	1,076,118	4	1,033,073
Hartz Mountain Products			
Captain Hartz & His Pets	232,374	5	220,755
H. J. Heinz Co.			
Captain Gallant	1,510,577	16	1,268,885
Today—Home—Tonight	289,349	20	231,479
International Cellucotton Products Co.			
Cameo Theatre	205,566	25	154,175
Kleenex Summer Theatre	187,427	25	140,570
Midwestern Hayride	229,883	25	172,412
Perry Como Show	233,779	0	233,779
International Show Co.			
Ding Dong School	63,565	0	63,565
Howdy Doody	121,675	0	121,675
Pinky Lee	149,241	6	140,287
Today—Home—Tonight	19,643	0	19,643
Andrew Jergens Co.			
First Love	1,245,001	23	958,651
S. C. Johnson & Sons			
Rob't Montgomery Presents	1,967,793	8	1,810,370
Johnson & Johnson			
Ding DongSchool	67,040	0	67,040
Imogene Coca Show	187,454	0	187,454
Pinky Lee	73,042	0	73,042
Musical Chairs	88,992	0	88,992
Ted Mack Matinee	55,395	0	55,395
Tennessee Ernie	119,020	0	119,020
World of Mr. Sweeney	60,243	0	60,243
Today—Home—Tonight	162,382	10	146,144
Kellogg Co.			
Howdy Doody	434,088	15	368,975
Kendall Co. (Bauer & Black)			
Today—Home—Tonight	181,724	10	163,552
Kraft Foods Co.			
Kraft Theatre	3,655,710	19	2,961,125
Tom Corbett Space Cadet	543,188	13	472,574
Lever Brothers Co.			
Big Town	811,883	13	706,338
Lux Video Theatre	3,881,050	20	3,104,840
Lewis Howe Co.			
Imogene Coca Show	289,125	7½	267,441
Musical Chairs	134,968	7½	124,845
1955 Variety Show	77,702	0	77,702
Color Spread	50,566	0	50,566
Liggett & Myers Tobacco Co.			
Dragnet	2,707,323	16	2,274,151
Matinee Theatre	106,497	12	93,717
P. Lorillard Co.			
Truth or Consequences	2,267,423	16	1,904,635
Manhattan Soap Co.			
Ding Dong School	667,340	15	567,239
Johns Manville Corp.			
Meet the Press	576,293	6	541,715
Maytag Co.			
Raye—Berle	80,995	0	80,995
Color Spread	63,653	0	63,653
Today—Home—Tonight	107,551	15	91,418
Mennen Co.			
Ding Dong School	232,374	5	220,755
Miles Labs			
Ding Dong School	335,146	17	278,171
Concerning Miss Marlowe	132,985	17	110,378
Modern Romances	109,100	17	90,553
Tennessee Ernie Ford	281,966	17	234,032
World of Mr. Sweeney	289,067	17	239,926

Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time
Minnesota Mining & Mfg. Co.			
Today—Home—Tonight	20,318	15	17,270
Minute Maid Corp.			
Tennessee Ernie Ford	57,300	5	54,435
Tournament of Roses Parade	57,952	0	57,952
Mobile Homes			
Today—Home—Tonight	151,642	12½	132,687
Morton Salt Co.			
Today—Home—Tonight	182,739	10	164,465
Musterole			
Today—Home—Tonight	139,488	10	125,539
Dromedary Co. (Nat'l Biscuit)			
Tennessee Ernie Ford	89,389	0	89,389
World of Mr. Sweeney	93,322	0	93,322
Today—Home—Tonight	4,508	0	4,508
Hills Brothers Co. (Nat'l Biscuit)			
Today—Home—Tonight	353,311	17½	291,482
Northam & Warren Corp.			
Today—Home—Tonight	252,528	15	214,649
Evinrude Motors (Outboard M & M)			
Today—Home—Tonight	86,982	12½	76,109
Pan American Airways			
Meet the Press	452,135	6	425,007
Pan American Coffee Bureau			
Today—Home—Tonight	116,506	10	104,855
Pepperell Mfg. Co.			
Today—Home—Tonight	70,720	10	63,648
Pfaff Sewing Machine Co.			
Today—Home—Tonight	198,549	12½	173,730
Philco Corp.			
Philco Tv Playhouse	1,619,025	8	1,489,503
Polaroid Corp.			
Today—Home—Tonight	223,357	12½	195,437
Polk Miller			
Today—Home—Tonight	155,704	10	140,134
Procter & Gamble			
Caesar's Hour	118,195	0	118,195
Cameo Theatre	199,650	25	149,738
Ding Dong School	102,345	25	76,759
Fireside Theatre	1,882,856	25	1,412,142
Golden Windows	281,165	25	210,874
It Pays To Be Married	720,075	46	388,841
Loretta Young	2,142,410	25	1,606,808
Matinee Theatre	330,731	32	224,897
Concerning Miss Marlowe	725,541	25	544,156
Tennessee Ernie Ford	1,228,677	48	638,912
This Is Your Life	1,178,080	25	883,560
Today—Home—Tonight	14,740	0	14,740
Purex Corp.			
Big Surprise	261,830	6	246,120
Radio Corp. of America			
Milton Berle	152,597	0	152,597
Caesar's Hour	602,899	7½	557,682
Producer's Showcase	767,979	3	744,940
Raye—Berle	152,575	0	152,575
Remington Rand			
Caesar's Hour	328,441	7½	303,808
R. J. Reynolds Tobacco Co.			
Camel News Caravan	4,534,090	25	3,400,568
Feather Your Nest	589,844	25	442,383
Bob Cummings Show	1,406,848	25	1,055,136
Sports Highlights 1955	14,235	25	10,676

Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time
Reynolds Metal Co.			
Do It Yourself	396,603	13½	343,062
Frontier	477,135	13½	412,722
Mr. Peepers	689,697	13½	596,588
Color Spread	222,866	0	222,866
Roto Broil			
Today—Home—Tonight	245,985	12½	215,237
Sawyers Inc.			
Pinky Lee	55,723	9	50,708
Today—Home—Tonight	23,907	0	23,907
Scott Paper Co.			
Father Knows Best	733,872	16	616,452
My Little Margie	1,295,438	16	1,088,168
Serutan Co.			
Juvenile Jury	217,282	0	204,245
W. A. Shaeffer Pen Co.			
Today—Home—Tonight	246,974	12½	216,102
Simoniz Co.			
Best In Mystery	139,413	6	131,048
The Big Story	965,433	6	907,507
Today—Home—Tonight	90,122	0	90,122
Speidel Corp.			
The Big Surprise	258,500	6	242,990
Caesar's Hour	341,358	0	341,358
Today—Home—Tonight	61,260	0	61,260
State Farm Insurance Co.			
Red Barber Show	427,102	18	350,224
Standard Brands Inc.			
Howdy Doody	630,828	12	555,129
Color Spread	49,513	0	49,513
Tennessee Ernie Ford	495,428	17	411,205
Starkist			
Today—Home—Tonight	334,983	17½	276,361
Sunbeam Corp.			
Milton Berle	152,888	0	152,888
Raye—Berle	156,543	0	156,543
Color Spread	591,888	0	591,888
Today—Home—Tonight	369,332	12½	323,166
Sweets Co. of America			
Happy Felton's Spotlight	96,950	17	80,469
Pinky Lee	683,658	16	574,273
World of Mr. Sweeney	61,400	12	54,032
Winchell & Mahoney	611,483	27	446,383
Today—Home—Tonight	3,667	20	2,934
Swift & Co.			
Swift Show Wagon	1,443,604	6	1,356,988
Today—Home—Tonight	343,074	17½	283,036
The Texas Co.			
Donald O'Connor Show	586,028	13	509,844
Texaco Star Theatre	1,136,074	7	1,056,549
Upjohn			
Today—Home—Tonight	70,757	10	63,681
U. S. Time Corp.			
Pinky Lee	63,045	20	50,436
Warner Lambert			
Your Hit Parade	1,013,400	6	952,596
Robt. Montgomery Presents	393,740	30	275,618
Your Play Time	317,952	8	292,516
Washington State Apple Comm.			
Today—Home—Tonight	89,454	10	80,508
J. A. Wright			
Today—Home—Tonight	123,590	10	111,231

CBS - TV ADVERTISERS' BILLINGS, 1955

Source: House Antitrust Subcommittee Hearings

Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time
Aluminum Co. of America			
See It Now	$ 837,000	7.5	$ 774,225
Aluminum			
Omnibus	538,200	10	484,380
Amana Refrigerator			
Phil Silvers	325,693	5	309,408
Basketball	146,000	0	146,000
Football	325,000	0	325,000
Pacific Coast Basketball	8,400	0	8,400
Amer. Cone & Pretzel Co.			
Panorama Pacific	800	0	800
American Dairy			
Bob Crosby	293,340	5	278,673
American Home Prod.			
Love of Life	4,680,000	25	3,510,000
Secret Storm	1,982,400	25	1,474,410
A. Godfrey Time	153,000	25	114,750
Doug. Edwards & The News	1,317,600	25	988,200
Name That Tune	201,000	25	150,750
Name That Tune	394,800	25	296,100
Down You Go	295,400	25	221,550
Wanted—Quiz Kids	326,700	25	245,025
American Oil Co.			
Person to Person	423,150	5	401,993
American Tobacco Co.			
Jack Benny-Pvt. Secretary	2,641,600	25	1,981,200
Doug. Edwards & The News	1,856,400	25	1,392,300
Amoco			
Years of Crisis	27,200	0	27,200
Anheuser Busch, Inc.			
Damon Runyon Theatre	1,060,200	21	837,558
Armour			
Captain Midnight	93,000	0	93,000
Bauer & Black			
Godfrey Time	128,700	11	128,700
Bendix Div. of Avco			
Doug. Edwards & The News	828,300	17.5	683,348
Best Foods			
Robert Q. Lewis	360,000	10	324,000
Block Drug			
Danger	66,600	0	66,600
Bonne Belle, Inc.			
Panorama Pacific	8,400	0	8,400
Borden Co.			
Garry Moore	452,400	10	407,160
Bristol Myers			
Four Star Playhouse	1,107,990	20	886,392
Godfrey Time	457,567	25	343,175
Godfrey Time	610,090	25	457,568
Garry Moore	75,240	15	63,954
Garry Moore	535,698	25	401,774
Stage Seven	35,963	25	26,972
Alfred Hitchcock	2,078,467	25	1,558,850
Brown & Williamson			
Robert Q. Lewis	85,400	10	76,860
Lineup—Undercurrent	1,352,000	20	1,081,600
E. L. Bruce			
Panorama Pacific	9,100	0	9,100
Buick			
Jackie Gleason-The Honeymooners	743,831	25	557,873
Lorraine Burton Salad			
Panorama Pacific	9,450	2.5	9,214
Calgon, Inc.			
Panorama Pacific	3,300	0	3,300
California Brewing			
The Star & Story	8,400	10	7,560
Campbell Cereal			
Morning Show	19,488	5	18,514
Campbell Soup			
Abbott & Costello	146,241	12	128,692
Lassie	1,357,200	13.5	1,173,978
Carnation Co.			
Bob Crosby	128,000	15	108,800
Burns & Allen	1,281,800	19	1,038,258
Carter Products			
Meet Millie	995,000	9.5	900,475
Panorama Pacific	600	0	600
CBS Columbia			
Willy	63,000	0	63,000
Godfrey & Friends	466,677	15	396,675
Talent Scouts	227,374	2.1	222,599
Life with Father	161,500	0	161,500
See It Now	13,500	0	13,500
CBS Hytron			
Talent Scouts	45,500	2.1	44,545
Garry Moore	86,712	12.5	758,730
Chevrolet			
Garry Moore	76,325	25	57,244
Chrysler Corp.			
Climax-Shower of Stars	4,082,650	25	3,061,988
Chun King			
Garry Moore	343,330	5	326,164
Coast Fisheries			
Panorama Pacific	6,300	0	6,300
Colgate Palmolive			
Strike It Rich	4,750,200	25	3,549,000
The Big Payoff	2,932,800	25	2,199,600
Strike It Rich-Millionaire	2,490,800	25	1,868,100
Columbia Records			
See It Now	27,000	0	27,000
Comstock			
Garry Moore	144,624	5	137,393
Converted Rice			
Garry Moore	459,000	17.5	378,675
Panorama Pacific	13,650	5	12,968
Corn Products			
Robert Q. Lewis	402,626	10	362,363
Godfrey Time	424,437	19.3	342,521
Crane Co.			
Morning Show	48,000	0	48,000
Helene Curtis			
Robert Q. Lewis	419,125	15	356,256
Professional Father	566,800	15	481,780
Professional Father	170,300	0	170,300
Curtiss Candy Co.			
Tales of the Texas Rangers	100,500	0	100,500
Doeskin Products, Inc.			
Robert Q. Lewis	135,200	0	135,200
Dow Chemical			
Godfrey Time	351,000	5	333,450
Edison Chemical			
Morning Show	3,300	0	3,300
ECAP			
You Are There	788,000	0	788,000
Elgin Nat'l. Watch Co.			
Person to Person	335,700	0	335,700
Falstaff Brewing Corp.			
Game of the Week	467,900	0	467,900
Florida Citrus			
Morning Show	69,034	10	68,048
Ford Div. of Ford Motor Co.			
Ford Star Jubilee	540,400	15	459,340
Frigidaire			
Godfrey Time	1,110,375	17.5	916,059
A. Godfrey & His Friends	821,084	15	697,921
My Favorite Husband	509,574	20	407,659
General Electric			
20th Century Fox	1,158,280	20	926,624
Jane Froman	394,940	25	296,205
Ray Milland	782,717	15	665,309
Parade of Light	22,433	15	19,068
G. E. Theatre	2,458,560	24.7	1,851,296

Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time
General Foods			
Johnny Carson	901,142	25	675,857
Portia Faces Life	1,242,000	25	931,500
Christmas Show	75,200	25	56,400
I Love Lucy	593,294	25	444,971
Mama	1,820,853	25	1,365,640
Our Miss Brooks	1,777,044	25	1,332,783
December Bride	2,600,000	25	1,950,000
Three For Tonight	120,000	0	120,000
Jo Stafford	90,000	0	90,000
General Mills, Inc.			
Burns & Allen	292,200	15	248,370
Tales of the Texas Rangers	209,300	20	167,440
Life with Father	211,750	25	158,813
Lone Ranger	754,000	25	565,500
Bob Crosby	907,800	25	676,400
Captain Midnight	206,400	15	175,440
Garry Moore	167,400	25	125,550
Valiant Lady	1,417,800	25	1,056,400
Robert Q. Lewis	238,000	25	178,500
Willy	612,000	25	459,000
Barker Bill	805,200	25	597,038
Panorama Pacific	10,400	0	10,400
Gerber Products			
Bob Crosby Show	243,000	5	230,850
Gillette Safety Razor			
Kentucky Derby	40,000	15	34,000
Preakness	40,000	15	34,000
Belmont Stakes	37,800	15	32,130
Goldseal			
The Jo Stafford Show	541,800	17.5	446,985
B. F. Goodrich			
Burns & Allen	888,000	1.25	876,900
Hamm Brewing			
Person to Person	595,296	7.5	550,649
Hawaiian Pineapple			
House Party	629,200	15	534,820
Hills Bros.			
Panorama Pacific	62,400	7.38	57,795
Hoover Co.			
Morning Show	23,250	0	23,250
Lewis Howe			
Swaps vs. Nashua Match Race	62,000	0	62,000
Ideal Toys			
Winky Dink & You	157,300	0	157,300
In-Sinkerator			
Panorama Pacific	9,100	0	9,100
International Harvester			
Halls of Ivy	500,000	0	500,000
S. C. Johnson & Son			
Red Skelton, Life with Father, Spotlight Playhouse	988,000	5	938,600
Robert Q. Lewis	392,000	18.5	319,480
Johnson & Johnson			
Robin Hood	291,178	5	276,619
Kellogg			
Godfrey & Friends	238,500	25	178,875
Lassie	313,600	25	235,200
Wild Bill Hickok	627,000	25	470,250
Garry Moore	457,600	25	343,200
Godfrey Time	878,800	24	667,888
House Party	967,200	24	735,072
Kendall Co.			
Morning Show	51,200	0	51,200
Panorama Pacific	4,800	0	4,800
Lanolin Plus			
Robert Q. Lewis	218,800	7.5	202,390
Larsen Co.			
Bob Crosby	69,000	0	69,000
Lever Bros.			
Uncle Johnny Coons	273,000	25	204,750
Uncle Johnny Coons	184,800	15	157,080
Talent Scouts	1,019,200	20	815,360
Garry Moore	65,100	25	48,825
Garry Moore	137,800	25	103,350
Godfrey Time	936,000	25	702,000
Art Linkletter	1,508,000	25	1,131,000
Liggett & Myers			
Perry Como	1,830,000	25	1,372,500
TV Top Tunes	405,900	22	316,602
Gunsmoke	635,700	23	489,489

Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time
Lincoln Mercury			
Toast of the Town, Ed Sullivan Show	4,388,800	25	3,291,600
Pan American Road Race Film	1,100	0	1,100
Longine			
Chronoscope	378,300	5	359,385
Conquest	115,600	0	115,600
Thanksgiving	55,500	0	55,500
P. Lorillard Co.			
Two for the Money	1,974,000	24.5	1,490,370
Father Knows Best	2,138,500	24	1,625,260
Lyon Van & Storage			
Panorama Pacific	63,600	7.38	58,536
Magla Productions			
Panorama Pacific	600	0	600
Masland			
Garry Moore	50,800	0	50,800
Garry Moore	154,800	0	154,800
Garry Moore	97,600	0	97,600
Maybelline			
Robert Q. Lewis	10,900	0	10,900
Jack Paar	6,800	0	6,800
See It Know	40,400	0	40,400
Maytag Co.			
Star Time Playhouse—Navy Log	562,900	5	534,755
Miles Laboratories			
Garry Moore	540,800	20	432,640
Bob Crosby	142,800	20	114,240
Robert Q. Lewis	349,600	20	279,680
Minnesota Mining			
Godfrey Time	75,600	17.5	62,370
Godfrey Time	168,000	5	159,600
Godfrey Time	233,700	5	222,015
Monsanto Chemical			
Morning Show	90,000	17.5	693,000
Panorama Pacific	9,800	17.5	8,085
Winky Dink & You	64,800	0	64,800
Jules Montenier			
What's My Line	958,815	5	910,874
Philip Morris			
I Love Lucy	903,501	22.5	700,213
Public Defender	585,098	12.5	511,961
Panorama Pacific	44,100	7	41,013
Morton Salt Co.			
Panorama Pacific	3,900	0	3,900
Mullens Mfg.			
Panorama Pacific	300	0	300
Mullins Mfg.			
Morning Show	3,300	0	3,300
Nabisco			
Halls of Ivy	560,700	0	560,700
Nash Kelvinator			
Danger	409,200	0	409,200
National Carbon			
Arthur Godfrey & Friends	145,500	0	145,500
National Dairy			
Big Top	1,560,000	23	1,201,200
Nestle Co.			
Jackie Gleason	945,098	15	803,333
Stage Show	605,570	21	478,400
Norcross			
Omnibus	297,000	10	267,300
Norwich Pharmacal			
Sunday News Special	520,000	12.5	455,000
Noxzema Chemical Co.			
Person to Person	376,253	5	357,440
Pabst Brewing Co.			
Blue Ribbon Bouts	971,904	25	728,928
Pet Milk			
Red Skelton	1,012,500	5	961,875
Pharmaceuticals, Inc.			
Doug. Edwards & the News	778,800	23	599,676
Meet Millie	956,800	18	784,576

Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time
Pillsbury Mills			
Godfrey & Friends	538,800	15	457,980
Godfrey Time	2,038,400	25	1,528,800
House Party	2,069,600	25	1,552,200
Pioneer Rubber Co.			
Panorama Pacific	3,000	0	3,000
Polaroid Corp.			
Panorama Pacific	2,250	0	2,250
Procter & Gamble			
Road of Life	1,014,000	25	760,000
Bob Crosby	37,200	25	27,900
Guiding Light	2,496,000	25	1,872,000
Brighter Day	2,548,000	25	1,911,000
Welcome Travelers	4,264,000	25	3,198,000
On Your Account	4,472,000	25	3,354,000
I Love Lucy—Whiting Girls	1,431,000	25	1,073,250
Topper	900,000	25	675,000
Down You Go—It's Always Jan	864,000	25	648,000
The Line Up—Undercurrent	980,000	25	735,000
Favorite Husband	540,000	25	405,000
Jackie Gleason	673,764	15	572,699
Panorama Pacific	11,250	5	10,688
Prudential Insurance Co.			
You Are There	1,094,400	16	919,296
Garry Moore	174,000	12	146,160
Purex Corp.			
Panorama Pacific	9,100	0	9,100
Quaker Oats, Inc.			
Contest Carnival	672,600	17.5	554,895
Sgt. Preston of the Yukon	263,200	20	210,560
Ralston Purina			
Robert Q. Lewis	52,500	0	52,500
Garry Moore	52,400	0	52,400
Reader's Digest			
Panorama Pacific	1,400	2.5	1,365
Regal Pale Brewing			
Harry Owens Show	254,280	20	203,424
Remington Rand			
What's My Line	1,051,050	5	998,498
Revlon, Inc.			
Danger, $64,000 Question	1,710,000	23	1,316,700
Appointment with Adventure	233,000	20	186,400
Johnny Carson, Public Defender	478,400	20	382,720
Morning Show	89,600	5	85,120
Rexall Drug			
Panorama Pacific	1,050	2.5	1,024
Morning Show	9,900	0	9,900
R. J. Reynolds			
I've Got A Secret	2,520,570	25	1,890,428
Topper—Crusader	845,339	22.5	655,138
Bob Cummings	1,074,450	25	805,838
You'll Never Get Rich	372,462	25	279,347
Ronson			
Doug. Edwards & the News	1,569,600	0	1,569,600
Schick			
Jackie Gleason	621,475	7.5	574,864
Schlitz Brewing Co.			
Playhouse of Stars	2,272,400	22	1,772,472
Scott Paper			
Valiant Lady	44,050	22	34,359
Garry Moore	219,130	21	173,113
Bob Crosby	151,827	21.3	119,488
Bob Crosby	295,050	21	233,090
Garry Moore	249,600	21	197,184
Omnibus	538,902	10	485,012
Serta Associates			
Garry Moore	60,400	0	60,400
Seven Up			
Bob Crosby	55,600	0	55,600
W. A. Sheaffer Pen Co.			
Two for the Money	559,350	13	486,635
Star Time Playhouse—Navy Log	519,600	5	493,620
Panorama Pacific	11,550	2.5	11,261
Jackie Gleason	316,212	7.5	292,496
Shulton			
See It Now	90,000	0	90,000
Simmons Co.			
My Favorite Husband	297,900	0	297,900
Simoniz Co.			
Bob Crosby	465,300	20	372,240
Garry Moore Show	201,600	20	161,280
Singer Sewing Machine Co.			
Four Star Playhouse	1,112,800	5	1,057,160
Soilax			
Garry Moore	136,800	5	129,960
S. O. S.			
Bob Crosby	320,710	12.5	280,621
Garry Moore	177,645	15	159,998
Southern Calif. Plasterers			
Tournament of Roses	3,600	0	3,600
A. E. Staley			
Garry Moore	321,500	5	305,425
State Farm Mutual Insurance Co.			
Red Barber's Corner	197,613	15	167,971
Sterling Drug			
Panorama Pacific	6,300	2.5	6,143
Sterns Nursery			
Morning Show	6,500	0	6,500
J. P. Stevens			
Panorama Pacific	4,200	2.5	4,095
C. R. Swanson & Sons			
Robert Q. Lewis	159,800	11	142,222
Bob Crosby	159,800	11	142,222
Bob Crosby	175,500	22	136,890
Swift & Co.			
Garry Moore	103,840	12	91,379
Garry Moore	373,184	6.9	347,434
Garry Moore	198,492	11	176,658
Panorama Pacific	22,400	2.5	21,840
Sylvania Electric Co.			
Beat the Clock	2,135,900	21	1,687,361
Toni Company			
Talent Scouts	315,700	25	236,775
A. Godfrey & His Friends	2,208,800	25	1,656,600
Frankie Laine			
Valiant Lady	349,600	25	495,656
Bob Crosby	390,000	25	292,500
Garry Moore	208,000	20	166,400
Garry Moore	57,600	25	43,200
Garry Moore	19,400	25	14,550
A. Godfrey Time	252,300	25	316,109
U. S. Steel Corp.			
U. S. Steel Hour	960,700	5	912,665
Wander Co.			
Captain Midnight	242,200	7.5	224,035
Weco Productions			
Panorama Pacific	3,500	0	3,500
Wemar Corporation			
Panorama Pacific	300	0	300
Wessen Houseware			
Panorama Pacific	2,100	0	2,100
Wesson Oil			
Valiant Lady	265,404	17.5	218,958
Westinghouse Electric			
Studio One—Summer Theatre	3,829,124	25	2,871,843
Best of Broadway	437,700	15	372,045
Wildroot			
Robin Hood	256,034	5	243,232
Wishbone Salad Dressing			
Panorama Pacific	14,000	5	13,300
Wrigley			
Gene Autry	725,010	10	652,509
Yardley			
Garry Moore	899,600	15	764,660
Panorama Pacific	2,400	0	2,400
Zenith Radio			
Omnibus	260,000	50	130,000

COLOR EQUIPPED STATIONS—U.S.A.

• As of February 1, 1957

CBS-TV

CITY	STATION	BASIC AFFILIATES NETWORK REBROADCAST	LOCAL ORIGINATION SLIDE	FILM	LIVE
New York	WCBS-TV	*	*	*	*
Albany, N. Y.	WCDA-TV	*	..	..	..
Atlanta	WAGA-TV	*	*	*	*
Baltimore	WMAR-TV	*	*	*	*
Birmingham	WBRC-TV	*	..	..	..
Boston	WNAC-TV	*	..	..	..
Buffalo	WBEN	*	*	*	*
Charleston, W. Va.	WCHS-TV	*	*	*	..
Charlotte	WBTV	*	*	*	*
Chicago	WBBM-TV	*	..	..	..
Cincinnati	WKRC-TV	*	*	*	*
Cleveland	WJW-TV	*	*	*	..
Columbus	WBNS-TV	*	..	..	..
Dallas	KRLD-TV	*	*	*	..
Dayton	WHIO-TV	*	..	..	..
Denver	KLZ-TV	*	..	..	..
Des Moines	KRNT	*	..	..	..
Detroit	WJBK-TV	*	*	*	*
Galveston-Houston	KGUL-TV	*	*	*	..
Greensboro	WFMY-TV	*	*	*	..
Hutchinson-Wichita	KTVH	*	..	..	..
Indianapolis	WISH-TV	*	..	..	..
Jacksonville	WMBR-TV	*	..	..	..
Kalamazoo	WKZO-TV	*	..	..	..
Kansas City	KCMO-TV	*	..	..	..
Los Angeles	KNXT	*	*	*	*
Louisville	WHAS-TV	*	..	..	..
Memphis	WREC-TV	*	..	..	..
Miami	WTVJ	*	*	*	*
Milwaukee	WXIX-TV	*	..	..	..
Minneapolis	WCCO-TV	*	*	*	*
Nashville	WLAC-TV	*	..	..	..
Norfolk	WTAR-TV	*	*	*	*
Oklahoma City	KWTV	*	..	..	..
Omaha	WOW-TV	*	..	..	..
Philadelphia	WCAU-TV	*	*	*	..
Portland, Ore.	KOIN-TV	*	*	*	..
Providence, R. I.	WPRO-TV	..	..	..	..
Richmond	WRVA-TV	*	..	..	..
Rochester	WHEC-WVET	*	..	..	..
Rock Island	WHBF-TV	*	..	..	..
Sacramento	KBET-TV	*	*	*	..
Salt Lake City	KSL-TV	*	..	..	..
San Antonio	KENS-TV	*	..	..	..
San Diego	KFMB-TV	*	*	*	*
San Francisco	KPIX	*	*	*	..
Shreveport, La.	KSLA-TV	*	..	..	..
St. Louis	KWK	*	..	..	..
Syracuse	WHEN	*	..	..	..
Tacoma-Seattle	KTNT-TV	*	..	..	..
Tampa	WTVT	*	*	*	..
Toledo	WSPD-TV	*	*	*	*
Tulsa	KOTV	*	*	*	..
Washington	WTOP-TV	*	*	*	..
Fresno	KFRE-TV	*	..	..	..
BASIC OPTIONAL					
Altoona, Pa.	WFBG-TV	*	..	..	..
Augusta, Ga.	WRDW-TV	..	..	..	..
Austin, Texas	KTBC-TV	*	..	..	..
Bakersfield, Calif.	KBAK-TV	..	..	..	..
Baton Rouge, La.	WAFB-TV	..	..	..	..
Beaumont, Texas	KFDM-TV	*	..	..	..
Binghamton, N. Y.	WNBF-TV	*	..	..	..

* Equipment in use.
.. No equipment.

Burlington, Vt.	WCAX-TV	..	..	..	..
Cedar Rapids, Iowa	WMT-TV	*	*	*	*
Champaign, Ill.	WCIA	*	*	*	..
Charleston, S. C.	WCSC-TV	*	..	..	..
Chattanooga, Tenn.	WDEF-TV	*	..	..	..
Columbia, S. C.	WNOK-T	*	..	..	..
Columbus, Ga.	WRBL-TV	*	*	*	..
Duluth, Minn.	KDAL-TV	..	..	..	..
El Paso, Texas	KROD-TV	*	..	..	..
Erie, Pa.	WSEE-TV	*	..	..	..
Florence, S. C.	WBTW	*	..	..	..
Fort Wayne, Ind.	WIN-T	*	..	..	..
Green Bay, Wisc.	WBAY-TV	*	..	..	..
Greenville, N. C.	WNCT	*	..	..	..
Harrisburgh, Pa.	WHP-TV	..	..	..	..
Henderson-Evansville, Ind.	WEHT	*	..	..	..
Jackson, Miss.	WJTV	*	..	..	..
Johnson City, Tenn.	WJHL-TV	*	..	..	..
Knoxville, Tenn.	WBIR-TV	*	..	..	..
Lansing, Mich.	WJIM-TV	*	*	*	..
Little Rock-Pine Bluff, Ark.	KTHV	..	..	..	..
Macon, Ga.	WMAZ-TV	*	..	..	..
Madison, Wisc.	WISC-TV	*	..	..	..
Mobile, Ala.	WKRG-TV	*	..	..	..
Montgomery, Ala.	WCOV-TV	*	..	..	..
New Orleans, La.	WDSU-TV	*	*	*	*
Orlando, Fla.	WDBO-TV	*	..	..	..
Phoenix, Ariz.	KOOL-TV	*	..	..	..
Portland, Me.	WGAN-TV	*	..	..	..
Roanoke, Va.	WDBJ-TV	*	*	*	..
Rockford, Ill.	WREX-TV	*	*	*	..
Scranton, Pa.	WGBI-TV	*	..	..	..
Sioux City, Iowa	KVTV	*	..	..	..
South Bend, Ind.	WSBT	*	..	..	..
Spartanburg, S. C.	WSPA-TV	*	..	..	..
Spokane, Wash.	KXLY-TV	*	..	..	..
Springfield-Holyoke, Mass.	WHYN-TV	..	..	..	..
Springfield, Mo.	KTTS-TV	*	..	..	..
Steubenville-Wheeling, O.	WSTV	*	..	..	..
Terre Haute, Ind.	WTHI-TV	*	..	..	..
Topeka, Kans.	WIBW-TV	*	..	..	..
Youngstown, O.	WKBN-TV	*	..	..	..

SUPPLEMENTARY NON-INTERCONNECTED

Albuquerque, N. M.	KGGM-TV	*	..	..	..
Amarillo, Texas	KFDA	..	..	..	..
Anderson, S. C.	WAIM-TV	*	..	..	..
Bakersfield, Calif.	KERO-TV	*	..	..	..
Bangor, Me.	W-TWO	*	..	..	..
Cadillac, Mich.	WWTV	..	..	..	..
Cape Girardeau, Mo.	KFVS-TV	*	..	..	..
Cheyenne, Wyo.	KFBC-TV	..	..	..	..
Chico, Calif.	KHSL-TV	..	..	..	..
Colorado Springs, Colo.	KKTV	..	..	..	..
Eureka, Calif.	KIEM-TV	..	..	..	..
Fort Smith, Ark.	KNAC-TV	..	..	..	..
Harlingen, Texas	KGBT-TV	..	..	..	..
Jefferson City, Mo.	KRCG-TV	..	..	..	..
Johnstown, Pa.	WARD-TV	..	..	..	..
Joplin, Mo.	KODE-TV	*	..	..	..
Kearney, Neb.	KHOL-TV	*	..	..	..
La Crosse, Wisc.	WKBT	..	..	..	..
Lancaster, Pa.	WGAL-TV				
Lima, Ohio	WIMA-TV	..	..	..	..
Lincoln, Neb.	KOLN-TV	..	..	..	..
Lubbock, Texas	KDUB-TV	*	*	*	..
Mason City, Iowa	KGLO-TV	..	..	..	..
Medford, Ore.	KBES-TV	*	..	..	..
Meridian, Miss.	WTOK-TV	..	..	..	..
Minot, N. D.	KCJB-TV	..	..	..	..
Monroe, La.	KNOE-TV	*	..	..	..
Mt. Washington, N. H.	WMTW	..	..	..	..
Odessa, Texas	KOSA-TV	..	..	..	..
Peoria, Ill.	WTVH	*	..	..	..
Quincy-Hannibal, Mo.	KHQA-TV	*	..	..	..
Raleigh, N. C.	WNAO-TV	*	..	..	..
Reno, Nev.	KOLO-TV	..	..	..	..
Saginaw, Mich.	WKNX-TV	*	..	..	..
St. Joseph, Mo.	KFEQ-TV	..	..	..	..
Salinas-Monterey, Calif.	KSEW-TV	*	..	..	..
San Angelo, Texas	KTXL-TV	..	..	..	..
Santa Barbara, Calif.	KEY-T	..	..	..	..
Savannah, Ga.	WTOC-TV	*	..	..	..
Texarkana, Texas	KCMC-TV	*	..	..	..

* Equipment in use.
.. No equipment.

Tucson, Ariz.	KOPO-TV	..	..	..	..
Valley City, N. D.	KXJB-TV	*	*	*	..
Waco, Texas	KWTX-TV	*	..	..	..
Watertown-Carthage, N. Y.	WONY-TV	..	..	..	..
Wausau, Wisc.	WSAU-TV	..	..	..	..
Wichita Falls, Texas	KSYD-TV	*	..	..	..
Yakima, Wash.	KIMA-TV	*	..	..	..

SUPPLEMENTARY INTERCONNECTED

Billings, Mont.	KOOK-TV	..	..	..	..
Boise, Idaho	KBOI-TV	..	..	..	..
Great Falls, Mont.	KID-TV	..	..	..	..
Tallahasse, Fla.	WCTV	..	..	..	..

EXTENDED MARKET PLAN

Agana, Guam	KUAM-TV	..	..	..	..
Bellingham, Wash.	KVOS-TV	..	..	..	..
Big Spring, Texas	KBST-TV	..	..	..	..
Bismarck, N. D.	KBMB-TV	..	..	..	..
Carlsbad, N. M.	KAVE-TV	..	..	..	..
Clovis, N. M.	KICA-TV	..	..	..	..
Columbus, Miss.	WCBI-TV	..	..	..	..
Decatur, Ala.	WMSL-TV	..	..	..	..
Dickinson, N. D.	KDIX-TV	..	..	..	..
Dothan, Ala.	WTVY	..	..	..	..
Fayetteville, N. C.	WFLB-TV	*	..	..	..
Fort Meyers, Fla.	WINK-TV	..	..	..	..
Grand Junction, Colo.	KREX-TV	..	..	..	..
Jackson, Tenn.	WDXI-TV	*	..	..	..
Juneau, Alaska	KINY-TV	..	..	..	..
Kalispell, Mont.	KEEZ-TV				
Klamath Falls, Ore.	KOTI-TV				
Lafayette, Ind.	WFAM-TV	*	..	..	..
Lafayette, La.	KLFY-TV	*	..	..	..
Lake Charles, La.	KTAG-TV				
Laredo, Texas	KHAD-TV				
Las Vegas, Nev.	KLAS-TV	*	..	..	..
Marqutte, Mich.	WDMJ-TV				
Missoula, Mont.	KGVO-TV	*	..	..	..
Ottumwa, Iowa	KTVO	*	..	..	..
Panama City, Fla.	WJDM-TV	*	..	..	..
Parkersburg, W. Va.	WTAP	*	..	..	*
Presque Isle, Me.	WAGM-TV	*	*	*	..
Rapid City, S. D.	KOTA-TV	*	*	..	..
Salisbury, Md.	WBOC-TV	*	*	*	..
San Luis Obispo, Calif.	KVEC-TV	*	*	*	..
Twin Falls, Idaho	KLIX-TV	*	*	*	..
Sweetyater-Abilene, Tex.	KPAR-TV	*	..	..	..
Yuma, Ariz.	KIVA	*	..	..	..

NBC-TV

INTERCONNECTED BASIC AFFILIATES

CITY	STATION	NETWORK REBROADCAST	LOCAL ORIGINATION SLIDE	FILM	LIVE
Atlanta, Ga.	WSB-TV	*	*	*	..
Baltimore, Md.	WBAL-TV	*	*	*	*
Birmingham, Ala.	WABT	*	*	*	..
Boston, Mass.	WBZ-TV	*	*	*	..
Buffalo, N. Y.	WBUF	*	..	..	..
Chicago, Ill.	WHBQ	*	*	*	..
Cincinnati, O.	WLW-T	*	..	..	..
Cleveland, O.	KYW-TV	*	*	*	..
Columbus, O.	WLW-C	*	..	..	..
Dallas, Tex.	WFAA-TV	*	..	..	..
Davenport, Iowa	WOC-TV	*	..	..	..
Dayton, O.	WLW-D	*	Late 1957	Late 1957	Early 1958
Denver, Colo.	KOA-TV	*	*	*	*
Des Moines, Iowa	WHO-TV	*	*	*	Late 1957
Detroit, Mich.	WWJ-TV	*	*	*	..
Ft. Worth, Tex.	WBAP-TV	*	*	*	*
Fresno, Calir.	KMJ-TV	*	*	*	..
Grand Rapids, Mich.	WOOD-TV	*	..	..	..
Traverse City	WPBN-TV	..	..	..	..
Hartford-New Britain	WKNB-TV	*	..	..	..
Houston, Texa.	KPRO-TV	*	*	*	..
Lufkin	KTRE-TV	..	..	..	..

* Equipment in use.
.. No equipment.

Huntington-Charleston	WSAZ-TV	*	*	*	*
Indianapolis, Ind.	WFBM-TV	*	*	*	*
Johnstown, Pa.	WJAC-TV	*	*	*	*
Kansas City, Kans.	WDAF-TV	*	*	*	..
Lancaster-Harrisburg-York	WGAL-TV	*	*	*	1957
Lansing, Mich.	WJIM-TV	*	..	..	..
Los Angeles, Calif.	KRCA	*	*	*	*
Louisville, Ky.	WAVE-TV	*	..	..	..
Memphis, Tenn.	WMCT	*	Fall 1957	Fall 1957	Fall 1957
Tupelo, Miss.	WTWV	..	..	..	..
Miami, Fla.	WCKT	*	*	*	Nov. 1957
Milwaukee, Wisc.	WTMJ-TV	*	*	*	*
Minneapolis-St. Paul	KSTP-TV	*	*	*	..
Nashville, Tenn.	WSM-TV	*	*	*	..
New Orleans, La.	WDSU-TV	*	*	*	*
New York, N. Y.	WRCA-TV	*	*	*	*
Norfolk, Va.	WVEC-TV	*	..	..	..
Oklahoma City, Okla.	WKY-TV	*	*	*	*
Omaha, Neb.	KMTV	*	*	*	*
Philadelphia, Pa.	WRCV-TV	*	*	*	*
Portland, Ore.	KPTV	*	*	*	..
Providence, R. I.	WJAR-TV	*	..	..	..
Richmond-Petersburg	WXEX-TV	*	*	*	..
Rochester, N. Y.	WROC-TV	*	..	..	..
Sacramento, Calif.	KCRA-TV	*	*	*	March 1957
Salt Lake City, Utah	KTVT	*	*	..	..
San Antonio, Tex.	WOAI-TV	*	*	*	*
San Diego, Calif.	KFSD-TV	*	..	..	..
San Francisco, Calif.	KRON-TV	*	*	*	..
Schenectady, N. Y.	WRGB	*	Aug. 1957	Aug. 1957	Aug. 1957
Seattle-Tacoma, Wash.	KOMO-TV	*	*	*	*
St. Louis, Mo.	KSD-TV	*	*	*	1957
Syracuse, N. Y.	WSYR-TV	*	*	*	..
Elmira, N. Y.	WSYE-TV	..	..	..	..
Tampa-St. Petersburg, Fla.	WFLA-TV	*	*	*	..
Tulsa, Okla.	KVOO-TV	*	Jan. 1957	Jan. 1957	..
Washington, D. C.	WRC-TV	*	Sept. 1957	Sept. 1957	Sept. 1957
Wichita, Kans.	KARD-TV	*	*	*	*
Wilkes-Barre-Scranton, Pa.	WBRE-TV	*	Jan. 1957	Jan. 1957	Jan. 1957
Youngstown, O.	WFMJ-TV	..	..	..	..

INTERCONNECTED AFFILIATES INDIVIDUALLY AVAILABLE

Abilene, Tex.	KRBC-TV	Late 1957	..	..	..
Albany, Ga.	WALB-TV	1957	..	..	..
Albuquerque, N. M.	KOB-TV	*	Fall 1957	Fall 1957	..
Alexandria, La.	KALB-TV	..	..	..	..
Altoona, Pa.	WFBG-TV	*	..	..	..
Amarillo, Tex.	KGNC-TV	*	..	..	..
Ardmore, Okla.	KVSO-TV	*	..	..	..
Asheville, N. C.	WISE-TV	..	..	..	..
Augusta, Ga.	WJBF	*	1957	1957	..
Austin, Tex.	KTBC-TV	*	Dec. 1957	Dec. 1957	Dec. 1957
Bakersfield, Calif.	KERO-TV	*	..	..	..
Bangor, Me.	WABI-TV	..	..	..	..
Baton Rouge, La.	WBRZ	*	..	..	..
Bethlehem, Pa.	WLEV-TV	..	..	..	..
Binghamton, N. Y.	WNBF-TV	*	..	..	..
Bismarck, N. D.	KFYR-TV	Late 1957	..	..	..
Bloomington, Ind.	WTTV	..	..	..	..
Bluefield, W. Va.	WHIS-TV	*	..	..	..
Bristol, Va.-Tenn.	WCYB-TV	*	*	*	..
Champaign-Urbana, Ill.	WCIA	*	..	..	..
Charlotte, N. C.	WUSN-TV	*	..	..	..
Charleston, S. C.	WBTV	*	*	*	*
Chattanooga, Tenn.	WRGP-TV	*	..	..	..
Colorado Springs, Colo.	KRDO-TV	..	..	..	..
Columbia, Mo.	KOMU-TV	..	..	..	..
Columbia, S. C.	WIS-TV	*	..	..	..
Columbus, Ga.	WDAK-TV	*	..	..	..
Columbus, Miss.	WCBI-TV	..	..	..	..
Corpus Christi, Tex.	KRIS-TV	*	*	*	*
Decatur, Ala.	WMSL-TV	*	..	..	..
Duluth-Superior	WDSM-TV	*	..	..	..
Eau Claire, Wisc.	WEAU-TV	*	1958	1958	..
El Dorado, Ark.	KRBB	April 1957	..	..	..
El Paso, Tex.	KTSM-TV	*	..	..	..
Erie, Pa.	WICU	*	..	..	..
Eugene, Ore.	KVAL-TV	*	..	..	..
Roseburg, Ore.	KPIC-TV	..	..	..	..
Eureka, Calif.	KIEM-TV	..	..	..	..
Evansville, Ind.	WFIE-TV	*	..	..	..
Fargo, N. D.	WDAY-TV	*	..	..	..
Grand Forks, N. D.	KNOX-TV	*	..	..	..
Fayetteville, N. C.	WFLB-TV	*	..	..	..

* Equipment in use.
.. No equipment.

Fort Dodge, Iowa	KQTV	1957	..	..	..
Fort Smith, Ark.	KFSA-TV	*	..	..	..
Fort Wayne, Ind.	WKJG-TV	*	Sept. 1958	Sept. 1958	..
Great Bend, Kans.	KCKT-TV	..	*	..	Fall 1957
Greenville-Spart'burg, S.C	WFBC-TV	*	Spring 1957	..	..
Harrisburg, Ill.	WSIL-TV	..	..	..	..
Harrisonburg, Va.	WSVA-TV	..	..	..	..
Hastings-Kearney, Neb.	KHAS-TV	*	..	..	..
Hattiesburg-Laurel, Miss.	WDAM-TV	..	..	..	..
Idaho Falls, Ida.	KID-TV	Late 1958	Late 1958	Late 1958	Late 1958
Jackson, Miss .	WLBT	*	..	..	..
Jacksonville, Fla.	WJHP-TV	*	..	..	..
Knoxville, Tenn.	WATE-TV	*	1957	1957	1957
La Crosse, Wisc.	WKBT	..	..	..	..
Lake Charles, La.	KPLC-TV	June 1957	..	..	..
Las Vegas-Henderson	KLBJ-TV	..	..	..	..
Lexington, Ky.	WLEX-TV	Fall 1957	..	..	..
Lima, O.	WIMA-TV	*	..	..	..
Little Rock, Ark.	KARK-TV	*	Feb. 1957	Feb. 1957	..
Lubbock, Tex.	KCBD-TV	*	..	..	..
Macon, Ga.	WMAZ-TV	*	..	..	..
Madison, Wisc.	WMTV	*	..	..	..
Marinette-Green Bay, Wisc.	WMBV-TV	*	..	..	..
Medford, Ore.	KBES-TV	*	..	..	..
Klamath Falls	KOTI-TV	..	..	..	..
Meridian, Miss.	WTOK-TV	1957	Jan. 1959	Jan. 1959	..
Midland-Odessa, Tex.	KMID-TV	*	..	..	..
Mobile, Ala	WALA-TV	*	..	..	..
Monroe, La.	KNOE-TV	*	Sept. 1957	Sept. 1957	..
Montgomery, Ala.	WSFA-TV	*	..	..	..
Muncie, Ind.	WLBC-TV	*	..	..	..
Orlando, Fla.	WDBO-TV	*	..	..	..
Ottumwa, Ia.-Kirksville, Mo.	KTVO	Spring 1957	Sept. 1957	Sept. 1957	Sept. 1957
Palmbeach, Fla.	WPTV	Feb. 1957	..	..	..
Parkersburg, W. Va.	WTAP-TV	..	..	..	..
Peoria, Ill.	WEEK-TV	*	..	..	..
Phoenix-Mesa, Ariz.	KVAR	*	..	..	..
Pittsburgh, Kans.-Joplin, Mo.	KOAM-TV	*	..	..	..
Pittsburgh, Pa.	KDKA-TV	*	Jan. 1957	Jan. 1957	..
Plattsburgh, N. Y-					
Burlington, Vt.	WPTZ	Feb. 1957	..	..	..
Portland, Me.	WCSH-TV	*	..	..	..
Pueblo, Colo.	KCSJ-TV	..	..	..	..
Quincy, Ill.-Hannibal, Mo.	WGEM-TV	*	..	..	..
Raleigh-Durham, N. C.	WRAL-TV	*	*	*	Fall 1957
Redding, Calif.	KVIP-TV	*	..	..	..
Reno, Nev.	KOLO-TV	..	..	..	..
Roanoke, Va.	WSLS-TV	*	*	*	..
Rochester, Minn.	KROC-TV	*	Jan. 1958	Jan. 1958	..
Rockford, Ill.	WTVO	*	..	..	..
Roswell, N. M.	KSWS-TV	Feb. 1957	1957	1957	1957
Saginaw-Bay City, Mich.	WNEM-TV	*	*	*	..
Salinas-Monterey, Calif.	KSBW-TV	*	..	..	May 1957
Santa Barbara, Calif.	KEY-T	..	..	..	..
Savannah, Ga.	WSAV-TV	*	June 1957	June 1957	Jan. 1958
Shreveport, La.	KTBS-TV	*	..	..	..
Sioux City, Iowa	KTIV	*	..	..	..
Sioux Falls, S. D.	KELO-TV	Sept. 1957	*	*	..
Florence, S. D.	KDLO-TV	Jan. 1957	Jan. 1958	Jan. 1958	..
South Bend-Elkhart, Ind.	WNDU-TV	*	1957	1957	..
Spokane, Wash.	KHQ-TV	*	*	*	*
Springfield, Ill.	WICS	Feb. 1957	..	..	..
Springfield-Holyoke, Mass.	WWLP	*	*	..	..
Springfield, Mo.	KYTV	*	Jan. 1958	Jan. 1958	..
Tallahassee, Fla.	WCTV	..	..	..	..
Thomasville, Ga.					
Temple-Waco, Tex.	KCEN-TV	*	..	..	..
Toledo, Ohio	WSPD-TV	*	..	..	..
Tucson, Ariz.	KVOA-TV	*	..	..	..
Twin Falls, Ida.	KLIX-TV	June 1957	..	..	..
Tyler, Tex.	KLTV	*	..	..	..
Utica, N. Y.	WETV	*	..	..	..
Washington-Greenville, N.C.	WITN-TV	*	..	..	..
Waterloo-Cedar Rapids, Ia.	KWWL-TV	*	..	..	..
Wausau, Wisc.	WSAU-TV	..	..	..	..
Weslaco, Tex.	KRGV-TV	..	..	..	..
Wheeling, Va.	WTRF-TV	*	1957	1957	..
Wichita Falls, Tex.	KFDX-TV	*	Feb. 1957	Feb. 1957	..
Wilmington, N. C.	WMFD-TV	March 1957	..	..	..
Winston-Salem-					
Greensboro, N. C.	WSJS-TV	*	..	..	..
Yakima, Wash.	KIMA-TV	*	..	..	..
Pasco, Wash.	KEPR-TV	..	..	..	..
Lewiston	KLEW-TV	..	..	..	..
Yuma, Ariz.	KIVA	..	..	..	..
Zanesville, O.	WHIZ-TV	May 1957	..	..	..

* Equipment in use.
.. No equipment.

NEW TELEVISION STATIONS SET FOR OPENING IN 1957

City	Call Letters	Channel
ALABAMA		
Birmingham	WBMG	42
Selma	WSLA	8
ARIZONA		
Flagstaff	KOLF-TV	9
Yuma	KYAT	13
ARKANSAS		
Hot Springs	KSPS	9
Jonesboro	KBTM-TV	8
CALIFORNIA		
Corona	KCOA	52
Eureka	KHUM-TV	13
Los Angeles	KBIC-TV	22
Modesto	KTRB-TV	14
Sacramento	KGMS	46
San Francisco	KBAY-TV	20
San Francisco	KPRT	26
CONNECTICUT		
*Bridgeport	WCTB	71
*Hartford	WCHF	24
Hartford	WTIC-TV	3
New Haven	WELI-TV	59
New London	WNLC-TV	26
*Norwich	WCNE	63
Stamford	WSTF	27
DISTRICT OF COLUMBIA		
Washington	WOOK-TV	14

* Denotes non-commercial educational station.

City	Call Letters	Channel
FLORIDA		
Fort Pierce	WTVI	19
Jacksonville	WFGA	12
Jacksonville	WQIK-TV	30
Miami	WMFL	33
Miami	WPST-TV	10
Miami Beach	WKAT	10
Orlando	WORZ	9
Orlando	WEAL-TV	18
GEORGIA		
*Athens	WGTV	8
*Atlanta	WETV	30
IDAHO		
Twin Falls	KHTV	13
ILLINOIS		
Chicago	WHFC-TV	26
Chicago	WIND-TV	20
Chicago	WOPT	44
Evanston	WTLE	32
Peoria	WIRL	8
INDIANA		
Anderson	WCBC-TV	61
Hatfield	WVSJ-TV	9
Roanoke	WPTA	21
IOWA		
*Des Moines	KDPS-TV	11
KANSAS		
Ensign	KTVC	6
Goodland	KWGB-TV	10
*Manhattan	KSAC-TV	8
KENTUCKY		
Ashland	WALN-TV	59

City	Call Letters	Channel
Lexington	WLAP-TV	27
Louisville	WQXL-TV	41
Newport	WNOP-TV	74
Owensboro	WKYT	14
Paducah	WPSD-TV	6
LOUISIANA		
Baton Rouge	WCNS	40
*Monroe	KLSE	13
New Orleans	WCKG	26
New Orleans	WWEZ	32
*New Orleans	WYES	8
MAINE		
Augusta	WPTT	10
MARYLAND		
Baltimore	WITH-TV	72
Baltimore	WTLF	18
MASSACHUSETTS		
Boston	WJDW	44
Boston	WXEL	38
Brockton	WHEF-TV	62
Greenfield	WRLP	32
Worcester	WAAB-TV	20
MICHIGAN		
*Ann Arbor	WUOM-TV	26
Detroit	WBID-TV	50
Flint	WJRT	12
Grand Rapids	WMCM	23
Ironwood	WJMS-TV	12
Port Huron	WHLS-TV	34
MINNESOTA		
*Minneapolis-St. Paul	KTCA-TV	2
MISSISSIPPI		
Biloxi	WVMI	13
Tupelo	WTWV	9
MONTANA		
Billings	KGHL-TV	8
Helena	KXLJ-TV	12
Kalispell	KGEZ-TV	9
NEBRASKA		
Omaha	KETV	7

* Denotes non-commercial educational station.

City	Call Letters	Channel
NEVADA		
Reno	KAKJ	4
Reno	KOLO-TV	8
NEW HAMPSHIRE		
Keene	WKNE-TV	45
NEW JERSEY		
Atlantic City	WOCN	52
Camden	WKDN-TV	17
*New Brunswick	WTLV	19
NEW MEXICO		
Santa Fe	KVIT	2
NEW YORK		
Albany	WPTR-TV	23
*Albany	WTVZ	17
*Binghamton	WQTV	46
Binghamton	WINR-TV	40
*Buffalo	WTVF	23
Buffalo	WNYT-TV	59
Ithaca	WHCU-TV	20
*Ithaca	WIET	14
*New York	WREG	25
*New York	WNYC-TV	31
Rochester	WCBF-TV	15
*Rochester	WROH	21
*Syracuse	WHTV	43
NORTH CAROLINA		
Charlotte	WSOC-TV	9
Gastonia	WTVX	48
New Bern	WNBE-TV	13
NORTH DAKOTA		
Minot	KMOT	10

NEW TV STATIONS SET FOR OPENING IN 1957

City	Call Letters	Channel
OHIO		
Canton	WTLC	29
Cincinnati	WQXN-TV	54
Cleveland	WERE-TV	65
Cleveland	WHK-TV	19
Elyria	WEOL-TV	31
Mansfield	WTVG	36
Massillon	WMAC-TV	23
*Oxford	WMUB-TV	14
Toledo	WTOH-TV	79
Youngstown	WXTV	73
OKLAHOMA		
*Tulsa	KOED-TV	11
Tulsa	KSPG	17
OREGON		
Coos Bay	KOOS-TV	16
Salem	KSLM-TV	3
PENNSYLVANIA		
Allentown	WQCY	39
Hazleton	WAZL-TV	63
Lancaster	WLAN-TV	21
Philadelphia	WPHD	23
*Philadelphia	WHYY-TV	35
Philadelphia	WSES	29
Pittsburgh	WTVQ	47
Pittsburgh	WIIC	11
Sharon	WSHA	39
Sunbury	WKOK-TV	38
Williamsport	WRAK-TV	36
SOUTH CAROLINA		
Camden	WACA-TV	14

* Denotes non-commercial educational station.

City	Call Letters	Channel
SOUTH DAKOTA		
Aberdeen	KDHS	9
Deadwood	KDSJ-TV	5
Rapid City	KRSD-TV	7
Reliance	KPLO-TV	6
TEXAS		
Alpine	KAMT-TV	12
Brownwood	KNBT-TV	19
Bryan	KBTX-TV	3
Houston	KXYZ-TV	29
Port Arthur	KPAC-TV	4
UTAH		
*Salt Lake City	KUTA	7
VIRGINIA		
Arlington	WARL-TV	20
Portsmouth	WAVY-TV	10
WASHINGTON		
Ephrata	KBAS-TV	43
Seattle (Tacoma)	KIRO-TV	7
Vancouver	KVAN-TV	21
Walla Walla	KRTV	8
WEST VIRGINIA		
Clarksburg	WBLK-TV	12
Wheeling	WLTV	51
WISCONSIN		
Milwaukee	WFOX-TV	31
*Milwaukee	WMVS-TV	
TERRITORIES		
HAWAII		
Honolulu	KHVH-TV	13
PUERTO RICO		
Caguas	WSUR-TV	9
Ponce	WKBM-TV	11
*San Juan	WIPR-TV	6

COMMUNITY TELEVISION ANTENNA SYSTEMS

As of January 1, 1957

State	City	Exec. in Charge	Stations
Alabama	Florence	W. R. Tucker	WBRC-TV; WABC (Birmingham)
Arizona	Ajo	A. E. Richards	KPHO-TV; KOOL-TV (Phoenix) KVOA-TV (Tucson) KVAR (Mesa-Phoenix)
	Flagstaff	H. J. Rosen	KOOL-TV (Phoenix) KVAR (Mesa-Phoenix)
	Globe	Willard Shoecraft	
	Nogales	Chas. G. Boice	KVOA-TV; KOPO-TV (Tucson) KOOL-TV; KTVK-TV (Phoenix)
	Phoenix	I. W. Brayer	KTVK; KVOA-TV
	Prescott	Norman A. Hendry	KPHO-TV; KOOL-TV (Phoenix) KVOA-TV (Tucson)
Arkansas	Batesville	Jimmy Davidson	WMCT-TV (Memphis) KARK-TV (Little Rock) KATV (Pine Bluff)
	Fayetteville	Hal Douglas	KOTV (Tulsa) KYTV (Springfield) KTVX (Muskogee, Okla.)
	Harrison (Twin City TV System)		
	Mena	T. C. Masters	
	Rogers (KANO TV Cable System)		
California	Barstow	Dean M. Devoe	KNXT; KRCA; KABC-TV; (Los Angeles)
	Beverly Hills (Community TV Reception Co.)		
	Carmel	G. B. Henderson	KRON-TV; KPIX; KGO-TV; (San Francisco)
	Dunsmuir	John F. Burgess	KBES-TV (Medford) KHSL-TV (Chico)
	Grass Valley	John Colling	KPIX; KRON-TV; KGO-TV (San Francisco)
	Laguna Beach	Lewis L. Le Mieux	KRCA; KABC-TV; KHJ-TV; KCOP; KTLA; KNXT; KTTV (Los Angeles)
	Martinez		KGO-TV; KPIX; KRON-TV (San Francisco) KVOR (Stockton)
	Orinda (TV Master Antenna System)		
	Palm Springs (Community TV Corp.)		
	Santa Cruz (Pacific Telescription Sys.)		
	Sausalito (Community TV)		
	Placerville	John S. Hocking	KRON-TV; KPIX; KGO-TV (San Francisco)
	San Bernardino	Richard J. Filanc	KRCA; KABC-TV; KHJ-TV; KCOP; KTLA; KNXT (Los Angeles)
	Taft	J. P. Maguire	
	Ukiah (Spanish Mountain TV Cable)		
	Ventura	John G. George	KNXT; KRCA; KLTA; KABC-TV; KHJ-TV; KTTV; KCOP (Los Angeles)
	Victoriaville	A. M. Gish	
Colorado	Durango	George F. Rock	KOB-TV (Albuquerque)
	Glenwood Springs (Electric Center TV)		
	Leadville		
	Salida	David F. Onstead	KCSJ-TV (Pueblo)
	Sterling	J. E. Collier	KFEL-TV; KOA-TV; KLZ-TV; KBTV (Denver) KFBC-TV (Cheyenne)
	Trinidad	Donald C. Campbell	KCSJ-TV (Pueblo) KKTV (Colorado) Springs)
Connecticut	Frankfort (Community Service, Inc.)		
Florida	Key West (Cable Vision, Inc.)		
Idaho	Grangeville	Stanley Wright	KHQ-TV; KXLY-TV; KREM-TV
	Ketchum	C. E. Atkinson	KBOI (Boise)

State	City	Exec. in Charge	Stations
			KID-TV (Idaho Falls) KSL-TV (Salt Lake City)
	Lewiston Pocatello (Bannock TV, Inc.) Twin Falls (Cable Vision)	Newell Priess	KHQ-TV; KXYL-TV; KREM-TV (Spokane)
Illinois	Peru	Earl S. Nelson, Jr.	WBBM-TV; WNBQ; WGN-TV; WBKB (Chicago) WOC-TV (Davenport) WHBF-TV (Rock Island) WCIA (Champaign)
	Taylorville	Louis Flanders	KSD-TV (St. Louis) WTVP (Decatur) WCIA (Champaign) WICS (Springfield)
Iowa	Dobuque (Jerrold TV Cable Corp.		
Kansas	Liberal	R. E. Hood	
Maine	Houlton (TV, Inc.)		
Maryland	Cumberland	J. Holland Rannells	WJAC-TV; (Johnstown, Penn.) WFBG-TV; (Altoona, Penn.) WRC-TV; WTTG; WMAL-TV; WTOP-TV (Washington) WDTV (Pittsburgh)
	Hancock Lonaconing (Jackson TV Co.)	Stanley M Fulton	WRC-TV; WTTG; WTOP-TV; (Washington)
Massachusetts	Athol	James B. Wright	WBZ-TV; WNAC-TV (Boston) WRGB (Schenectady) WMGT (Adams) WWOR-TV (Worcester)
	Millers Falls (M. F. Antenna Corp.) Pittsfield (Pittsfield Community Antenna)		
	Shelburne Falls	Phillip Tedesco, Jr.	WBZ-TV; WNAC-TV (Boston) WRGB (Schenectady)
Michigan	Northern Community Systems, Inc.		
Minnesota	Benson (Westenna TV Const. Co.) Brainerd (Brainerd Video) Ely (Ely Television Cable) St. Paul (Donovan, Inc.) Willmar (Willmar Community TV Corp.)		
Mississippi	Greenville (Delta Video Corp.) Greenwood Hattiesburg (Perfect Video, Inc.) Tupelo (Tupelo Community Antenna, Inc.)	E. G. Perkins	
Montana	Big Timber Bozeman (Community TV, Inc.) Havre (Community TV Assoc. of Havre) Helena (Helent TV, Inc.) Lewiston (Perfect TV, Inc.)	McClean Clark	KOOK-TV (Billings)
	Libby Shelby Whitefish (Big Mountain TV, Inc. Cut Bank (Highline Community Antenna Service, Inc.)	H. R. Johnson J. R. Stimps	

State	City	Exec. in Charge	Stations
	Kalispell	E. B. Fetz	KXLY-TV (Spokane) KGVO-TV (Missoula)
	Livingston	P. B. McAdam	KOOK-TV (Billings)
Nebraska	Falls City	Marion L. Boatman	KFEQ-TV (St. Joseph, Mo.) KMTV; WOW-TV (Omaha) WDAF-TV; KCMO-TV (Kansas City)
	Sidney	Karol O. Krummel	.
New Hampshire	Berlin	Richard L. Blais	WNAC-TV (Boston) WMTW (Mt. Washington) WMUR-TV (Manchester) WCSH-TV (Portland) CBFT (Montreal)
	Keene Laconia (Community TV Corp.) Lebanon (Twin State TV, Inc.)	Albert Ricci	
New Jersey	Ventnor	Frederick T. Seving	WPTZ; WFIL-TV; WCAU-TV (Phila.)
New Mexico	Clovis	Carlton Davis	
	Farmington Hobbs (TV Co.) Lovington (Antenna Co.) Aztec (Community TV Inc.) Grants (Tele-Grants, Inc.) Tucucumcari (Tucucumcari TV Co.)	Kelly A. Crawford	KOB-TV; KGGM-TV; (Albuquerque)
New York	Canisteo (Canisteo TV, Inc.)		
	Corning	Charles W. Fribley	WSYR-TV; WHEN-TV; (Syracuse) WNBF-TV (Binghamton) WBEN-TV (Buffalo) WHAM-TV (Rochester)
	Delhi	Burdette D. Townsend	WNBF-TV (Binghamton) WRGB (Schenectady) WSYR-TV (Syracuse)
	Cooperstown	Raymond Kniskern	
	Ellenville	Norman Tennenbaum	
	Elmira	J. H. Laubach	
	Hornell	Ford Walton	
	Ithaca	Anthony Cerrace	WNBF-TV (Binghamton) WHEN-TV; WSYR-TV (Syracuse)
	Margaretville (Tel-Viz Systems)		
	Napanoch	W. C. Smith	WCBS-TV; WNBT; WABD; WABC-TV; WOR-TV; WATV; WPIX (New York)
	Oneonta (Oneonta Video, Inc.)		
	Port Jarvis	Thomas Sarro	
	Walton	Jack W. Haverly	WSYR-TV; WHEN-TV (Syracuse) WNBF-TV (Binghamton)
	Woodridge		WCBS-TV; WRCA-TV; WABD; WABC-TV; WOR-TV; WPIX; WATV (New York)
Ohio	Cambridge	Claude Stevanus	
	Murray City (TV Cable System)		
	New Philadelphia	K. G. Walker	WEWS; WNBK; WXEL (Cleveland)
	Newcomerstown	P. K. Ortt	
	Sugarcreek	Claude Stevanus	XEWL; WEWS; WNBK; (Cleveland) WTRF-TV; (Wheeling) WSTV-TV (Steubenville)
Oklahoma	Ardmore	Larry Boggs	WKY-TV; KWTV (Okla. City) WBAP-TV (Ft. Worth) KFDX-TV (Wichita Falls, Tex.) KTEN (Ada, Oklahoma)
	Guymon	Curtis M. Faris	
Oregon	John Day	Haskell Scott	KBOI (Boise)
	Pendleton	V. M. McCormmack	KHQ-TV; KXLY-TV; KREM-TV; (Spokane)
	Portland	Wally Matson	KOIN-TV; KPTV (Portland)
	Roseburg	J. T. Pierce	KBES-TV (Medford) KVAL-TV (Eugene)

State	City	Exec. in Charge	Stations
	The Dalles	George Skaugset	KOMO-TV (Seattle) KOIN-TV (Portland)
	Coos Bay	D. W. Heckathorn	
	Coquille	C. M. Hooker	
	Eugene	Ray Siegenthaler	
	La Grande (Eastern Oregon TV)		
	Mill City (Santiam TV Cable)		
Pennsylvania	Ashland	Robert N. Kyler	WPTZ; WFIL-TV; WCAU-TV; (Phila.) WFBG-TV; (Altoona) WBRE-TV; (Wilkes-Barre)
	Bangor	J. Brymer Roberts	WPTZ; WFIL-TV; WCAU-TV; (Phila.) WPIX; WOR-TV; (New York)
	Bethlehem	James G. Petrakis	WFIL-TV; WCAU-TV; WPTZ (Phila.) WPIX (New York)
	Bloomsburg	John L. Pipa, Jr.	WPTZ; WCAU-TV; WFIL-TV; (Phila.) WHUM-TV (Reading) WGBI-TV (Scranton)
	Bradford	Joseph Saricks	WBEN-TV; WGR-TV (Buffalo) WJAC-TV; (Johnstown)
	Brockton	Dominic Vitelli	
	Brockway	George C. Morrison	WDTV (Pittsburgh) WJAC-TV (Johnstown)
	Carlisle (Mathew's Inc.)		
	Clearfield	Joseph Saricks	WJAC-TV (Johnstown) WFBG-TV (Altoona) WDTV (Pittsburgh)
	Galeton	Wm. A. Heymann	WBEN-TV (Buffalo) WNBF-TV (Binghamton)
	Hamburg	D. H. Schoener	WPTZ; WFIL-TV; WCAU-TV (Phila.)
	Harrisburg	J. Calvin Frank	WMAR-TV (Baltimore) WFIL-TV; WCAU-TV (Phila.) WGAL-TV (Lancaster) WTPA (Harrisburg)
	Hazleton	Fred Corealle	WCBS-TV; WRCA; WOR-TV (New York) WFIL-TV (Philadelphia)
	Honesdale	Henry Kalinowski	
	Honesdale		
	Johnsonburg (Johnsonburg Community TV)		
	Lansford	Robert J. Tarlton	WPTZ; WFIL-TV; WCAU-TV (Phila.) WPIX (New York)
	Lehighton	Dr. Joseph J. Humphries	WPTZ; WFIL-TV; WCAU-TV (Phila.) WOR-TV; WPIX (New York)
	Lewistown	G. F. Gardner, Jr.	WJAC-TV (Johnstown) WFBG-TV (Altoona) WHUM-TV (Reading) WGAL-TV (Lancaster)
	Lykens	Max E. Miller	WPTZ; WFIL-TV; WCAU-TV (Phila.) WGAL-TV (Lancaster) WHUM-TV (Reading)
	Mahanoy City	A. P. McLaughlin	WPTZ; WFIL-TV; WCAU-TV (Phila.) WEEU-TV; WHUM-TV (Reading)
	Mahanoy City	John Walsonavich	WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading) WPIX (New York)
	Meadville	George J. Barco	WICU (Erie) WEWS; WNBK; WXEL (Cleveland) WDTV (Pittsburgh)
	Minersville	F. E. Moser	WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)
	Montgomery (Montgomery Video)		
	Mt. Union	John H. Kinsloe, Jr.	WJAC-TV (Johnstown) WFBG-TV (Altoona)
	Nesquehoning (Electronics, Inc.)		
	Oil City	B. A. Drelick	WDTV (Pittsburgh) WJAC-TV (Johnstown) WFBG-TV (Altoona)
	Palmerton	C. E. Reinhard	WCBS-TV; WOR-TV; WPIX (New York)
	Pottsville	M. F. Malarkey, Jr.	WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)
	Pottsville	Clarence F. Schoffstall	WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)
	Ridgeway (Ridgeway TV)		
	Schuykill Haven	A. M. Strause	WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)
	Shenandoah	Frank T. Brophy	WPTZ; WFIL-TV; WCAU-TV (Phila.) WILK-TV (Wilkes-Barre) WHUM-TV (Reading)

State	City	Exec. in Charge	Stations
	Slatington	Lawrence J. Kern	WPTZ; WFIL-TV; WCAU-TV (Phila.) WGLV (Easton)
	State College	Walter N. Brown	WJAC-TV (Johnstown) WFBG-TV (Altoona)
	Stroudsburg	John M. Price	WRCA-TV; WABD; WPIX (New York) WFIL-TV; WCAU-TV (Phila.)
	Sunbury	John J. Barni, Jr.	WHUM-TV (Reading) WBRE-TV; WILK-TV (Wilkes-Barre)
	Tamaqua	Ben P. Houser	WPTZ; WFIL-TV; WCAU-TV (Phila.)
	Titusville	A. D. Carlson	
	Warren	Robert E. Dunham	WBEN-TV; WGR-TV (Buffalo) WFBG-TV (Altoona)
	Wilkes-Barre	Ralph Katrosh	WNBF-TV (Binghamton) WPTZ; WFIL-TV (Phila.) WCBS-TV; WPIX (New York)
	Williamsport	Carl A. Maculen	WILK-TV; WBRE-TV (Wilkes-Barre) WHUM-TV (Reading) WFBG-TV (Altoona) WNBF-TV (Binghamton)
	Williamsport	Joseph L. Lecce	WBRE-TV (Wilkes-Barre) WFBG-TV (Altoona) WHUM-TV (Reading) WNBF-TV (Binghamton)
	Williamsport	Ray Schneider	WNBF-TV (Binghamton) WPTZ (Philadelphia) WFBG-TV (Altoona) WILK-TV; WBRE-TV (Wilkes-Barre) WHUM-TV (Reading)
South Dakota	Mitchell	Allen C. Harmes	KELO-TV (Sioux Falls) KVTV; KTIV (Sioux City)
	Lead (Western TV System Inc.)		
Tennessee	Johnson City	R. M. Huntsman	WBTV (Charlotte) WJHL-TV (Johnson City)
	Kingsport	W. Kyle Huddle	WBTV (Charlotte) WJHL-TV (Johnson City)
Texas	Denison	Charles F. Johnson	WBAP-TV (Ft. Worth) KRLD-TV; WFAA-TV (Dallas) KTEN (Ada)
	Graham	Brown Walker	WBAP-TV. (Ft. Worth) KRLD-TV (Dallas) KFDA-TV (Wichita Falls)
	Madisonville	Lee Green	
	Mineral Wells	John Campbell	KRLD-TV; WFAA-TV (Dallas) WBAP-TV (Ft. Worth) KFDX-TV (Wichita Falls)
	Tyler	Raymond Hedge	KRLD-TV; WFAA-TV (Dallas) WBAP-TV (Ft Worth)
	Uvalde (Uvalde TV Cable Corp.)		
	Victoria	A. B. Alkek	
	Brady	J. P. Threadgill	
	Del Rio	Robert Cauthorn	
	Palestine	Ray Barnes	
	Ozona (Ozona TV Service)		
	Paducah (TV Signal Service)		
Utah	Price	Louis Vetre	
	Salt Lake City (Sevier TV Signal Dist. Co.)		
	Vernal (Basin Television)		
Vermont	Barre	Louis Babic	WBZ-TV (Boston) WRGB (Schenectady) CBFT (Montreal)
	Bellows Falls	George R. Story	WBZ-TV; WNAC-TV (Boston) WMUR-TV (Manchester)
	Burlington	Joseph S. Wool	WRGB (Schenectady) WMTW (Mt. Washington) CMBT; CBFT (Montreal)
	Montpelier	Eugene Kramer	WBZ-TV (Boston) WRGB (Schenectady) CBFT (Montreal)
	Springfield	S. R. Young	WBZ; WNAC; WRGB; WMUR

State	City	Exec. in Charge	Stations
Virginia	Harrisonburg	Frederick L. Allman	
	Marrion (Marrion TV Service Co.)		
	Staunton	Norwood Rosen	WTVR (Richmond) WTTG; WTOP-TV (Washington)
Washington	Aberdeen	Fred Goddard	
	Cle Elum	Don Casassa	
	Chelan	Emory Weimer	KXLY-TV; KHQ-TV (Spokane)
	Colville	August Schwartz	KREM-TV; KHQ-TV; KXLY-TV (Spokane)
	Ellensburg		
	Ephrata	Harold Cathow	KXLY-TV; KHQ-TV; KREM-TV (Spokane)
	Everett	Eldon A. Root	KOMO-TV; KING-TV (Seattle) KTNT-TV (Tacoma)
	Moses Lake (Moses Lake TV, Inc.		
	Omak-Okanogan	Melvin Rothrock	KXLY-TV; KHQ-TV; KREM-TV (Spokane)
	Richland	Robert S. McCaw	
	Soap Lake	Dr. Leonard McNamara	KXLY-TV; KHQ-TV; KREM-TV (Spokane)
	Tonasket (Okonogan Valley TV Cable Co.)		
	Walla Walla	Charles E. Brown	KXLY-TV; KHQ-TV; KREM-TV (Spokane)
	Wenatchee	Charles E. Brown	KHQ-TV; KXLY-TV (Spokane) KING-TV (Seattle)
West Virginia	Burnsville (Marlin-TV Cable Co.)		
	Clarksburg	W. D. Dantzler	WSAZ-TV (Huntington) WSLS-TV (Roanoke WCHS-TV (Charleston)
	Elkins	Ralph S. Shepler	WDTV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville)
	Fairmont	Edward A. Pence	
	Hinton	James V. Coste	WSLS-TV (Roanoke) WCHS-TV (Charleston) WOAY-TV (Oak Hill)
	Keyser	Dr. Harry E. Coffman	WTOP-TV; WMAL-TV; WTTG (Washington) WJAC-TV (Johnstown)
	Man	C. O. Erickson	WSAZ-TV (Huntington)
	Piedmont	Homer Ferrell	WRC-TV; WTTG; WTOP-TV (Washington) WJAC-TV (Johnstown) WFBG-TV (Altoona)
	War	L. W. Coffey	WSAZ-TV (Huntington) WSLS-TV (Roanoke) WCHS-TV (Charleston)
	Welch	Edmund O. Gates	WSAZ-TV (Huntington) WCHS-TV (Charleston) WSLS-TV (Roanoke)
	Weston	M. W. Adler	WDTV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville) WCHS-TV (Charleston)
	Wheeling	Donald W. Levenson	
	Whitesville	James Williams	
	Williamson	Jack Gates	
Wyoming	Casper	Bill Daniels	KLZ-TV; KOA-TV; KBTV; KFEL-TV (Denver) KFBC (Cheyenne)
	Cody	Harry M. Moore	KOOK-TV (Billings)
	Cokesville		
	Jackson	E. L. Mains	
	Kemmerer (Kem-Tev Corp.)		
	Thermopolis (Thermopolis Bcstg. Co.		
	Laramie	J. E. Collier	KFEL-TV; KOA-TV; KLZ-TV; KBTV (Denver)
	Rawlins	Bill Daniels	
	Rock Springs	A. M. Carollo	
	Worland	Thomas Mitchell, Jr.	KOOK-TV (Billings)
Canada	Montreal, Que.	A. Cross	CBFT; CBMT (Montreal) Plus Closed-Circuit Organizations
	Vancouver, B. C.	C. G. Chandler	CBUT (Vancouver) KOMO-TV; KING-TV (Seattle) KTNT-TV (Tacoma) KVOS-TV (Bellingham, Wash.)

OFFICIAL FCC TV ALLOCATIONS

ALABAMA

	Channel No.
Andalusia	*2, 29
Anniston	70
Auburn	*56
Bessemer	54
Birmingham	6, *10, 13, 42, 48
Bogalusa	78
Brewton	23
Clanton	14
Cullman	60
Decatur	23
Demopolis	18
Dothan	9, 19
Enterprise	40
Eufaula	44
Florence	41
Fort Payne	19
Gadsden	15, 21
Greenville	49
Guntersville	40
Huntsville	31
Jasper	17
Mobile	5, 10, *42, 48
Montgomery	12, 20, *26, 32
Munford	*7
Opelika	22
Selma	8, 58
Sheffield	47
Sylacauga	24
Talladega	64
Thomasville	27
Troy	38
Tuscaloosa	45, 51
Tuskegee	16
University	*74

ARIZONA

Ajo	14
Bisbee	15
Casa Grande	18
Clifton	25
Coolidge	30
Douglas	3
Elroy	24
Flagstaff	9, 13
Globe	34
Holbrook	14
Kingman	6
Mesa	12
Miami	28
Morenci	31
Nogales	17
Phoenix	3, 5, *8, 10
Prescott	15
Safford	21
Tucson	4, *6, 9, 13
Williams	25
Winslow	16
Yuma	11, 13

ARKANSAS

Arkadelphia	34
Batesville	30
Benton	40
Blytheville	64, 74
Camden	50
Conway	62
El Dorado	10, 26
Fayetteville	*13, 41
Forrest City	22
Fort Smith	5, *16, 22, 39
Harrison	24
Helena	51
Hope	15
Hot Springs	9, 52
Jonesboro	8, 39
Little Rock	*2, 4, 11, 17, 23
Magnolia	28
Malvern	46
Morrilton	43
Newport	28
Paragould	58
Pine Bluff	7, 36
Russellville	19
Searcy	33
Springdale	35
Stuttgart	14

CALIFORNIA

Alturas	9
Bakersfield	10, 29
Brawley	25
Chico	12
Corona	52
Delano	37
El Centro	16, 56
Eureka	3, 13
Fresno	12, *18, 24, 47, 53
Hanford	21
Los Angeles	2, 4, 5, 7, 9, 11, 13, 22, *28, 34
Madera	30
Merced	34, 66
Modesto	14, 58
Monterey (see Salinas)	
Napa	62
Oakland (see San Francisco)	
Oxnard	32
Palm Springs	14
Petaluma	68
Pittsburgh	16
Port Chicago	70
Porterville	55
Red Bluff	15
Redding	7
Riverside	40, 46
Sacramento	3, *6, 10, 40, 46
Salinas-Monterey	8, 35
San Bernardino	18, *24, 30
San Buenaventura	38
San Diego	8, 10, *15, 21, 27, 33, 39
San Francisco-Oakland	2, 4, 5, 7, *9, 20, 26, 32, 38, 44
San Jose	11, 48, *54, 60
San Luis Obispo	6
Santa Barbara	3, 20, 26
Santa Cruz	56
Santa Maria	44
Santa Paula	16
Santa Rosa	50
Stockton	13, 36, *42, 64
Tulare	27
Ukiah	18
Visalia	43, 49

* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Watsonville	22
Yreka City	11
Yuba City	52

COLORADO

Alamosa	19
Boulder	*12, 22
Canon City	36
Colorado Springs	11, 13, *17, 23
Craig	19
Delta	24
Denver	2, 4, *6, 7, 9, 20, 26
Durango	6, 15
Fort Collins	44
Fort Morgan	15
Grand Junction	5, 21
Greeley	50
La Junta	24
Lamar	18
Leadville	14
Longmont	32
Loveland	38
Montrose	10, 18
Pueblo	3, 5, *8, 28, 34
Salida	25
Sterling	25
Trinidad	21
Walsenburg	30

CONNECTICUT

Bridgeport	43, 49, *71
Hartford	3, 18, *24
Meriden	65
New Britain	30
New Haven	8, 59
New London	26, 81
Norwalk (see Stamford)	
Norwich	57, 63
Stamford-Norwalk	27
Waterbury	53

DELAWARE

Dover	40
Wilmington	12, *59, 83

DISTRICT OF COLUMBIA

Washington	4, 5, 7, 9, 14, 20, *26

FLORIDA

Belle Glade	27
Bradenton	28
Clearwater	32, 50
Daytona Beach	2, 53
De Land	44
Fort Lauderdale	17, 39
Fort Myers	11
Fort Pierce	19
Gainesville	*5, 20
Jacksonville	4, *7, 12, 30, 36
Lake Wales	14
Key West	14, 20
Lake City	33
Lakeland	16, 22
Lakes Wales	14
Leesburg	26
Marianna	17
Melbourne	37
Miami	*2, 4, 7, 10, 23, 33
Ocala	15
Orlando	6, 9, 18, *24, 47
Palatka	17
Panama City	7, *30, 36
Pensacola	3, 15, *21, 46
Quincy	54
St. Augustine	25
St. Petersburg (see Tampa)	
Sanford	35
Sarasota	34
Tallahassee	*11, 24, 51
Tampa-St. Petersburg	*3, 8, 13, 38
West Palm Beach	5, 12, *15, 21

GEORGIA

Albany	10, 25
Americus	31
Athens	*8, 60
Atlanta	2, 5, 11, *30, 36
Augusta	6, 12
Bainbridge	35
Brunswick	28, 34
Cairo	45
Carrollton	33
Cartersville	63
Cedartown	53
Columbus	4, 28, *34
Cordele	43
Dalton	25
Douglas	32
Dublin	15
Elberton	24
Fitzgerald	53
Fort Valley	18
Gainesville	52
Griffin	39
La Grange	50
Macon	*41, 47
Marietta	57
Milledgeville	51
Moultrie	48
Newnan	61
Rome	9, 59
Savannah	3, *9 11
Statesboro	22
Swainsboro	20
Thomasville	6, 27
Tifton	14
Toccoa	35
Valdosta	37
Vidalia	26
Warner Robins	13
Waycross	16

IDAHO

Blackfoot	33
Boise	*4, 7, 2
Burley	15
Coeur d'Alene	9, 12
Emmett	26
Gooding	23
Idaho Falls	3, 8
Jerome	17
Kellogg	33
Lewiston	3
Moscow	*15
Nampa	6, 12
Payette	14
Pocatello	6, 10
Preston	41
Rexburg	27

* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Rupert	21
Sandpoint	9
Twin Falls	11, 13
Wallace	27

ILLINOIS

Alton	48
Aurora	16
Bloomington	15
Cairo	24
Carbondale	34, *61
Centralia	32, 59
Champaign-Urbana	3, *12, 21, 27, 33
Chicago	2, 5, 7, 9, *11, 20, 26, 32, 38, 44
Danville	24
Decatur	17, 23
De Kalb	*67
Dixon	47
Elgin	28
Freeport	23
Galesburg	40
Harrisburg	22
Jacksonville	29
Joliet	48
Kankakee	14
Kewanee	60
La Salle	35
Lincoln	53
Macomb	61
Marion	40
Mattoon	46
Moline (see Davenport, Iowa)	
Mt. Vernon	38
Olney	16
Pekin	69
Peoria	8, 19, *37, 43
Quincy	10, 21
Rockford	13, 39, *45
Rock Island (see Davenport, Iowa)	
Springfield	2, 20, *66
Streator	65
Urbana (see Champaign)	
Vandalia	28
Waukegan	22

INDIANA

Anderson	61
Angola	15
Bedford	68
Bloomington	4, *30, 36
Columbus	42
Connersville	38
Elkhart	52
Evansville	7, 50, *56, 62
Fort Wayne	*27, 33, 69
Gary	50, *66
Hammond	56
Hatfield	9
Huntington	21
Indianapolis	6, 8, 13, 20, 26, 67
Jasper	19
Kokomo	31
Lafayette	*47, 59
Lebanon	18
Logansport	51
Madison	25
Marion	29
Michigan City	62
Muncie	49, 55, *71
Princeton	52
Richmond	32
Shelbyville	58
South Bend	34, *40, 46
Tell City	31
Terre Haute	10, *57, 63, 73

	Channel No.
Vincennes	44
Washington	69
Waterloo	15

IOWA

Algona	37
Ames	5, 25
Atlantic	45
Boone	19
Burlington	32, 38
Carroll	39
Cedar Rapids	2, 9, 20, *26
Centerville	31
Charles City	18
Cherokee	14
Clinton	64
Creston	43
Davenport-Rock Island & Moline, Illinois	4, 6, *30, 36, 42
Decorah	44
Des Moines	8, *11, 13, 17, 23
Dubuque	56, 62
Estherville	24
Fairfield	54
Fort Dodge	21
Fort Madison	50
Grinnell	71
Iowa City	*12, 24
Keokuk	44
Knoxville	33
Marshalltown	49
Mason City	3, 35
Muscatine	58
Newton	65
Oelwein	28
Oskaloosa	52
Ottumwa	15, 63
Red Oak	32
Shenandoah	20
Sioux City	4, 9, *30, 36
Spencer	42
Storm Lake	34
Waterloo	7, *22, 46
Webster City	27

KANSAS

Abilene	31
Arkansas City	49
Atchison	60
Chanute	50
Coffeyville	33
Colby	22
Concordia	47
Dodge City	23
El Dorado	55
Emporia	39
Esign	6
Fort Scott	27
Garden City	9, 11
Goodland	10, 31
Great Bend	2, 28
Hayes	7, 20
Hutchinson	12, 18
Independence	20
Iola	44
Junction City	29
Larned	15
Lawrence	*11, 17
Leavenworth	54
Liberal	14
McPherson	26
Manhattan	*8, 23
Newton	14
Olathe	52
Ottawa	21
Parsons	46
Pittsburg	7, 38
Pratt	36

* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Salina	34
Topeka	13, 42, *48
Wellington	24
Wichita	3, 10, 16, *22
Winfield	43

KENTUCKY

Ashland	59
Bowling Green	13, 17
Campbellsville	40
Corbin	16
Danville	35
Elizabethtown	23
Frankfort	43
Glasgow	28
Harlan	73
Hazard	19
Hopkinsville	20
Lexington	18, 27, 64, 70
Louisville	3, 11, *15, 21, 41, 51
Madisonville	26
Mayfield	63
Maysville	24
Middlesborough	57, 63
Murray	33
Owensboro	14
Paducah	6, 43, 72
Pikeville	14
Princeton	45
Richmond	60
Somerset	29
Winchester	37

LOUISIANA

Abbeville	27
Alexandria	5, 62, 74
Bastrop	53
Baton Rouge	2, 28, *34, 40
Bogalusa	69, 78
Crowley	21
De Ridder	14
Eunice	64
Franklin	46
Hammond	57
Houma	30
Jackson	18
Jennings	48
Lafayette	10, 38, 67
Lake Charles	7, *19, 25, 60
Minden	36
Monroe	8, *13, 43
Morgan City	36
Natchitoches	17
New Iberia	15
New Orleans	4, 6, *8, 20, 26, 32
Oakdale	54
Opelousas	58
Ruston	20
Shreveport	3, 12
Thibodaux	24
Winnfield	22

MAINE

Auburn	23
Augusta	10, 29
Bangor	2, 5, *16
Bar Harbor	22
Bath	65
Belfast	41
Biddeford	59
Calais	7, 20
Dover-Foxcroft	18
Fort Kent	17
Houlton	24
Lewiston	8, 17
Millinocket	14
Orono	*12
Poland Spring	8
Portland	6, 13, *47, 53
Presque Isle	8, 19
Rockland	25
Rumford	55
Van Buren	15
Waterville	35

MARYLAND

Annapolis	53
Baltimore	2, 11, 13, 18, *24, 72
Cambridge	22
Cumberland	17, 30
Frederick	62
Hagerstown	52, 68
Salisbury	16

MASSACHUSETTS

Amherst	*82
Barnstable	25
Boston	*2, 4, 5, 7, 38, 44, 56
Brockton	62
Easthampton	61
Fall River	46, 68
Greenfield	58
Holyoke (see Springfield)	
Lawrence	72
Lowell	32
New Bedford	28, 34
North Adams	*80
Pittsfield	19, 64
Springfield-Holyoke	21, 40
Worcester	14, 20

MICHIGAN

Alma	*11, 41
Alphena	9, 30
Ann Arbor	20, *26
Bad Axe	46
Battle Creek	58, 64
Bay City	5, 63, *73
Benton Harbor	42
Big Rapids	39
Cadillac	13, 45
Calumet	13
Cheboygan	4, 36
Coldwater	24
Detroit	2, 4, 7, 50, *56, 62
East Lansing	*60
East Tawas	25
Escanaba	3, *49
Flint	12, 16, *22, 28
Gladstone	40
Grand Rapids	8, *17, 23
Hancock	10
Houghton	19, *25
Iron Mountain	9, 27
Iron River	33
Ironwood	12
Jackson	48
Kalamazoo	3, 36, *74
Lansing	6, 54
Ludington	18
Manistee	15
Manistique	14
Marquette	6, 17, *35
Midland	19
Mount Pleasant	47
Muskegon	29, 35

* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Parma-Onandoga	10
Petoskey	31
Pontiac	44
Port Huron	34
Rogers City	24
Saginaw	51, 57
Sault Ste. Marie	8, 10, 28, *34
Traverse City	7, 20, *26
West Branch	21

MINNESOTA

Albert Lea	57
Alexandria	36
Austin	6, 51
Bemidji	13, 24
Brainerd	12
Cloquet	44
Crookston	21
Detroit Lakes	18
Duluth-Superior, Wisc.	3, 6, *8, 32, 38
Ely	16
Fairmount	40
Faribault	20
Fergus Falls	16
Grand Rapids	20
Hastings	29
Hibbing	10
International Falls	11
Little Falls	14
Mankato	15
Marshall	22
Minneapolis-St. Paul	*2, 4, 5, 9, 11, 17, 23
Montevideo	19
New Ulm	43
Northfield	26
Owatonna	45
Red Wing	63
Rochester	10, 55
St. Cloud	7, 33
St. Paul (see Minneapolis)	
Stillwater	39
Thief River Falls	15
Virginia	26
Wadena	27
Wilmar	31
Winona	61
Worthington	32

MISSISSIPPI

Biloxi	13, *44, 50
Brookhaven	37
Canton	16
Clarksdale	6, 32
Columbia	35
Columbus	4, 28
Corinth	29
Greenville	21, 27
Greenwood	24
Grenada	15
Gulfport	56
Hattiesburg	9, 17
Jackson	3, 12, *19, 25, 47
Kosciusko	52
Laurel	33
Laurel-Pachuta	7
Louisville	46
McComb	31
Meridian	11, 30, *36
Natchez	29
Pascagoula	22
Picayune	14
Starkville	34
State College	*2
Tupelo	9, 38
University	20
Vicksburg	41
West Point	56
Yazoo City	49

MISSOURI

	Channel No.
Cape Girardeau	12, 18, 69
Carthage	56
Caruthersville	27
Chillicothe	14
Clinton	49
Columbia	8, 16, 22
Farmington	52
Festus	14
Fulton	24
Hannibal	7, 27
Jefferson City	13, 33
Joplin	12, 30
Kansas City	4, 5, 9, *19, 25, 65
Kennett	21
Kirksville	3, 18
Lebanon	23
Marshall	40
Maryville	26
Mexico	45
Moberly	35
Monett	14
Nevada	18
Poplar Bluff	15
Rolla	46
St. Joseph	2, 30, *36
St. Louis	4, 5, *9, 11, 30, 36, 42
Sedalia	6, 28
Sikeston	37
Springfield	3, 10, *26, 32
West Plains	20

MONTANA

Anaconda	2
Billings	2, 8, *11
Bozeman	*9, 22
Butte	4, 6, *7, 15
Cut Bank	20
Deer Lodge	25
Dillon	26
Glasgow	16
Glendive	18
Great Falls	3, 5, *23
Hamilton	17
Hardin	4
Havre	9, 11
Helena	10, 12
Kalispell	8
Laurel	14
Lewistown	13
Livingston	16
Miles City	3, *6, 10
Missoula	*11, 13, 21
Polson	18
Red Lodge	18
Shelby	14
Sidney	14
Whitefish	16
Wolf Point	20

NEBRASKA

Alliance	13, 21
Beatrice	40
Broken Bow	14
Columbus	49
Fairbury	35
Falls City	38
Freemont	52
Grand Island	11, 21
Hastings	5, 27
Hayes Center	6
Kearney	13, 19

* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Lexington	23
Lincoln	10, 12, *18, 24
McCook	8, 17
Nebraska City	50
Norfolk	33
North Platte	2, 4
Omaha	3, 6, 7, *16, 22, 28
Scottsbluff	10, 16
York	15

NEVADA

Boulder City	4
Carlin	14
Carson City	37
Elko	10
Ely	3, 6
Fallon	29
Goldfield	5
Hawthorne	31
Henderson	2
Las Vegas	8, *10, 13
Lovelock	18
McGill	8
Reno	4, 8, *21, 27
Tonopah	9
Winnemucca	7
Yerington	33

NEW HAMPSHIRE

Berlin	26
Claremont	37
Concord	75
Durham	*11
Hanover	*27
Keene	45
Laconia	43
Littleton	24
Manchester	9, 48
Nashua	54
Portsmouth	19
Rochester	51

NEW JERSEY

Andover	*69
Asbury Park	58
Atlantic City	46, 52
Bridgeton	64
Camden	17, *80
Freehold	*74
Hammonton	*70
Montclair	*77
Newark	13
New Brunswick	*19, 47
Paterson	37
Trenton	41
Wildwood	48

NEW MEXICO

Alamogordo	17
Albuquerque	4, *5, 7, 13
Artesia	21
Atrisco-Five Points	18
Belen	24
Carlsbad	6, 23
Clayton	27
Clovis	12, 35
Deming	14
Farmington	17
Gallup	3, *8, 10
Hobbs	46
Hot Springs	19
Las Cruces	22
Las Vegas	14
Lordsburg	23
Los Alamos	20
Lovington	27
Portales	22
Raton	46, *52
Roswell	*3, 8, 10
Santa Fe	2, *9, 11
Silver City	*10, 12
Socorro	15
Tucumcari	25

NEW YORK

Albany-Schenectady-Troy	6, *17, 23, 35, 41
Amsterdam	52
Auburn	37
Batavia	33
Binghamton	12, 40, *46
Buffalo (also see Buffalo-Niagara Falls)	17, *23
Buffalo-Niagara Falls	2, 4, 7, 59
Carthage	7
Cortland	56
Dunkirk	46
Elmira	18, 24
Glens Falls	39
Hagaman	29
Hornell	50
Ithaca	*14, 20
Jamestown	58
Kingston	66
Lake Placid	5
Malone	20, *66
Massena	14
Middletown	60
New York	2, 4, 5, 7, 9, 11, *25, 31
Niagara Falls (see Buffalo-Niagara Falls)	
Ogdensburg	24
Olean	54
Oneonta	62
Oswego	31
Patchogue	75
Plattsburg	28
Poughkeepsie	21, *83
Rochester	5, 10, 15, *21, 27
Rome (see Utica)	
Saranac Lake	18
Schenectady (see Albany)	
Syracuse	3, 8, *43
Troy (see Albany)	
Utica-Rome	13, *25 54
Watertown	48

NORTH CAROLINA

Ahoskie	53
Albemarle	20
Asheville	13, *56, 62, 78
Burlington	63
Burnsville	18
Chapel Hill	*4
Charlotte	3, 9, 36, *42
Durham	11, *40, 46, 73
Elizabeth City	31
Fayetteville	18, 54
Gastonia	48
Goldsboro	34, 72
Greensboro	2, *51, 57
Greenville	9
Henderson	52
Hendersonville	27
Hickory	30
High Point	15

* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Jacksonville	16
Kannapolis	59
Kinston	45
Laurinburg	41
Lumberton	21
Mount Airy	55
New Bern	13
Raleigh	5, *22, 28
Roanoke Rapids	30
Rocky Mount	50
Salisbury	80
Sanford	38
Shelby	39
Southern Pines	49
Statesville	64
Washington	7
Wilmington	3, 6, 29, *35
Wilson	56
Winston-Salem	12, 26, *32

NORTH DAKOTA

Bismarck	5, 12, 18, *24
Bottineau	16
Carrington	26
Devils Lake	8, 14
Dickinson	2, 4, *17
Fargo	6, 11, *34, 40
Grafton	17
Grand Forks	*2, 10
Harvey	22
Jamestown	7, 42
Lisbon	23
Minot	*6, 10, 13
New Rockford	20
Rugby	38
Valley City	4, 32
Wahpeton	45
Williston	8, 11, *34

OHIO

Akron	49, *55, 61
Ashtabula	15
Athens	62
Bellefontaine	63
Bowling Green	*70
Cambridge	26
Canton	29
Chillicothe	56
Cincinnati	5, 9, 12, *48, 54, 74
Cleveland	3, 5, 8, 19, *25, 65
Columbus	4, 6, 10, *34, 40
Coshocton	20
Dayton	2, 7, *16, 22
Defiance	43
Findlay	53
Fremont	59
Gallipolis	72
Hamilton-Middletown	65
Lancaster	28
Lima	35, 73
Lorain	31
Mansfield	36
Marion	17
Massillon	23
Middletown (see Hamilton)	
Mount Vernon	58
Newark	60
Oxford	*14
Piqua	44
Portsmouth	30
Sandusky	42
Springfield	52, 76
Steubenville (see Wheeling, W. Va.)	9
Tiffin	47
Toledo	11, 13, *30, 79
Warren	67
Youngstown	21, 27, 73
Zanesville	18, 50

OKLAHOMA

Ada	10, 50
Altus	36
Alva	30
Anadarko	58
Ardmore	12, 55
Bartlesville	62
Blackwell	51
Chickasha	64
Clinton	32
Duncan	39
Durant	27
Elk City	26
El Reno	56
Enid	5, 21, *27
Frederick	44
Guthrie	48
Guymon	20
Hobart	23
Holdenville	14
Hugo	21
Lawton	7, *28, 34
McAlester	47
Miami	58
Muskogee	8, *45, 66
Norman	31, *37
Oklahoma City	4, 9, *13, 19, 25
Okmulgee	26
Pauls Valley	61
Ponca City	40
Pryor Creek	54
Sapulpa	42
Seminole	59
Shawnee	53
Stillwater	29, *69
Tulsa	2, 6, *11, 17, 23
Vinita	28
Woodward	8

OREGON

Albany	55
Ashland	14
Astoria	30
Baker	37
Burns	16
Corvallis	7 49
Eugene	*9, 13, 20, 26
Grants Pass	30
Klamath Falls	2, 17
La Grande	13
Lebanon	43
McMinnville	46
Medford	5
North Bend	16
Pendleton	28
Portland	6, 8, *10, 12, 21, 27
Roseburg	4, 28
Salem	3, *18, 24, 66
Springfield	37
The Dalles	32

PENNSYLVANIA

Allentown	39, 67
Altoona	10, 19, 25
Bethlehem	51
Bradford	70
Butler	43

* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Chambersburg	46
Du Bois	31
Easton	57
Emporium	42
Erie	12, 35, *41, 66
Harrisburg	27, 55, 71
Hazleton	63
Irwin	4
Johnstown	6, 56
Lancaster	8, 21
Lebanon	15
Lewistown	74
Lock Haven	32
Meadville	37
New Castle	45
Oil City	64
Philadelphia	3, 6, 10, 17, 23, 29, *35
Pittsburgh	2, 11, *13, 16, 47, 53
Reading	33, 61
Scranton	16, 22, *48, 73
Shamokin	65
Sharon	39
State College	*48
Sunbury	38
Uniontown	14
Washington	63
Wilkes-Barre	28, 34
Williamsport	36
York	43, 49

RHODE ISLAND

Providence	10, 12, 16, *36

SOUTH CAROLINA

Aiken	54
Anderson	40, 58
Camden	14
Charleston	2, 5, *13, 17
Clemson	*68
Columbia	10, *19, 25, 67
Conway	23
Florence	8, 60
Georgetown	27
Greenville	4, 23, *29
Greenwood	21
Lake City	55
Lancaster	31
Laurens	45
Marion	43
Newberry	70
Orangeburg	44
Rock Hill	61
Spartanburg	7, 17, 74
Sumter	47
Union	65

SOUTH DAKOTA

Aberdeen	9, 17
Belle Fourche	23
Brookings	*8, 25
Hot Springs	17
Huron	12, 15
Lead	5, 26
Madison	46
Mitchell	5, 20
Mobridge	27
Pierre	6, 10, *22
Rapid City	3, 7, 15
Sioux Falls	11, 13, 38, *44
Sturgis	20
Vermillion	*2, 41

	Channel No.
Watertown	3, 35
Winner	18
Yankton	17

TENNESSEE

Athens	14
Bristol, Tenn.-Bristol, Va.	5, 46
Chattanooga	3, 12, 43, 49, *55
Clarksville	53
Cleveland	38
Columbia	39
Cookeville	24, *69
Covington	19
Crossville	*77
Dyersburg	46
Elizabethton	22
Fayetteville	27
Gallatin	48
Harriman	67
Humboldt	25
Jackson	7, 16
Johnson City	11, 34
Kingsport	28
Knoxville	6, 10, *20, 26
Lawrenceburg	50
Lebanon	58
Lexington	*11
McMinnville	46
Maryville	51
Memphis	3, 5, *10, 13, 42, 48
Morristown	54
Murfreesboro	18
Nashville	*2, 4, 8, 30, 36
Oak Ridge	32
Old Hickory	5
Paris	51
Pulaski	44
Shelbyville	62
Sneedville	*2
Springfield	42
Tullahoma	68
Union City	55

TEXAS

Abilene	9, 33
Alice	34
Alpine	12
Amarillo	*2, 4, 7, 10
Athens	25
Austin	7, 18, 24, *70
Ballinger	25
Bay City	33
Beaumont-Port Arthur	4, 6, 31, *37
Beeville	38
Big Spring	4, 34
Bonham	43
Borger	33
Brady	15
Breckenridge	14
Brenham	52
Brownfield	15
Brownsville (also see Brownsville-Harlingen-Weslaco)	36
Brownsville-Harlingen-Weslaco (1)	4, 5

(1) These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.

Brownwood	19
Bryan	54
Childress	40
Cleburne	57
Coleman	21
College Station	*3, 48
Conroe	20

* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Corpus Christi	6, 10, *16, 22, 43
Corsicana	47
Crockett	56
Crystal City	28
Cuero	25
Dalhart	16
Dallas	4, 8, *13, 23, 29, 73
Del Rio	16
Denison	52
Denton	*2, 17
Eagle Pass	26
Edinburg	26
El Campo	27
El Paso	4, *7, 9, 13, 20, 26
Falfurrias	52
Floydada	45
Fort Stockton	22
Fort Worth	5, 11, 20, *26
Gainesville	49
Galveston	11, 35, 41, *47
Gonzales	64
Greenville	69
Harlingen (also see Brownsville-Harlingen-Weslaco)	23
Hebronville	58
Henderson	42
Hereford	19
Hillsboro	63
Houston	2, *8, 13, 23, 29, 39
Huntsville	15
Jacksonville	36
Jasper	49
Kermit	14
Kilgore	59
Kingsville	40
Lamesa	28
Lampasas	40
Laredo	8, 13, *15
Levelland	38
Littlefield	32
Longview	32, 38
Lubbock	5, 11, 13, *20, 26
Lufkin	9, 46
McAllen	20
McKinney	65
Marfa	19
Marshall	16
Mercedes	32
Mexia	50
Midland	2, 18
Mineral Wells	38
Mission	14
Monahans	9
Mount Pleasant	35
Nacogdoches	40
New Braunfels	62
Odessa	7, 24
Orange	43
Pampa	17
Paris	33
Pearsall	31
Pecos	16
Perryton	22
Plainview	29
Port Arthur (see Beaumont)	
Quanah	42
Raymondville	42
Rosenberg	17
San Angelo	3, 8, 17, *23
San Antonio	4, 5, *9, 12, 35, 41
San Benito	48
San Marcos	53
Seguin	14
Seymour	24
Sherman	46
Snyder	30
Stephenville	32
Sulphur Springs	41
Sweetwater	12
Taylor	58
Temple	6, 16, 22
Terrell	53
Texarkana	6, *18, 24
Tyler	7, 19, 72

	Channel No.
Uvalde	20
Vernon	18
Victoria	19
Waco	10, *28, 34
Waxahachie	45
Weatherford	51
Weslaco (see Brownsville-Harlingen-Weslaco)	
Wichita Falls	3, 6, *16, 22

UTAH

Brigham	36
Cedar City	5
Logan	12, 30, *46
Ogden	9, *18, 24
Price	6
Provo	11, 22, *28
Richfield	13
St. George	18
Salt Lake City	2, 4, 5, *7, 20, 26
Tooele	44
Vernal	3

VERMONT

Bennington	74
Brattleboro	77
Burlington	3, *16, 22
Montpelier	40
Newport	46
Rutland	49
St. Albans	34
St. Johnsbury	30

VIRGINIA

Blacksburg	*60
Bristol (see Bristol, Tenn.)	
Charlottesville	*45, 64
Covington	44
Danville	24
Emporia	25
Farmville	19
Fredericksburg	47
Front Royal	39
Harrisonburg	3, 34
Lexington	54
Lynchburg	13, 16
Marion	50
Martinsville	35
Newport News (see Norfolk-Portsmouth-Newport News)	
Norfolk-Portsmouth (also see Norfolk-Portsmouth-Newport News)	27
Norfolk-Portsmouth-Newport News (also see Norfolk-Portsmouth)	3, 10, 15, *21, 33
Norton	52
Petersburg	8, 41
Portsmouth (see Norfolk-Portsmouth and also see Norfolk-Portsmouth-Newport News)	
Pulaski	37
Richmond	6, 12, *23, 29
Roanoke	7, 10, 27, *33
South Boston	14
Staunton	36
Waynesboro	42
Williamsburg	17
Winchester	28

* Denotes Channel reservation for non-commercial educational use.

WASHINGTON

	Channel No.
Aberdeen	58
Anacortes	34
Bellingham	12, 18, 24
Bremerton	44, 50
Centralia	17
Ellensburg	49, *65
Ephrata	43
Everett	22, 28
Grand Coulee	37
Hoquiam	52
Kelso	39
Kennewick (also see Kennewick-Richland-Pasco)	25
Kennewick-Richland-Pasco	*41
Longview	33
Olympia	60
Omak-Okanogan	*35
Okanogan (see Omak)	
Pasco (also see Kennewick-Richland-Pasco)	19
Port Angeles	16
Pullman	*10, 24
Richland (also see Kennewick-Richland-Pasco)	31
Seattle	4, 5, 7, *9, 20, 26
Spokane	2, 4, 6, *7
Tacoma	11, 13, *56, 62
Walla Walla	5, 8, *22
Wenatchee	*45, 55, 67
Yakima	23, 29, *47

WEST VIRGINIA

Beckley	4, 21, 66
Bluefield	6, 41
Charleston	8, *43, 49
Clarksburg	12, 22, 69
Elkins	40
Fairmont	35
Fayetteville	4
Hinton	31
Huntington	3, 13, *53
Logan	23
Martinsburg	58
Morgantown	*24
Parkersburg	15
Welch	25
Weston	*5, 32
Wheeling (also see Wheeling-Steubenville, Ohio)	*57
Wheeling-Steubenville, Ohio	7, 9, 51
Williamson	17

WISCONSIN

Appleton	42
Ashland	15
Beaver Dam	37
Beloit	57
Chilton	*24
Eau Claire	13, *19, 25
Fond du Lac	54
Green Bay	2, 5, 70
Janesville	63
Kenosha	61
La Crosse	8, *32, 38, 72
Madison	3, *21, 27, 33
Manitowoc	65
Marinette	11, 32, *38
Milwaukee	4, *10, 12, 19, 25, 31
Neenah	42
Oshkosh	48
Park Falls	*18
Portage	17
Prairie du Chien	34
Racine	49, 55
Rhinelander	22
Rice Lake	21
Richland Center	15, *66
Sheboygan	59
Shell Lake	*30
Sparta	50
Stevens Point	20, 26
Sturgeon Bay	44
Superior (see Duluth, Minn.)	
Wausau	7, 16, *46
Whitefish Bay	6
Wisconsin Rapids	14

WYOMING

Buffalo	29
Casper	2, 6
Cheyenne	3, 5
Cody	24
Douglas	14
Evanston	14
Gillette	31
Green River	16
Greybull	40
Lander	17
Laramie	*8, 18
Lovell	36
Lusk	19
Newcastle	28
Powell	30
Rawlins	11
Riverton	10
Rock Springs	13
Sheridan	9, 12
Thermopolis	15
Torrington	27
Wheatland	24
Worland	34

U. S. TERRITORIES AND POSSESSIONS

ALASKA

Anchorage	2, *7, 11, 13
Fairbanks	2, 4, 7, *9, 11, 13
Juneau	*3, 8, 10
Ketchikan	2, 4, *9
Seward	4, 9
Sitka	13

HAWAIIAN ISLANDS

Hilo, Hawaii	2, 4, *7, 9, 11, 13
Honolulu, Oahu	2, 4, *7, 9, 11, 13
Lihue, Kauai	3, *8, 10, 12
Wailuku, Maui	3, 8, *10, 12

PUERTO RICO

Arecibo	13
Caguas	11
Mayaguez	3, 5
Ponce	7, 9
San Juan	2, 4, *6

VIRGIN ISLANDS

Charlotte Amalie	10, 12
Christiansted	8

GUAM

Agana	8, 10

* Denotes Channel reservation for non-commercial educational use.

TV OUTSIDE of UNITED STATES

TV stations in operation as of January 1, 1957

Location	Call Letters	Licensee or-Grantee	Channel No.
		— ARGENTINA —	
Buenos Aires	LR3-TV	Radio Belgrano TV	Ch. 7
Buenos Aires	LR1-TV	Radio El Mundo	Ch. 5
		— AUSTRALIA —	
Melbourne	GTV	General Television Corp., Ltd.	Ch. A-9
Melbourne	HSV	Herald-Sun Television, Ltd.	Ch. A-7
Melbourne	ABV	Australian Bcstg. Commission	Ch. A-2
Sydney	ATN	Amalgamated TV Services	Ch. A-7
Sydney	TCN	Television Corp, Ltd	Ch. A-9
Sydney	ABN	Australian Bcstg Commission	Ch. A-2
		— AUSTRIA —	
Graz		Osterreichischer Rundfunk (Govt.)	Ch. E-7
Linz		Osterreichischer Rundfunk (Govt.)	Ch. E-6
Salzburg		Osterreichischer Rundfunk (Govt.)	Ch. E-8
Vienna		Osterreichischer Rundfunk (Govt.)	Ch. E-5
		— BELGIUM —	
Antwerp		Institut National Belge de Television (Govt.)	Ch. E-2
Brussels		Institut National Belge de Television (Govt.)	Ch. E-8
Brussels		Institut National Belge de Television (Govt.)	Ch. E-10
Liege		Institut National Belge de Television (Govt.)	Ch. E-3
		— BRAZIL —	
Belo Horizonte	PRH6-TV	Radio Guarami	Ch. 4
Rio de Janeiro	PRG3-TV	Radio Televisao Tupi	Ch. 6
Sao Paulo	PRF3-TV	Radio Difusiora de Sao Paulo	Ch. 3
Sao Paulo	PRB9-TV	Radio Record TV	Ch. 7
		— COLOMBIA —	
Bogata	HJRN-TV	Televisora Nacional (Govt.)	Ch. 8
		— CUBA —	
Camaguey	CMJL-TV	Circuito CMQ	Ch. 6
Havana	CMAB-TV	Telemundo	Ch. 2
Havana	CMBF-TV	Radio Universal	Ch. 7
Havana	CMQ-TV	Circuito CMQ	Ch. 6
Havana	CM-TV	Telemundo	Ch. 10
Havana	CMUR-TV	Radiotelevision Nacional	Ch. 4
Matanzas	CMGQ-TV	Circuito CMQ	Ch. 9
Santa Clara	CMHQ-TV	Circuito CMQ	Ch. 5
Santiago de Cuba	CMKU-TV	Circuito CMQ	Ch. 2
		— CZECHOSLOVAKIA —	
Bratislava		Ceskoslovensky Rozhias (Govt.)	Ch. R-III
Ostrava		Ceskoslovensky Rozhias (Govt.)	Ch. R-II
Prague		Ceskoslovensky Rozhias (Govt.)	Ch. R-II
		— DENMARK —	
Aarhus		Danish State Radio (Govt.)	Ch. E-5
Copenhagen		Danish State Radio (Govt.)	Ch. E-4
Odense		Danish State Radio (Govt.)	Ch. E-3
		— DOMINICAN REPUBLIC —	
Ciudad Trujillo	HIT-TV	La Voz Dominicana	Ch. 4
		— EL SALVADOR —	
San Salvador	YSEB-TV	Television Salvadorena	Ch. 6
		— FINLAND —	
Helsinki		TV Club of Helsinki	Ch. E-9
		— FRANCE —	
Bourges		Radiodiffusion Television Francais (Govt.)	Ch. F-9
Caen		Radiodiffusion Television Francais (Govt.)	Ch. F-2
Cannes-Nice		Radiodiffusion Television Francais (Govt.)	Ch. F-6
Dijon		Radiodiffusion Television Francais (Govt.)	Ch. F-10
Grenoble		Radiodiffusion Television Francais (Govt.)	Ch. F-10
Lille		Radiodiffusion Television Francais (Govt.)	Ch. F-8A
Lorraine		Radiodiffusion Television Francais (Govt.)	Ch. F-6
Lyon		Radiodiffusion Television Francais (Govt.)	Ch. F-12
Lyon-Ville		Radiodiffusion Television Francais (Govt.)	Ch. F-5
Marseilles		Radiodiffusion Television Francais (Govt.)	Ch. F-8
Mulhouse		Radiodiffusion Television Francais (Govt.)	Ch. F-8
Nancy-Ville		Radiodiffusion Television Francais (Govt.)	Ch. F-7
Paris		Radiodiffusion Television Francais (Govt.)	Ch. F-8A
Reims		Radiodiffusion Television Francais (Govt.)	Ch. F-5
Rouen		Radiodiffusion Television Francais (Govt.)	Ch. F-10
Strasbourg		Radiodiffusion Television Francais (Govt.)	Ch. F-5
Toulon		Radiodiffusion Television Francais (Govt.)	Ch. F-11
		— GERMANY (East) —	
Berlin		Staatliches Rundfunk Komitee (Govt.)	Ch. R-9
Berlin		Staatliches Rundfunk Komitee (Govt.)	Ch. R-1
Brocken		Staatliches Rundfunk Komitee (Govt.)	Ch. R-4
Chemnitz		Staatliches Rundfunk Komitee (Govt.)	Ch. R-8
Dresden		Staatliches Rundfunk Komitee (Govt.)	Ch. R-1

Location	Call Letters	Licensee or-Grantee	Channel No.
Inselberg		Staatliches Rundfunk Komitee (Govt.)	Ch. R-6
Leipsig		Staatliches Rundfunk Komitee (Govt.)	Ch. R-III
Rostock		Staatliches Rundfunk Komitee (Govt.)	Ch. R-2
		— GERMANY (West)	
Aalen		Suddeutscher Rundfunk	Ch. E-8
Baden-Baden		Sudwestfunk	Ch. E-7
Berlin		Sender Freies Berlin	Ch. E-7
Biedenkopf		Hesslicher Rundfunk	Ch. E-5
Bonn		Nord -und Westdeutscher Rundfunkverband	Ch. E-5
Bremen		Nord -und Westdeutscher Rundfunkverband	Ch. E-2
Feldberg		Sudwestfunk	Ch. E-8
Flensburg		Nord- und Westdeutscher Rundfunkverband	Ch. E-4
Frankfurt		Hesslicher Rundfunk	Ch. E-8
Freiburg		Sudwestfunk	Ch. E-7
Grunten		Bayerischer Rundfunk	Ch. E-2
Hamburg		Nord- und Westdeutscher Rundfunkverband	Ch. E-9
Hanover		Nord- und Westdeutscher Rundfunkverband	Ch. E-8
Harz		Nord- und Westdeutscher Rundfunkverband	Ch. E-10
Hof		Bayerischer Rundfunk	Ch. E-5
Hoher Meissner		Hesslicher Rundfunk	Ch. E-7
Hornisgrinde		Sudwestfunk	Ch. E-9
Kaiserlautern		Sudwestfunk	Ch. E-7
Kiel		Nord- und Westdeutscher Rundfunkverband	Ch. E-11
Koln		Nord- und Westdeutscher Rundfunkverband	Ch. E-11
Koblenz		Sudwestfunk	Ch. E-6
Kreuzberg-Rhon		Bayerische Rundfunk	Ch. E-3
Langenberg		Nord- und Westdeutscher Rundfunkverband	Ch. E-9
Nurnberg		Bayerischer Rundfunk	Ch. E-6
Raichberg		Sudwestfunk	Ch. E-4
Saarbruchen		Telesaar	Ch. F-7
Stuttgart		Suddeutscher Rundfunk	Ch. E-11
Teutoberger Wald		Nord- und Westdeutscher Rundfunkverband	Ch. E-11
Trier		Sudwestfunk	Ch. E-6
Weinbiet		Sudwestfunk	Ch. E-10
Wendelstein		Bayerischer Rundfunk	Ch. E-10
Wurzburg		Bayerischer Rundfunk	Ch. E-10
Zweibrucken		Sudwestfunk	Ch. E-7
		— GUATEMALA —	
Guatemala City	TG-BOL	Radio-TV Guatemala	Ch. 3
Guatemala City	TGW-TV	Television Nacional de Guatemala	Ch. 8
		— HUNGARY —	
Budapest		Magyar Radio (Govt.)	Ch. R-III
		— IRAQ —	
Baghdad		Minister of Interior	Ch. E-8
		— ITALY —	
Gambarie		Radiotelevisione Italiana (Government-granted monopoly)	Ch. E-5
Milano		" " "	Ch. E-8A
Monte Argentario		" " "	Ch. E-6
Monte Caccia		" " "	Ch. E-3
Monte Faito		" " "	Ch. E-4
Monte Nerone		" " "	Ch. E-3
Monte Peglia		" " "	Ch. E-10
Monte Pellegrino		" " "	Ch. E-10
Monte Penice		" " "	Ch. E-4
Monte Sambuco		" " "	Ch. E-10
Monte Serra		" " "	Ch. E-5
Monte Venda		" " "	Ch. E-5
Portofino		" " "	Ch. E-10
Punta Badde Urbara		" " "	Ch. E-5
Roma		" " "	Ch. E-8A
Monte Conero		" " "	Ch. E-6
Monte Favone		" " "	Ch. E-10
Monte Limbara		" " "	Ch. E-10
Monte Serpeddi		" " "	Ch. E-8A
Monte Soro		" " "	Ch. E-6
Monte Vergine		" " "	Ch. E-5
		— JAPAN —	
Fukuoka	JOLK-TV	Bestg. Corp. of Japan (NHK)	Ch. J-3
Hiroshima	JOFK-TV	Bestg. Corp. of Japan (NHK)	Ch. J-3
Nagoya	JOCK-TV	Bestg. Corp. of Japan (NHK)	Ch. J-3
Osaka	JOBX-TV	Osaka TV Bestg. Corp.	Ch. J-6
Sendai	JOHK-TV	NHK	Ch. J-3
Tokyo	JOAK-TV	NHK	Ch. J-3
Tokyo	JOAX-TV	Nippon TV Network Corp.	Ch. J-4
Tokyo	JOKR-TV	Radio Tokyo	Ch. J-6
		— KOREA —	
Seoul	HLKZ-TV	Korcad Corp.	Ch. 9
		— LUXEMBOURG —	
Luxembourg		Compagnie Luxembourgeoise de Telediffusion	Ch. E-7
		— MEXICO —	
Juarez	XEJ-TV	Television de la Frontera	Ch. 5
Mexico City	XEW-TV	Cadena Radidifusora Mexicana	Ch. 2

Location	Call Letters	Licensee or-Grantee	Channel No.
Mexico City	XHGG-TV	Television Gonzales. Camarena	Ch. 5
Mexico City	XHTV	Television de Mexico	Ch. 4
Monterrey	XHNL-TV	Televisora del Norte	Ch. 10
Paso de Cortes	XEX-TV	Television Paso de Cortes	Ch. 7
Queretaro	XEZ-TV	Televisora Del Centro	Ch. 3
Tijuana	XETV	Radio Television	Ch. 6
		— MONACO —	
Monte Carlo	TMC	Tele Monte Carlo	Ch. F-10
		— MOROCCO —	
Casablanca		Compagnie Marocaine de Radio-Television	Ch. F-12
Rabat		Compagnie Marocaine de Radio-Television	Ch. F-8A
		— NETHERLANDS —	
Eindhoven		Philips, Ltd.	Ch. E-5
Lopik (Amsterdam)		Nederlandse Televisie Stichting	Ch. E-6
		— NORWAY —	
Oslo		Norsk Rikskringkasting (Govt.)	Ch. E-4
		— PHILIPPINES —	
Manila	DZAQ-TV	Bolinao Electronics Corp.	Ch. 3
Manila		Metropolitan Bcstg. Co.	Ch. 9
		— POLAND —	
Lodz		Polskie Radio (Govt.)	Ch. R-5
Warsaw		Polskie Radio (Govt.)	Ch. R-III
		— PORTUGAL —	
Lisbon		Radiotelevisao Portuguesa (Govt.-Private)	Ch. E-7
		— RUMANIA —	
Bucharest		Radiodifuziunia Romina (Govt.)	Ch. R-2
		— SPAIN —	
Madrid		Radio Nacional de Espana (Govt.)	Ch. E-5
		— SWEDEN —	
Goteborg		A.B. Radiotjangst (Govt.)	Ch. E-9
Stockholm		A.B. Radiotjangst (Govt.)	Ch. E-4
		— SWITZERLAND —	
Basel		Swiss General Post Office	Ch. E-10
Bern		Swiss General Post Office	Ch. E-2
Geneva		Swiss General Post Office	Ch. E-4
Zurich		Swiss General Post Office	Ch. E-3
		— THAILAND —	
Bangkok	HSI-TV	Thai-Television Co.	Ch. 4
		— TUNISIA —	
Tunis		Radiodiffusion Television Francais (Govt.)	Ch. F-12
		— UNITED KINGDOM —	
Aberdeen		British Bcstg. Corp.—BBC (Govt. operated, non-commercial)	Ch. B-4
Belfast			Ch. B-1
Birmingham		BBC	Ch. B-4
Brighton		BBC	Ch. B-2
Cardiff		BBC	Ch. B-5
Carlisle		BBC	Ch. B-4
Central Scotland		BBC	Ch. B-3
Channel Isles		BBC	Ch. B-4
Isle of Man		BBC	Ch. B-3
Lancashire		Independent Television Authority—ITA	Ch. B-9
		BBC	
London		ITA	Ch. B-1
London		BBC	Ch. B-9
Manchester		ITA	Ch. B-2
Midlands		BBC	Ch. B-8
Newcastle		BBC	Ch. B-5
Norwich		BBC	Ch. B-3
Plymouth		ITA	Ch. B-2
Yorkshire			Ch. B-10
		— URUGUAY —	
Montevideo		Sociedad Anonima Emisoras de Television Y Anexos	Ch. 10
		— USSR —	
Kharkov		Government	Ch. R-III
Kiev		Government	Ch. R-IV
Leningrad		Government	Ch. R-III
Moscow		Government	Ch. R-II
Moscow		Government	Ch. R-IV
Odessa		Government	Ch. R-II
Riga		Government	Ch. R-III
Tallin		Government	Ch. R-III
		— VENEZUELA —	
Caracas	YVKA-TV	Televisora Nacional (Govt.)	Ch. 5
Caracas	YVLV-TV	Televisa Venezolana	Ch. 4
Caracas	YVKS-TV	Radio Caracas TV	Ch. 2
		— YUGOSLAVIA —	
Belgrade	YZO	Radiodiffusion Yugoslave	Ch. E-2
Zagreb	YZO-3	Radio Televizija Zagreb	Ch. E-4

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ADVANCE TELEVISION PICTURE SERVICE, INC.

729 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-6873
President.....Charles A. Alicoate
Secy. & Treas.....F. E. Miles
Services Offered: Producers and distributors of films, features, shorts and package films for TV. Stock Shots Film, Private Projection Theaters, Cutting and Editing.

AFFILIATED PROGRAM SERVICE INC.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-1881
President.....Paul F. Adler
Services Offered: Semi-animated film utililizing cellomatic projection. Spot and institutional films.

AGNETA AGENCY

1270 6th Ave., New York 20, N. Y.
Phone: COlumbus 5-0232
President.....Nicholas T. Agneta
Services Offered: Recording, Production, Scripts. Talent.
Productions: Broadway Musical Comedy, TV film.

AIR FEATURES, INC.

720 Fifth Avenue, New York 19, N. Y.
Phone: JUdson 6-8500
President.....I. S. Becker
Comptroller.....Andy Subbiondo
Services Offered: Radio-TV packaged programs, live, film and transcribed.
Current Productions: Helen Trent, Our Gal Sunday, Backstage Wife, Young Widder Brown, Stella Dallas.

ALTON ALEXANDER PRODUCTIONS, INC.

595 Madison Ave., New York 22, N. Y.
Phone: LO 8-3100
President .....Alton Alexander
Services Offered: Television program production, live and film.
Productions: Your Better Home Show, Lie Detector, Your Lucky Number, Chief Medical Examiner, A Model Young Woman, The Big Break, Danger Is My Business, Sing For Your Supper With Tommy Tucker.

AMERICAN INSTITUTE OF FOOD PRODUCTS, INC.

608 Fifth Ave., New York 20, N. Y.
Phone: JU 6-7600
General Manager.....Robert A. Bories
Services Offered: Production, scripts, talent for food merchandising.

AMERICAN SALES & SERVICING AGENCY (RADIO LUXEMBOURG)

370 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 5-1300
President.....Guy Bolam
Services Offered: Sales agency for Radio Luxembourg and Teleluxembourg.

RAY ANTHONY ENTERPRISES, INC.

9155 Sunset Blvd., Hollywood, Calif.
Phone: CRestview 4-5473
President .....Ray Anthony
Sec'y-Treas. .....Fred Benson
Services Offered: Packagers and producers of radio and television shows.

PETER ARNELL PRODUCTIONS, INC.

750 Park Ave., New York 21, N. Y.
Phone: TRafalgar 9-5097
Producer .....Peter Arnell
Asso. Prod., Prod. Mgr.....Jean Heaton
Services Offered: TV & Radio Programs: Production, Package, Consultation.

ASSOCIATED BROADCAST ADVERTISING CO.

1188 South Muirfield Road, Los Angeles 19, Calif.
Phone: HO 5-0580
Sales Mgr., Owner.....Irwin T. Porter
Partner, Prog. Mgr.....Gertrude T. Porter
Script Dept.....Jean Norab
Services Offered: Scripts created, for any business, ranging from miniature 5-minute programs to half hour or more shows—also spot announcements, and jingles. Promotion, programming, production, and merchandising. Several participation (quiz) and other shows available.

ASSOCIATED PRESS

50 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-1111
Executive Director.....Kent Cooper
General Manager.....Frank J. Starzel
Asst. Gen. Manager, Radio..Oliver Gramling
Radio News Editor.....John A. Aspinwall
Serices Offered: 24-hour news coverage, hourly news summaries, daily & weekly feature coverage for TV & radio.

A-V TAPE LIBRARIES, INC.

730 Fifth Ave., New York 19, N. Y.
Phone: JUdson 6-5095
Services Offered: Music and readings on tape for consumer use. Available through dealers and distributors. Music programs on tape for radio available—also custom produced.

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DIRECTOR

JU. 6-6234

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TELEVISION'S
MOST COLORFUL
SHOW

HOLD THAT NOTE

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10:30 P.M. Tuesday

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BIGGEST MONEY-PAYING
MUSICAL QUIZ

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420 Madison Avenue, New York, N. Y.

ANN BARBINEL
54 Riverside Dr., New York 24, N. Y.
Phone: ENdicott 2-4351
President .....Ann Barbinel
Services Offered: Creating - producing - directing custom built package shows for radio and TV.

BARRY & ENRIGHT PRODUCTIONS, INC.
667 Madison Avenue, New York, N. Y.
Phone: TEmpleton 2-8600
President .....Jack Barry
Vice-President .....Dan Enright
Vice-President.....Fred Stettner
Services Offered: Package producers of live and transcribed radio shows and live and filmed TV shows.
Productions: Juvenile Jury, Winky Dink and You, Life Begins at 80, Oh, Baby, Conflict, The Gillmen, Tic Tac Dough, 21, You're On Your Own.

BASCH RADIO & TELEVISION PRODUCTIONS
17 E. 45 St., New York 17, N. Y.
Phone: MUrray Hill 2-8877
Sales Manager.....Charles J. Basch, Jr.
Services Offered: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings; TV programs and commercial spots, live and film.

ZACH BAYM FILMS
60 East 42 St., New York 17, N. Y.
Phone: MU 2-4813
Sales Manager.....Zach Baym
Services Offered: Television film sales representative: feature length motion pictures; full-length wseterns; animated cartoons.

IRENE BEASLEY RADIO PRODUCTION SERVICE
Heatherdell Rd., Ardsley, N. Y.
Phone: DObbs Ferry 3-3578
Owner..... Irene Beasley
Services Offered: Program production; live package programs.

V. S. BECKER PRODUCTIONS
551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-0777
Partner .....Viola S. Becker
Partner.....Thomas W. Bieder
Services Offered: Production of package shows and commercials for Radio, Television programs, live and film. Distributors of film; representatives of talent & ideas for Radio, TV, film, sales promotion.

WALTER BIDDICK CO.
(Programs Div.)
1046 S. Olive St., Los Angeles 15, Calif.
Phone: RI 8-6184
Manager .....Guy Biddick
Office Manager.....Barbara McNey
Traveling Rep.....Burton Zoul
Services Offered: Preparing and recording commercial announcements for your own individual requirements. Packaged ½-min. transcribed announcements already prepared for various type businesses. Packaged quarter-hour transcribed radio programs. Transcribed sacred music libraries sold.

GEORGE BLAKE ENTERPRISES, INC.
1600 Broadway, N. Y., N. Y.
Phone: CIrcle 7-2264
President .....Jean Blake
Prod. Dir.....Robert J. Kingsley
Supervisor Editor.....Robert Jacques
Services Offered: Producers of TV commercials, industrial films, animated and live action.

ROBERT A. BORIES CO.
608 Fifth Ave., New York, N. Y.
Phone: JU 6-7600
President .....Bob Bories
Services Offered: Radio and TV package producer.

BOX OFFICE TELEVISION, INC.
6 W. 57th St., New York 19, N. Y.
Phone: PLaza 7-0532
Board Chairman.....Milton M. Mound
President .....Sid Caesar
Services Offered: Specialists in Closed-circuit Television: business meetings and entertainment events on large screens in hotels and theatres.

BROADCASTING PROGRAM SERVICE
17 E. 45th St., New York 17, N. Y.
Phone: OXford 7-0725
President .....Herbert Rosen
Services Offered: Transcription service, musical programs on tape, sound effects records, mood and bridge music library, TV programs on films.

BYRON PRODUCTIONS
8 E. 52nd St., New York 22, N. Y.
Phone: PLaza 3-6930
President.....Edward A. Byron
Services Offered: Package programs.

BRUCE CHAPMAN COMPANY
125 West 41st Street, New York, N. Y.
Phone: WIsconsin 7-9244
President .....Bruce Chapman
V.P.-Treas.....Edna Chapman
Branch Offices:
30 rue Chalgrin, Paris, France
Phone: Passy 70-44
Director .....Michael Alexander
Services Offered: Production of radio & TV programs in U. S. and Europe.
Productions: The Answer Man.

SERVING THE TV AND RADIO STATIONS OF THE WORLD

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"STRIKE IT RICH" "THE BIG PAYOFF"

Ready to go:

"Million Dollar Family"

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"Billion Dollar Bankroll"
"Jack in the Jukebox"
"Race Thru Space"
"Private Enterprise"
"Holiday for Two"
"You'll Be Surprised"
"Moment of Crisis"
"Just Married"
"The Magic Lamp"

and others!

1150 AVENUE OF THE AMERICAS · NEW YORK 36, NEW YORK
Tel.: OXFORD 7-3322

CHESHIRE & ASSOCIATES

6606 Selma Ave., Hollywood 28, Calif.
Phone: HOllywood 9-4580

Owner, Gen.Mgr.....Bob Reichenbach
Production Manager.....Myron J. Bennett

Services Offered: Television and Radio program producers and distributors; West Coast distributor for Speedy-Q and E. M. I. sound effects, background and mood music recordings.

Productions: The Myron J. Bennett Show; Marvin Miller, Storyteller and Stand By For Crime, Drama of Medicine, Pappy Cheshire's Ranch Roundup.

CINEFFECTS, INC.

(For complete listing see TV Film Producers)

TED COLLINS CORP.

500 Fifth Ave., New York, N. Y.
Phone: CH 4-5036

Manager .....Ted Collins

Services Offered: Talent, Production.

COMMODORE PRODUCTIONS & ARTISTS, INC.

971 N. LaCienega Blvd., Hollywood 46, Calif.
Phone: OLympia 2-2995

Services Offered: Program production, syndicated transcriptions, scripts, package programs, talent.

COOLIDGE-DuBOIS AGENSY

5880 Hollywood Blvd., Hollywood 28, Calif.
Phone: HO 9-2111

Director .....Carl Coolidge
Sec.-Treas.....Dr. C. DuBois

Services Offered: Television scripts of all types.

FRANK COOPER ASSOCIATES AGENCY

233 S. Beverly Dr., Beverly Hills, Calif.
Phone: CR 5-4128
N. Y. Phone: VAnderbilt 6-5661

Owner .....Frank Cooper
V.P. Chge. of N. Y. Office.....Sy Fischer
Hollywood Office.....D. I. Hyland, Joel Cohen, B. D. S. Hamberg

Services Offered: Packagers and sales representatives of radio and television programs. Representatives of writers and talent.

LOUIS G. COWAN, INC.

575 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-3700

President ....Harry Fleischman
Exec. Vice Pres.....Steven R. Carlin
Vice-President.....Polly Cowan
Treasurer.....J. Kyle Faber

Services Offered: AM-TV-Productions-Network Programs (Package); Production-Transcription Programs; Program Consultants.

Productions: The Big Surprise, The $64,000 Question, Down You Go, $64,000 Challenge, Giant Step.

FREDERIC DAMRAU, M. D.

247 Park Ave., New York 17, N. Y.
Phone: PLaza 5-3638

Director.....Frederic Damrau, M. D.
AFTRA Associate.....Adeline Maneery
Business Manager.....Mary L. Davis

Services Offered: Educational and dramatized programs relating to health, for both radio and TV.

MAC DAVIS FEATURES

1 Montgomery Place, Brooklyn (15), N. Y.
Phone: Nevins 8-4374

Director .....Mac Davis

Services Offered: Sport shows created, written and produced for television and radio presentation. Also special scripts and ideas furnished for all types of sport programs for local, regional or network presentation.

Productions: Heartbeats in Sport Headlines, They Made Sports History, Diamond Dust, Ask Me Another, It Happened In Baseball, This Is Football, Horse Tales.

GORDON M. DAY PRODUCTIONS

108 E. 30th St., New York 16, N. Y.
Phone: ORegon 9-3595

Writer, Composer .....Gordon M. Day
Production Manager.....Carol Bulkley
Casting Director.....Edith Adelson
Treasurer.....Leo L. Reich

Services Offered: Writing-production of jingles and spots; consultants to advertising agencies on preparation of transcribed and film commercials.

Productions: Alcoa, American Greetings Card, Good & Plenty Candy, Corn Products Refining Co., (various products), Margo Wine, Luby Chevrolet Dealers, Sacramento Tomato Juice, Laddie Boy Dog Food, Burry Biscuit Co., King Edward Cigars, Pennzoil, N. E. Telephone Co. (Yellow Pages), Roman Meal Bread, American Tobacco Co. (Roi-Tan Cigars), Westinghouse.

DEMBY PRODUCTIONS, INC.

Hotel Plaza, 1 W. 58th St., New York 19, N. Y.
Phone: PLaza 9-2495

President.....Emanuel H. Demby
Vice-President .....Mildred Demby
Dramatic Programs.....Betty Jeffries
Creative Supervisor.....Allen Swift

Services Offered: Producers of feature and television films, spot commercials, sales training and public relations films. Affiliated with Motivation Research Associates for pretesting commercials and other films for potential audience effectiveness.

Productions: The Shadow, Hollywood to Broadway, How to Be a Cowboy, Half The World's a Bride, Carnival, Witch on Wheels, Films For Sales, This Is Indonesia, Filmed spots for AMOCO-Super Permalube, Bad Laundry Bleach, etc.

For theatrical use only: Half The World's a Bride, Carnival, Witch On Wheels, The Shadow, Hollywood to Broadway, How To Be A Cowboy.

ALFRED DIXON PRODUCTIONS
138 E. 36th St., New York, N. Y.
Phone: MUrray Hill 5-6415
President-Owner.....Alfred Dixon
Casting and production.....Lynn Masters
Asst. Dir. and Coaching.....Norma Burton
Services Offered: Radio, stage, film, TV productions.

HARRY S. DUBE
10 Rockefeller Plaza, New York 20, N. Y.
Phone: COlumbus 5-7035
Manager .....J. Knight
Services Offered: Live Talent, package shows and transcriptions.

DYNAMIC FILMS INC.
112 W. 89th St., New York 24, N. Y.
Phone: TRafalgar 3-6221
President, Tresurer.....Nathan Zucker
Exec. Prod.....Lester Becker
V.P. .....Lee R. Bobker
Editorial Chief.....Jack Fitzstephens
Sound Engineer.....James Townsend
Film Dist.....Helen Cristt
Services Offered: Film producer—open end films and commercials made specifically for TV; amusement and dramatic shorts; educational and industrial shorts; marionette shorts; spot news and special event coverage; video transcriptions; complete sound recording and sound stage facilities; film consultants.

ECONOMEE TELEVISION PROGRAMS
(Div. of Ziv TV Programs, Inc.)
501 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-6664
General Manager.....Perre Weis
General Sales Manager...Stanley Florsheim
Services Offered: Distribution of the following filmed TV programs: Mr. District Attorney, I Led Three Lives, Favorite Story, Boston Blackie, Eddie Cantor Comedy Theatre, Meet Corliss Archer, Story Theatre, Times Square Playhouse, The Unexpected, Your Television Theatre, Yesterday's Newsreel, The Living Book, Sports Album, Walter Lantz Cartoons.

W. M. ELLSWORTH
203 N. Wabash, Chicago
Phone: STate 2-9679
Owner.....W. M. Ellsworth
Services Offered: Folk artists, entertainers for radio-TV-records and transcriptions.

EMPIRE BROADCASTING CORP.
480 Lexington Ave., New York 17, N. Y.
Phone: PLaza 9-4500
President.....Helen D. Kelleher
Services Offered: All types of recording namely: tape-disc, studios, air-line checks, AM-FM-TV portable jobs, film synchronization.

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Ratings Make Your Business!
Ratings Are What We Raise!

Just ask the STATIONS who are RIDING HIGH as a result of our STATION JINGLES, stations who:

Rocketed from somewhere down the line *Right To The Top*
Hiked way out in front
Picked up double figure points
Showed audience increases of *300%, 600% and more*

Let us send you the SUCCESS STORY on our STATION JINGLES.

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue.. NEW YORK CITY

ROBERT J. ENDERS, INC.
(National Productions)
1001 Connecticut Ave., N. W.
Washington 6, D. C.
Phone: STerling 3-2222
President.....Robert J. Enders
Exec. Vice-Pres.....Howard A. Enders
Dir. of Scripts.....Sylvia Edlen
Coordinator .....Mimi Crowl
V.P., Exec. Prod.....Robert L. Friend
Prod. Mgr.....Stanley Bass
Services Offered: Radio and television complete production; motion pictures, commercials, animation, program packagers for local sponsorship.
Productions: New Story of Milk, Crisis, Sky Sentinels, The Christophers, Tomorrow —Today (series), Songs of Our Fathers.

ENDORSEMENTS, INC.
65 East 55th St., New York 22, N. Y.
Phone: PLaza 1-0320
President .....Jules Alberti
Exec. Vice-President.....Chris Anderson
V-P. Chge. TV & Film.....Robert Brilmayer
Vice-President.....Dr. Harold S. Wadro
Secretary-Treasurer .....Carol Batchelder
Services Offered: Endorsements and Testimonals live and film for TV.

ESTES NEWSFEATURES
6 Peter Cooper Rd., New York 10, N. Y.
Phone: SPring 7-5766
President .....Bernard Estes
Secretary-Treasurer .....Hazel Estes
Associate Producer.....Jack Sheldon
Services Offered: Live, transcribed and filmed package shows produced. Specializing in news and feature programs designed for public relations impact, AM, Video. News and camera correspondents throughout U. S., Latin America, Europe, Far East.

FADIMAN ASSOCIATES, LTD.
1501 Broadway, New York 36, N. Y.
Phone: LAckawanna 4-3544
Manager .....Edwin Fadiman
Services Offered: Production, Package Shows.

WALT FRAMER PRODUCTIONS
1150 Avenue of the Americas
New York 36, New York
OXford 7-3322
Producer.....Walt Framer
Associate Producers.....Joe Gottlieb, Sid Tamber, Paul Kaczander
Production Supervisors.....Mervyn Framer, Estelle Citron, Vivian Roberts
Business Affairs.....Henry Schmerzler
Services Offered: Specializing audience participation and quiz shows; packages, production, question research, contestant screening.
Current Productions: Strike It Rich, The Big Payoff.

FREMANTLE OVERSEAS RADIO, & TELEVISION, INC.
366 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 7-4344
President.....Paul Talbot
Secretary-Treasurer .....Lee Volker

Jack Barry
and
Dan Enright
Productions

Mgr. (Mexico City).....Rene Anselmo
Mgr. (London).....Lane Blackwell
Mgr. (Toronto).....Ralph Ellis

Services Offered: Producers of transcribed radio programs for Spanish audiences. Producers of live radio and TV programs in Mexico, London and Ontario. Exclusive TV rights to the Davis Cup tennis matches and 16th Olympiad, Melbourne, 1956.

ALLEN A. FUNT PRODUCTIONS

100 Central Park South, 11th floor
New York 19, N. Y.
Phone: JUdson 6-5227

President.....Allen A. Funt
Production Manager.....Paul D. Melton

Associates:
Ross Television Production Ltd.
7 Harley Street, London W. 1., England
Concorde Productions
6 Rue de Levis, Paris 17e, France

Services Offered: Exclusive producers of candid radio and television programs and commercials, using hidden microphones and cameras, in U. S. and Europe: network, live, transcribed and syndicated.

GBA PRODUCTIONS (Gallucci Bros. & Assoc.)

727 Meriden Road, Waterbury 4, Conn.
Phone: PLaza 35272

President .....Joe Gallucci
General Manager.....N. T. Gallucci
Sales Manager.....Lou Gallucci
Assoc. Producer.....C. G. Harries
Assoc. Producer.....Jack Sheehan
Assoc. Director .....Lloyd Hurd
Assoc. Director.....N. S. Strauss
Assoc. Director.....Dick Felker
Assoc. Director.....Barbara Piper
Assoc. Director.....Joe Megaro

Services Offered: Special feature program.

HAROLD R. GINGRICH, PRODUCTIONS

333 N. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-1022

Owner-Manager.....Harold R. Gingrich

Services Offered: Radio-Television advertising, counseling and ideas.

GENERAL ARTISTS CORP.

640 Fifth Ave., New York 19, N. Y.
Phone: CIrcle 7-7543

President.....Thomas G. Rockwell
Exec. Vice-President.....Milton W. Krasny
Vice-President.....Harry M. Anger
TV Programming....Jay Michaels, Jack N. Sobel, Arthur Price
Vice-President, Chicago.....Pat Lombard
Vice-President, Beverly Hills..Henry Miller
TV Manager, Beverly Hills.....Bill Weems

Services Offered: Program Production and national sales. Artists representatives. Industrial and civic show production. Transcription production and services. Film sales representation.

Productions: The Perry Como Show, The Patti Page Show, The National Guard Show.

WILBUR STARK — JERRY LAYTON

RADIO & TELEVISION PRODUCTIONS

MODERN ROMANCES — NBC-TV

SHOWS READY TO GO —

Col. Humphrey Flack — Ladies Choice

True Story — Rocky King Detective

Sgt. and the Lady — Medical Center

Rookie Cop

6 EAST 45th STREET, NEW YORK CITY

OX 7-6860

JOHN E. GIBBS & CO., INC.

1270 Ave. of Americas, New York 20, N. Y.
Phone: PLaza 7-5959

President .....John Gibbs
Writers Department.....Francis Head
Talent Department.....Bob Ferres

Services Offered: Television and Radio production. Talent representation.

GRACE GIBSON RADIO PRODUCTIONS

6606 Selma Avenue, Hollywood 28, Calif.
Phone: HOllywood 3-3498

General Manager.....Bob Reichenbach
Executive Producer.....Grace Gibson

Services Offered: Production and distribution of transcribed dramatic programs for general or specific sponsorship.

Productions: Drama Of Medicine, Adventures of Gregory Keane, and Famous Court Dramas.

GOMALCO ENTERPRISES

404 N. Roxbury, Beverly Hills, Calif.
Phone: CR 5-6131

President.....David P. O'Malley
Vice-President .....George Gobel

Services Offered: Television production.

Current Productions: The George Gobel Show.

HARRY S. GOODMAN PRODUCTIONS

19 E. 53rd St., New York 22, N. Y.
Phone: PLaza 5-6131

General Manager.....Harry S. Goodman
Sales Manager.....Everett F. Goodman
Secretary.....H. D. Knuth
Office Manager.....William Baron
Traffic Manager.....Frank Gehrecke
TV Director.....Stuart Wilson

Services: Custom Commercials, Syndicated Commercials, Jingles. 5 min.-15 min.-30 min. programs. Mystery, Adventure, Soap Operas, Western, Religious, Musical, Misc, Juvenile.

Film Productions: Drew Pearson's Washington Merry-Go-Round; 52 quarter-hour TV films made each week and air expressed to TV stations.

GOODSON-TODMAN PRODUCTIONS

41 East 57th St., New York 22, N. Y.
Phone: PLaza 1-0600

Partner.....William S. Todman
Partner .....Mark Goodson
Director of Sales.....Bud Austin
General Business Mgr....Howard F. Todman
Exec. Dir. of Programs.....Gil Fates
Dir. of West Coast Prog.....Harris Katleman
Production Manager.....Mitchell Leiser

Branch Office
Goodson-Todman Enterprises, Ltd.
449 S. Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 4-7357

Services Offered: Producing and packaging live and transcribed radio, and live and filmed TV programs for national, regional and spot sales.

Showcase Productions, Inc.

Harold Jovien's

PREMIERE ARTISTS and PRODUCTIONS

AGENCY

Sunset and Carol, Hollywood 46, Calif.
Cr. 4-5488
BILL PUTNEY, Associate

Representing these and other shows and personalities for Television, Radio, Personal Appearances and Recordings

Programs:
PETER POTTER'S "JUKE BOX JURY"
THE INA RAY HUTTON SHOW
MIKE STOKEY PRESENTS
JUNIOR RECORD JURY
HILO HATTIE SHOW
IF YOU HAD THE MONEY
HOLLYWOOD ICETIME
HARRY BABBIT SHOW
BILL BALLANCE SHOW
ARTHUR ELLEN SHOW

TV Hosts and Disc Jockeys
HARRY BABBIT—(CBS)
BILL BALLANCE—KFWB, Hollywood
FRANK EVANS—KDAY, Santa Monica
JACK McCOY—ABC-TV
LOUIS QUINN—KHJ-TV, Hollywood
RALPH STORY—$64,000 Challenge
DICK WHITTINGHILL—KMPC & KTTV-TV, Hollywood

Television Producers-Directors
TOM BELCHER—NBC
JERRY BOWNE—NBC
JIM HOBSON—Lawrence Welk Shows
BOB LEHMAN—Truth or Consequences
HARFIELD WEEDIN—ABC-TV

Personalities:
RUSH ADAMS—Diamond Records
VAN ALEXANDER—Gordon MacRae Show
RANDY BROOKS—Decca Records
KAY BROWN—ABC-TV, Decca Records
OLLIE FRANKS
HOOSIER HOT SHOTS
EDDIE KEELEY—KTLA
GEORGE LIBERACE
BILLY MAY
ELLA MAE MORSE—Capitol Records
LOUISE O'BRIEN—CBS
GAYLA PEEVEY—Columbia Records
PIED PIPERS
JERI SOUTHERN—Decca Records
KITTY WHITE—Mercury Records

Productions: Beat the Clock, Two For The Money, I've Got A Secret, What's My Line, The Price Is Right, The Web.

GOTHAM RECORDING CORP.

2 W. 46th St., New York 36, N. Y.
Phone: JUdson 6-5577

President.....Herbert M. Moss
Vice Pres.....Stephen F. Temmer
Dir. of Sls. & Service.....Robert Volkell

Services Offered: Radio transcription and film production and recording. Six large, medium and small studios; 12 Ampex Tape machines, five Disc Lathes. Writing and production staff available, also makes paper records.

LEWIS G. GREEN PRODUCTIONS

520 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-7440

General Manager.....Lewis G. Green

Services Offered: Write, produce, direct radio and TV programs, spots, jingles, and films.

HALE & BAKER

55 West 42nd Street, New York 36, N. Y.
Phone: LOngacre 5-2795

Partner .....Arthur Hale
Partner .....Jules Evan Baker

Branch Office:
1597 Crossroads of the World, Hollywood 28, Calif.
Phone: HOllywood 7-9262

Manager .....Aubrey Ison

Services Offered: TV Radio consultants, writers-producers of public services and commercial programs and spots; special educational and merchandising ideas and production, including closed circuit.

LAURENCE HAMMOND PRODUCTIONS, INC.

455 E. 51st St., New York 22, N. Y.
Phone: PLaza 9-2210

President .....Laurence Hammond
Vice-President & Treasurer.Merikay Howard
Casting Dir.....Michael Carr

Services Offered: Packaging radio and TV programs, live, transcribed and filmed. Also consultant work in directing, writing, producing and complete public relations facilities.

Productions: Keeping Up With the Wigglesworths.

SUE HASTINGS MARIONETTES, INC.

3706 McKinney Ave., Dallas 4, Texas
Phone: Lakeside 4022

President .....Linnea Roberts
Art Director.....W. Higgins
Film & Program Director.....R. A. Green

Services Offered: Marionette productions for children and adults especially adapted for TV (live or film). Custom-built shows with original scripts and music. Special puppets made for commercials.

ARTHUR HENLEY PRODUCTIONS

Shelton Hotel, 49th St. & Lexington Ave.
New York, N. Y.
Phone: PLaza 5-7145

Producer .....Arthur Henley

Services Offered: Creative programming for radio and television. Complete packages and production, writing and consultation services.

Current Production: Make Up Your Mind.

SANDY HOWARD PRODUCTIONS

853 Seventh Ave., New York 19, N. Y.
Phone: JUdson 6-6610

President .....Sandy Howard
Producers.....Marvin Page, Claire Smithers
Producer-Merchandising Dir...Ralph Gotlob

Services Offered: Live and film program producing. Consultant work to advertising agencies and advertisers on radio and television commercials. Contract work with agencies and produtcion companies for co-producing assignments.

Productions: The Merry Mailman, Luncheon at Sardi's, Supper at Sardi's, The Great Adventure, Jungle Adventure, Celebrity Club.

HOWARD RADIO-TV PRODUCTIONS

123 W. Chestnut St., Chicago 10, Ill.
Phone: MIchigan 2-5877

Owner .....Bernard Howard

Services Offered: All creative phases of Radio-TV—ideas, writing, production—including commercials; Consultant for agencies without their own Radio-TV departments; package producer; free-lance writing and production.

RICHARD W. HUBBELL & ASSOCIATES

120 Broadway, New York, N. Y.
Phone: PL 8-0792

Exec.-in-Charge .....Gilbert Parker
Chairman.....R. W. Hubbell

Services Offered: Program producers.

INTER-CALIFORNIA BROADCASTING SYSTEM

354 S. Spring St., Los Angeles 13, Calif.
Phone: MUtual 2759

General Manager.....Gustavo Faist Moran
Station Mgr.....R. A. Ochoa
Promotion Mgr.....M. L. Moran

Services Offered: Specialists in Spanish language advertising. Production of Spanish langauge programs.

INTERNATIONAL 16mm CORP.

165 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-2265

President-Treasurer....Patrick E. Shanahan
Secretary .....George Blake

Services Offered: Producers and distributors of motion pictures; prints in both

Marshall
ORGANIZATION

521 FIFTH AVENUE
NEW YORK 17, N. Y.

Consultants
Creators and Producers
Film, Television and
Radio Productions

Murray Hill 7-2722

CREATIVE
PRODUCTION

Mel Gold
Productions, Inc.

1639 Broadway
New York 19, New York
JUdson 6-5444

TV-FILM COMMERCIALS
TV PROGRAMS (Film and Live)
INDUSTRIAL FILMS
TRAINING FILMS

16mm. and 35mm. subjects. Classical music by Symphonic Orchestras.

THE JAFFE AGENCY, INC.

9441 Wilshire Blvd., Beverly Hills, Calif.
Phone: CRestview 1-5222
New York Phone: CIrcle 7-6200
President .....Sam Jaffee
Vice-President, Chg. Lit. Dept...Mary Baker
Vice-President .....A. Ronald Lubin
Secretary .....Philip Gersh
TV Department..David Freedman, Hal Ross
Literary Department.....Evarts Ziegler, Robert Goldfarb.

Services Offered: Representation of Artists, Actors, Actresses, Directors and Writers and Material in Live and Film Television and Radio. Packagers of Live and Film Television Shows.

ROBERT G. JENNINGS

53 West 53rd St., New York, N. Y.
Phone: JU 6-0711
Serivces Offered: Radio & TV packages.

JEWELL TELEVISION AND RADIO PRODUCERS

540 North Michigan, No. 17 on the Mezzanine
Chicago 11, Ill.
Phone: MOhawk 4-5757
President.....James E. Jewell
Vice-President.....W. Ralph Jewell
Secretary.....M. P. Casey
Editor .....James Lawrence

Branch Offices
Landmark Productions, 1040 N. Las Palmas
Hollywood, California
Phone: HOllywood 7-3111
Manager .....Michael Baird
Director .....Lewis Foster
3062 Penobscot Bldg., Detroit 26, Mich.
Phone: WOodward 3-0617
Exec.-in-Charge.....W. Ralph Jewell

Services Offered: Creators and Producers of Programs, Transcriptions, Commercial Spots and Jingles. Television and Radio Consultants to agencies, sponsors. All-inclusive package-production services and facilities.

Productions: Jewell Starmaker Theatre (TV live), Silver Eagle (Radio: Live and transcribed, The King Jesters Show (Radio, transcribed).

KEESHAN-MILLER ENTERPRISES CORP.

113 W. 57th St., New York, N. Y.
Phone: PLaza 7-8618
Chairman of the Board.....Bob Keeshan
President .... Jack Miller
Vice President.....Marvin Josephson

Services Offered: Radio-TV packagers and producers.

Productions: Captain Kangaroo, Scramble.

MAXINE KEITH AGENCY

234 W. 44th St., New York, N. Y.
Phone: LA 4-4228
Director .....Maxine Keith

Thank you, Television Industry . . .

For making our new publicity firm a success from the outset!

Lester Dorothy
STANFORD and GULMAN, Inc.
15 East 40th Street, New York 16
MUrray Hill 9-2512

☆
STAR TIME
☆
GEORGE SCHECK PRODUCTIONS

Services Offered: Creative and producing for radio and TV.

SONNY KENDIS, INC.
509 Fifth Ave., New York 17, N. Y.
Phone: VAnderbilt 6-0890
Pres., Exec. Prod.....James Sonny Kendis
Services Offered: Live & filmed radio-TV programs. Complete program packaging service—ideas, scripts, production, talent, sales. Personal management of top talent.

JACK KURTZE AGENCY
214 North Canon Drive, Beverly Hills, Calif.
Phone: CRestview 45403
President .....Jack M. Kurtze
Vice Pres.....Lula Mae Kurtze
Exec. Producer.....Martha C. Graves
Services Offered: Specialized services to advertisers and advertising agencies, production, direction and casting facilities for TV, Radio and motion pictures.
Productions: So It's Your Birthday.

LANG-WORTH FEATURE PROGRAMS, INC.
1755 Broadway, New York 19, N. Y.
Phone: JUdson 6-5700
President.....C. O. Langlois, Sr.
Secretary-Treasurer.....John D. Langlois
Vice-President.. .....C. O. Langlois, Jr.
Vice-President.....W. O'Keefe
Sales Manager.....Hugh S. Allen, Jr.
Services: Transcribed Music Service for radio and television stations, advertising agencies and advertisers. Custom-built commercial spots—musical and dramatic—for national, regional and local advertisers.

HERBERT S. LAUFMAN & COMPANY
221 N. La Salle St., Chicago 1, Ill.
Phone: RAndolph 6-4086
Pres. .....Herbert S. Laufman
Vice Pres.....Jas. A. Jennings, Jr.
Services Offered: Producer and packager of live and filmed TV programs, live commercials, advertising counsellors.
Productions: The Doctor Answers, It's Baby Time, Here's Music.

LES LEAR PRODUCTIONS CORP.
Hotel Sherman, Chicago 1, Ill.
Phone: FRanklin 2-2100
1539 N. Vine St., Hollywood 28, Calif.
Phone: NOrmandy 3-3311
President .....Les Lear
Vice-President .....Jack Chase
Vice-President .....Hank Koval
Services Offered: Radio, TV and film production. Personal management.

LESTER LEWIS ASSOCIATES
11 East 48th St., New York 17, N. Y
Phone: PLaza 3-5083
Partner.....Lester & Juliet Lewis
Services Offered: TV package shows, personal management.
Current Productions: Count Sheep.

PHILLIPS H. LORD, INC.
1440 Broadway, New York 18, N. Y.
Phone: LO 4-8000
Pres., Mgr., Prog. Super.....C. R. Manby
Services Offereds Radio and TV package shows.

C. P. MacGREGOR
729 S. Western Ave., Hollywood 5, Calif.
Phone: DUnkirk 4-4191
President.....C. P. MacGregor
Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electroplating of masters and production on vinylite pressings.

MADISON PRODUCTION, INC.
60 E. 56th St., New York City, N. Y.
Phone: PLaza 1-4646
President .....Gerry Gross
Vice-President, Treasurer..Frank B. Sawdon
Services Offered: Package & Produce Radio & TV Shows.
Productions: The Maggi McNellis Show—Vincent Lopez Show—Tommy Henrich—Rita Gam—Junior Champions—Let's Take Sides—The Sloan Simpson Show.

MARK VII, LTD.
(For full listing see TV Film Producer-Distributors)

THE MARSHALL ORGANIZATION, INC.
521 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-2722
President.....A. W. Marshall
General Manager.....Evelyn K. Zuckerman
Legal Representative.....Gerald Dickler
Services Offered: Producing and Packaging Live and Transcribed Radio and TV Programs. Directorial and Supervising Service. Complete Radio and TV Public Relation services for Social, Professional and Trade Organizations.

MAYER-McGRAW ASSOCIATES
33 West 42nd St., New York 36, N. Y.
Phone: PE 6-7110
Partners.Peg M. McGraw, Walter J. McGraw
Prod. Mgr.....Peter Henning
Producer-Dir. .....Peggie Springstead
Services Offered: Production of quiz and dramatic programs. Film and live TV programs and spots, specializing in crime documentaries. Professional writers also service other shows on free-lance basis. Specialize in crime shows.
Productions: Wanted, Phrase That Pays, Masquerader.

ALEXANDER McQUEEN & ASSOCIATES
5222 N. Lakewood Ave., Chicago 40, Ill.
Phone: RAvenswood 8-9010
Owner .....Alexander McQueen

Services Offered: "Nothing But The Truth" feature (Reg. U. S. Pat. Office), in person, transcribed, or TV. Research for human-interest stories on sponsor's product.

CHARLES MICHELSON, INC.

45 West 45th St., New York 36, N. Y.
Phone: PLaza 7-0695

President .....Charles Michelson
Treasurer .....Aaron Michelson
Traffic Manager.....R. Mantell
Export Manager.....Martin Diamond

Services Offered: Distributing of transcribed radio program series; syndicated TV film series; Sound effect record libraries; American representatives for foreign broadcasting interests.

Productions: Capsule mysteries, The Plainclothes Man, Famous Jury Trials, The Clock, Half-hour Mystery Bloc, Daytime Soap Operas.

WILLIAM MORRIS AGENCY, INC.

1740 Broadway, New York 19, N. Y.
Phone: JUdson 6-5100

Exec.-in-Chge. of Radio..Wallace S. Jordan

Services Offered: Production of packaged shows for radio and TV, also talent reps.

CARLTON E. MORSE ENTERPRISES, INC.

Room 511, 1680 North Vine St.
Hollywood 28, Calif.
Phone: Hollywood 9-6161

Owner.....Carlton E. Morse

Services Offered: Recording, program production, scripts, package programs.

Productions: One Man's Family, The Woman In My House.

MORTON PRODUCTIONS

64 East Lake St., Chicago 1, Ill.
Phone: CEntral 6-4144

President .....Morton Jacobson

Services Offered: Dramatic-adventure stories and gimmick show with prizes.

Productions: This Is The Story, What's Wrong With This Picture.

HERBERT M. MOSS PRODUCTIONS

2 W. 46th St., New York 36, N. Y.
Phone: JU 6-5577

Producer.....Herbert M. Moss

Services Offered: Live and transcribed shows for Radio and TV.

MUSIC CORPORATION OF AMERICA
MCA Artists, Ltd.

598 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-7500
139 Piccadily, W1, London, England
49 bis Ave., Hoche, Paris, France
111 Richmond St., West, Suite 1209, Toronto, Ontario, Canada, EMpire 3-5025
9370 Santa Monica Blvd., Beverly Hills, Calif., CRestview 6-2001 or BRadshaw 2-3211
515 Glenn Building, Atlanta, Ga., Lamar 6750
45 Newbury St., Boston, Mass., COpley 7-5830
430 N. Michigan Ave., Chicago, Ill., DElaware 7-1100
1172 Union Commerce Bldg., Cleveland, O., CHerry 1-6010
116A West Kirk Ave., Ronanoke, Va., ROanoke 3-4344
42 Allard Blvd., New Orleans, La., GAlvez 4410
3790 Gardner Ave., Cincinnati, O., SYcamore 9149
2102 No. Akard St., Dallas, Tex., PRospect 7536
837 Book Tower, Detroit, Mich., WOodward 2-2604
105 Montgomery St., San Francisco, Calif., EXbrook 2-8922
203 White Building, Seattle, Wash., Mutual 4567
212 Beason St., Salt Lake City, Utah, 3-4657
1048 Northwestern Bank Building, Minneapolis, Minn., LIncoln 7863
550 Grant St., Suite 146, Pittsburgh, Pa., GRant 1-9995
Bellevue-Stratford Hotel, Broad and Walnut Streets, Phila., Pa., PEnnypacker 5-9462
1700 Liggett Drive, St. Louis, Mo., WOodland 2-3683

Services Offered: Production and sales service for live, recorded and filmed TV and radio programs.

MUZAK CORPORATION

(For detailed listing see Associated Program Service, Div. of Muzak Corp. under Transcription Companies.)

NTA PRODUCTIONS, INC.

60 W. 55th St., New York 19, N. Y.
Phone: PLaza 7-2100

President .....Ely A. Landau
Exec. Vice Pres.....Oliver A. Unger
Vice Pres., Secy.....Edythe Rein
Vice Pres., Sales.....Harold Goldman

Services Offered: Producers of television programs on films.

Productions: The Passerby, The Bill Corum Sports Show, Man's Heritage.

THE NATIONAL RESEARCH BUREAU, INC.

415 N. Dearborn St., Chicago 10, Ill.
Phone: SUperior 7-5080

Editorial Dir.....Milton Paule
Copy Dir.....Genevieve Smith

Services Offered: Copy and programming services for radio stations, three monthly sections for the Station Manager, Program Director and Continuity Director.

NEPTUNE PRODUCTIONS, INC.

1270 Ave. of Americas, New York 20, N. Y.
Phone: PLaza 7-5959

President .....Robert Montgomery
Executive Vice Pres.....John E. Gibbs
Vice Pres., Treas.....Joseph W. Bailey

Services Offered: Packaging and producing live and filmed TV programs.

Productions :Robert Montgomery Presents.

OLIVER W. NICOLL PRODUCTIONS

37 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-5130
Cable Address: ARREFFAY Newyork
Executive Director.....Oliver W. Nicoll
Associate Director.....Sandra Munsell

Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records and albums; Television—Program production and consultation, package live and film shows, scripts, talent. Members of NSTP—National Society of Television Producers.

OLIO VIDEO TELEVISION PRODUCTIONS, INC.

(See Television Film Producers)

PAN AMERICAN BROADCASTING CO.

370 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 5-1300
Exec. V.P.....Eugene Bernald
Program Director.....Leo Shore

Services Offered: Scripting, producing and recording programs in over 54 foreign languages for use in United States and in foreign countries.

PETERSON RADIO PRODUCTIONS

1457 Broadway, New York 36, N. Y.
Phone: MU 6-5669
Owner .....Donald Peterson

Services Offered: Recording, program production (religious, economic).

JULES POWER PRODUCTIONS, INC.

1020 N. Rush St., Chicago 11, Ill.
Phone: DElaware 7-7422
New York Phone: REgent 4-1370
President .....Jules Power
General Manager.....Bernard I. Miller

Services Offered: Production of live local and network television programs and commercials.

Productions: Watch Mr. Wizard, NBC-TV; Time For Fun, WABC-TV; Lunch Time Little Theatre WGN-TV.

GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Hwy., Malibu, Calif.
Phone: Glove 6-2315
President.....George Logan Price
Secy.-Treas. .....Stella Lauch Price

Services Offered: Scripts, casting, production of commercial programs of various types. Distribution and servicing of syndicated programs for commercial use.

Productions: Living Pages.

PYRAMID PRODUCTIONS, INC.

1 East 57th St., New York 11, N. Y.
Phone: PLaza 1-0430
Chairman of the Board....Everett Rosenthal
President .....Leonard Loewinthan

Services Offered: Producers of live and film programs.

Productions: Big Story, Treasury Men in Action, Man Behind the Badge, Playhouse 15, Police Call, Readers Digest, Seven Against Crime.

RCA VICTOR CUSTOM RECORD SALES DIVISION

(See Transcription Companies.)

RADIO CITY ASSOCIATES

32 E. 68th St., New York, N. Y.
Phone: LE 5- 9850
Pres. & Sales Mgr.....Morton D. Catok
V.P. & Prog. Dir.....Eugene Aretsky
General Mgr.....Norman Alt

Services Offered: Program production, both transcribed and live; specialize in packaging transcribed sports shows and filming of TV sports serials. Scripts created. Radio, TV sports celebrity endorsements packaged.

Productions: Radio: "Phil Rizzuto's Sports Caravan"; "Junior Jamboree"; "Sports Forum of the Air." TV: "Tommy Henrich Show," "What's New."

RADIO FEATURES OF AMERICA

37 West 46th St., New York 36, N. Y.
Phone: JUdson 2-5130
Cable Address: ARREFFAY, New York
Executive Director.....Oliver W. Nicoll
Associate Director.....Sandra Munsell
Production Unit
Hotel New Weston, Madison Ave. at 49th St.
New York 22, N. Y.
Phone: PLaza 3-4800
Managing Director..John Henry Macdonell
Program Coordinator.....Eileen Ellis

Services Offered: Program production and consultation, package live and film shows, script, talent.

REEMACK ENTERPRISES, INC.

1270 6th Ave., Rm. 902, New York 17, N. Y.
Phone: CI 6-7300
President .....Lloyd Marx
Vice-President .....Ted Mack

Services Offered: Producers of "The Original Amateur Hour," starring Ted Mack.

STU REYNOLDS PRODUCTIONS

9110 Sunset Blvd., Los Angeles 46, Calif.
Phone: CR 4-7863
President .....Stuart Reynolds

Productions: Harbor, G. E. Theatre, Jeweler's Showcase.

Services Offered: Specializing in the production and sale of filmed TV programs; also in the filming of television programs for others and TV commercials; also production and sale of radio programs.

RICHARD S. ROBBINS CO.

163 Bleecker St., New York 12, N. Y.
Phone: SP 7-2568
President .....R. S. Robbins

Mgr. of Prize Promotion..Edward E. Finch
Services Offered: Radio and Television package producers and merchandise prizes.

RICHARD H. ROFFMAN ASSOCIATES

675 West End Ave., New York 25, N. Y.
Phone: RIverside 9-3647
Bd. Chairman.....Maurice Roffman
President .....Richard H. Roffman
Vice Pres.....Sophie S. Roffman
Services Offered: Radio and TV production, public relations, publicity, promotion, procurement of prizes, legal counsel for producers and performers, contest ideas, talent representation.

ROCKHILL PRODUCTIONS, INC.

18 E. 50th St., New York 22, N. Y.
Phone: PLaza 9-7979
President .....Janet Taylor
Services Offered: Complete packages, radio, TV and film.

JACK ROURKE PRODUCTIONS

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HO 3-7178
President .....Jack Rourke
Treasurer.....Joan Lane Rourke
Production Manager.....Dick Wendelken
Office Mgr.....Marjorie Lawson
Musical Dir.....Robert Garretson
Services Offered: Live and transcribed radio and TV programs; spot announcement campaigns and jingles.
Productions: "Ladies Matinee," "Jack Rourke Varieties," "Beauty Parade," "Rourke in Hollywood."

LESLIE ROUSH PRODUCTIONS, INC.

35 W. 53rd St., New York 19, N. Y.
Phone: COlumbus 5-6430
President.....Leslie M. Roush
Vice-Pres. .....Jules Sindic
Services Offered: Producers of commercial motion pictures, sound slide films, slide motion films, TV programs and TV commercials.

ABE SAPERSTEIN TV ENTERPRISES

350 5th Ave., Suite 7614, New York, N. Y.
Phone: LO 3-4677
Producer .....Walter Kennedy
Branch Offices
127 N. Dearborn St., Chicago, Ill.
8506 Sunset Blvd., Hollywood, Calif.
Services Offered: Children films.

JAMES L. SAPHIER AGENCY, INC.

9538 Brighton Way, Beverly Hills, Calif.
Phone: CRestview 1-7231
65 E. 55th St., N. Y. 22, N. Y.
Phone: PLaza 1-0075
President.....James L. Saphier
Mgr. of New York Office.....James Schulke
Services Offered: Radio and TV productions, sale of package programs and talent.
Productions: The Bob Hope Show.

ALLEN SAVAGE NETWORK PRODUCTIONS

1 E. 57th St., New York 22, N. Y.
Phone: EL 5-1434
Owner .....Allen Savage
Services Offered: Producers, packagers and distributors.
Productions: Career Kids.

BERNARD L. SCHUBERT, INC.

509 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-0940
President.....Bernard L. Schubert
General Manager.....Wallace H. Lancton
Services Offered: Talent, production radio and TV package management.
Current Productions: Crossroads, Topper. Adventures of The Falcon, Mr. and Mrs. North, TV Reader's Digest, Quick Quiz.

SCREEN GEMS, INC.

(For complete listing see TV Film Producers).

WALTER SCHWIMMER COMPANY

75 East Wacker Drive, Chicago 1, Ill.
Phone: FRanklin 2-4392
New York Address: 527 Madison Ave.
New York 22, N. Y.
Phone: ELdorado 5-4616
President .....Walter Schwimmer
Sales Manager.....Bernie Crost
Program Director.....Arthur Pickens
Assistant Program Director.....Nat Watson
Eastern Sales Mgr.....Pete Manners
N. Y. Office Manager.....Jack Arden
Services Offered: TV and radio package productions.
Productions: Championship Bowling, Eddy Arnold Time, It's Baby Time All-Star Golf, Tello-Test, Tune-Test.

SESAC, INC.

475 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 5-5365
President .....Paul Heinecke
Secretary-Treasurer.....R. C. Heinecke
Asst. to Pres.....E. S. Prager
Production Manager.....R. S. Stone
Pub. & Prom.....Alice J. Heinecke
Traffic.....I. K. Weiss
Services Offered: Licensing the use of copyrighted music; transcribed library service including catalog of over 8500 bridges, moods and themes; syndicated transcribed tailor-made programs for advertisers.

CHARLES E. SKINNER PRODUCTIONS

1600 Broadway, New York 19, N. Y.
Phone: CI 6-6915
1160 No. Highland Ave., Hollywood 38, Calif.
Phone: HOllywood 2-6555
Pres., Exec. Prod-Dir....Charles E. Skinner
Gen. Mgr., Sec'y-Treas.....Ray Rand
Music Editor.....Alfonso Corelli
Script Editor.....Nelson Gidding
Musical Directors.....Skitch Henderson & Ted Royal

Services Offered: Creators and producers of television, theatrical and sales influence films plus live shows; producing contractors; adapters; consultants to package show producers, advertising agencies, sponsors. Distribution facilities for television and theatres, U. S. and foreign. Production facilities New York, Florida, Hollywood.

FLETCHER SMITH STUDIOS, INC.

321 E. 44th St., New York 17, N. Y.
Phone: MUrray Hill 5-9010
President .....Fletcher Smith
Vice-President .....Charles Schettler
Secretary-Treasurer .....Peter Caldera
Services Offered: Complete motion picture production; TV shows, spots, industrial films; large sound stage for live photography; animation staff.

THE SOUVAINE ASSOCIATES

135 Central Park West, New York 23, N. Y.
Phone: TR 3-1158
Producer .....Geraldine Souvaine
Services Offered: Producers of radio and TV programs.

SPORTS NETWORK, INC.

36 West 44th St., New York 36, N. Y.
Phone: MUrray Hill 2-0117
President.....Richard E. Bailey
Vice-President.....Roylance H. Sharp
Secretary & Bus. Mgr.....Thomas J. Shilling
Ass't Business Mgr.....Marie C. Wilber
Services Offered: Sales and promotion, programming, technical, station relations and traffic; specializing in regional television and radio networks for all sports. Special features: major league baseball, Cleveland Brown pro football, Big Ten basektball, sporting events of regional interest.

WILBUR STARK-JERRY LAYTON, INC.

270 Park Avenue, New York 17, N. Y.
Phone: PL 3-1742
President.....Wilbur Stark
V.P.-Treas. .....Jerry Layton
Services Offered: Programs and personalities for television and radio.
Productions: Modern Romances—for radio and TV; Rocky King.

TALENT ASSOCIATES LTD.

41 East 50th St., New York, N. Y.
Phone: PLaza 3-1030
President .....Alfred Levy
Exec. Vice Pres.....David Susskind
Vice President.....Robert Costello
Services Offered: Produce live dramatic television programs.
Production: Armstrong Circle Theatre.

TELDON RADIO & TELEVISION PRODUCTIONS

2 West 46th St., New York 36, N. Y.
Phone: JUdson 6-5577
Senior Prod. & Partner..Stephen F. Temmer
Partner.....Herbert M. Moss
Services Offered: Production of foreign language programs in French and German for the Voice of America.

TELEMOUNT PICTURES, INC.

(See TV Film Producers)

TELEVISION SCREEN PRODUCTIONS, INC.

(See TV Film Producers)

TELEVISION AND RADIO FEATURES OF AMERICA

37 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-5130
Cable Address: ARREFFAY, Newyork
Executive Director.....Oliver W. Nicoll
Associate Director.....Sandra Munsell
Production Unit, Hotel New Weston, Madison Ave. at 49th St., New York 22, N. Y.
Phone: PLaza 3-4800
Managing Dir.....J. H. Macdonnell
Program Coordinator.....Eileen Ellis
Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent. Television—Program production and consultation, package live and film shows, script, talent.

TRANSCRIPTION SALES, INC.

117 W. High St., Springfield 35, O.
Phone: FAirfax 2-4974
President.....J. P. Williams
Vice President.....Alexander Buchan
Office Manager.....Bess Deck
Services Offered: Open end transcriptions; quarter hour and five minute programs, featuring "Singin' Sam," Mullen Sisters, Charlie Magnante, Curley Bradley.

TRANSFILM, INC.

(For complete listing see TV Film Producers)

TRANSAMERICAN BROADCASTING & TELEVISION CORP.

118 E. 40th St., New York 22, N. Y.
Phone: OX 7-5445
President.....John L. Clark
Services Offered: Television and radio writing, direction, production and packaging.

TRENDLE-CAMPBELL-MEURER INC.

1800 Mutual Bldg., Detroit 26, Mich.
Phone: WOodward 2-9184
President .....George Trendle
V. Pres. & Gen. Mgr. ....H. Allen Campbell
Secy. & Gen. Counsel....Raymond J.Meurer
Services Offered: Radio-TV production, Sergeant Preston merchandise licenses, Green Hornet licenses.
Productions: Sergeant Preston of the Yukon.

RICHARD H. ULLMAN, INC.

295 Delaware Avenue, Buffalo 2, N. Y.
Phone: CL 2066
President.....Richard H. Ullman

Exec. Vice Pres.....Marvin A. Kempner
Treasurer.....Minna C. Thorn
Secy.....Edward H. Kavinoky

Branch Office
2133 N. W. 11th Ave., Miami, Fla.
Manager.....Robert D. Buchanan
301 S. Kingsley, L. A., Calif.
Mgrs.....Pat Cooney, Sam Ewing

Productions: Ad-i-mation, syndicated animal film clips, Dollar Derby, participating auction program, Watch the Birdie, children's animated film quiz show, Select-O-Spots, animated films.

Radio Services: Produce Library of Attention Getters and Gimmick Shows.

Productions: Melody Mileage; Tune-O; Kash Box; $Dollar Derby$; Spot-Lite-Spots.

UNITED PRESS ASSOCIATIONS

220 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-0400

President.....Frank H. Bartholomew
Gen. Sales Manager.....Leroy Keller
Television Manager..William Higginbotham
Radio Manager.....John Madigan
Gen. Newspapers Mgr.....Frank Tremaine

Services Offered: World-wide coverage of news and sports for Radio and TV; special programming for radio news, sports, women's and farm shows; newsfilm news-pictures.

THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 19, N. Y.
Phone: CIrcle 6-4675-6

President.....Thomas J. Valentino
Vice-President.....Michael T. Valentino
Secretary.....Elsie F. Valentino

Services Offered: Sound effects records, transcriptions, chime and organ recordings, pressings, recording service.

V. I. P.

720 5th Ave., New York 19, N. Y.
Phone: PLaza 7-0130

President .....Bill Murphy
Vice-President .....Charlotte Morgan
Radio-TV Dir.....Helen McCausland

Services Offered: Procuring prizes for quiz shows, producing quiz shows, endorsements by Very Important People, furnish guests for Radio-TV shows.

Current Productions: Cinderalla Weekend, Gulliver's Travels, Bermuda Holiday.

CHICK VINCENT CO.

509 Madison Ave., New York 22, N. Y.
Phone: EL 5-0734

Director Producer.....Chick Vincent
Casting Director.....Buddy Vincent

Services Offered: Package producers, program production, TV programs, live and film.

WOLF ASSOCIATES, INC.

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 5-2050

President, Gen. Mgr.....Edward Wolf
Vice-President .....Herbert Wolf
Associate Producers.....Jack Rubin, Gene Mulligan, Keith Taylor, Alan Gilbert
Program Staffs.....Joseph Nathan Kane,
Dir. of Sales.....Paul Ross

Services Offered: Radio-TV package production.

Productions: Break The $250,000 Bank, Hilltop House, Masquerade Party.

FRANK WRIGHT NATIONAL CORPORATION

995 Market St., San Francisco 3, Calif.
Phone: DOuglas 2-5470

President .....Frank Parke Wright
Vice-President & Acct. Exec.....Ted Slade
Treasurer.....Sylvia C. Wright
Office Manager.....Helen Rosemount
Traffic-Media Mgr.....Edith James
Copywriter (Copy Director).....Kay Lynch
Secretary .....Freda Reider
Comptroller .....Alma McGarrigle
Asst. Comptroller.....Charlotte Meyer

Services Offered: Merchandised advertising in the food and drug field.

Productions: Calo Pet Exchange.

WYNN WRIGHT ASSOCIATES

17 West 57th Street, New York 19, N. Y.
Phone: PLaza 3-4417-8

Producer, Partner.....Wynn Wright
Prod., Partner.....Charles Granzow

Services Offered: Creation and production of radio and television programs.

Current Productions: Official Detective, I Ask You.

FREDERIC W. ZIV CO.

1529 Madison Rd., Cincinnati 6, O.
Phone: PLaza 1-1323

President .....Frederic W. Ziv
Exec. Vice Pres.....John L. Sinn
V.P., Charge of Productions..Herb Gordon
General Manager.....Ben Philey
Treasurer.....Joseph L. Moore

New York Office
488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700

Services Offered: Transcribed radio programs for local and regional sponsorship.

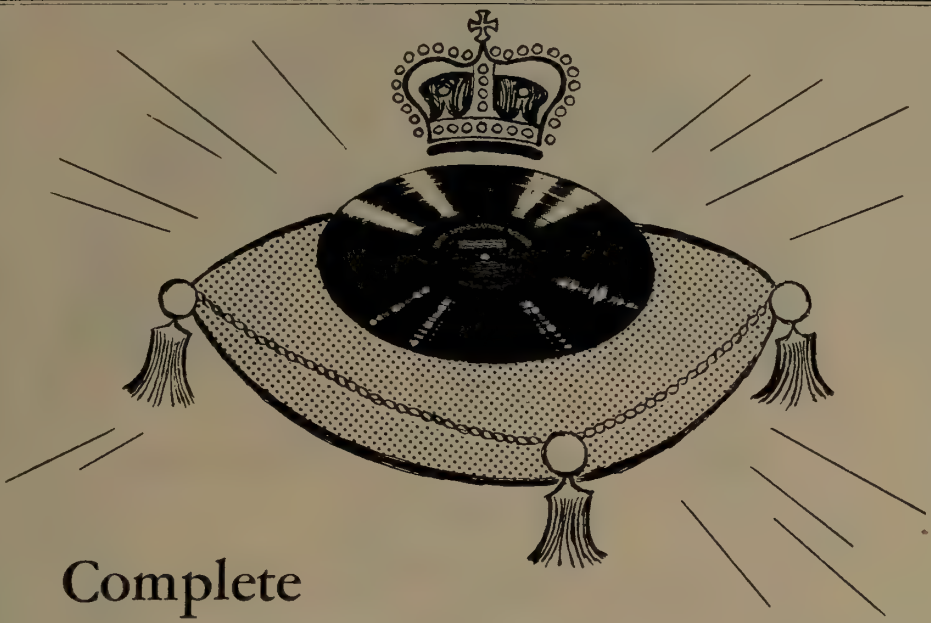
ZIV TELEVISION PROGRAMS, INC.

488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700

Chairman of the Board.....Frederic W. Ziv
President.....John L. Sinn
V.P., Chg. of Sales.....Maurice J. Rifkin
V.P., Chg. West Coast.....Maurice Unger
Mgr., Midwestern Div.....Ed Broman
Mgr., West Coast Div.....Jack Gregory
Manager, Natl. Sls.....Walt Kingsley

Services Offered: Custom built and syndicated shows.

Productions: Man Called X, Highway Patrol, Science Fiction Theatre, Meet Corliss Archer, Mr. District Attorney, The Eddie Cantor Comedy Theatre, I Led Three Lives, Cisco Kid, Favorite Story, Boston Blackie, Unexpected, Your TV Theatre, Times Square Playhouse, Yesterday's Newsreel, Living Book, Story Theatre, Sports Album, Walter Lantz Cartoons.



Complete CUSTOM SERVICE! From ONE SOURCE

PROCESSING — modern equipment, high-precision testing every step of the way.

PRESSING — specially designed machines and exclusive methods assure first quality.

TAPE DUPLICATION — Ultra-high fidelity — used by broadcasting studios the world over.

STORAGE — a new convenience for you — private, confidential, safe.

SHIPPING — fully staffed department charged with the responsibility for meeting your deadline.

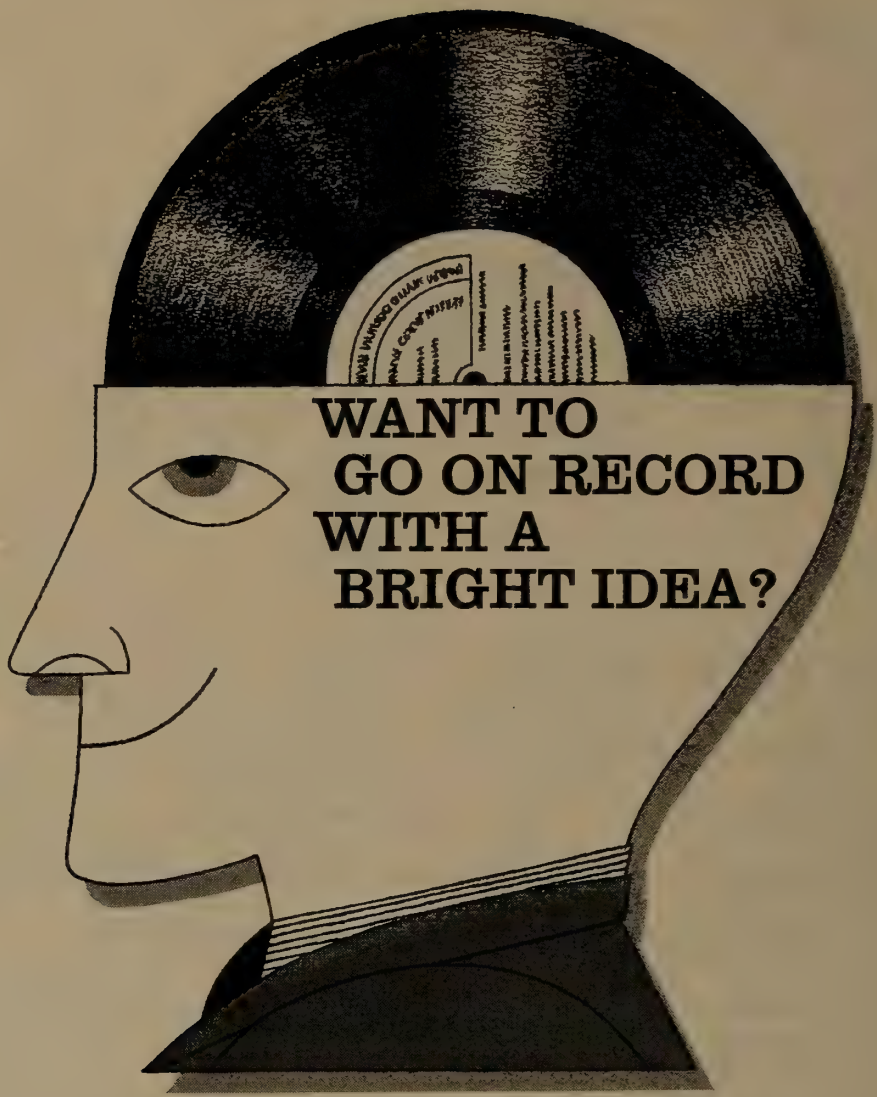
Fast — Economical — Dependable record service is the reputation Allied Record Manufacturing Company of Hollywood has earned during more than 23 years of "sound service" to the trade. Now . . . a new ultra-modern plant in Belleville, New Jersey, provides this unmatched record service "know-how" for even better, faster service to our Eastern accounts.

ALLIED RECORD

MANUFACTURING COMPANY

IN THE EAST AMERICAN SOUND CORPORATION
233 Main Street, Belleville 9, New Jersey PLymouth 9-0700

IN THE WEST ALLIED RECORD MANUFACTURING COMPANY
1041 NORTH LAS PALMAS, HOLLYWOOD, CALIFORNIA HOllywood 9-5107



Send your bright ideas to Columbia Transcriptions for the fastest, most complete custom record service in the business. Columbia's highly skilled technicians work with the very latest recording and electronics equipment to bring you, without additional cost, a truly superior product.

Each order receives quick, individual attention. Each job undergoes rigid inspection every step of the way. Each finished high-fidelity recording is a product of the vast engineering experience and unrivaled technical facilities that have made Columbia the greatest name in sound. For further details, contact us today.

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A DEPARTMENT OF COLUMBIA RECORDS • A DIVISION OF CBS
New York, 799 7th Avenue, CIrcle 5-7300
Chicago, 630 North McClurg Court, WHitehall 4-6000
Hollywood, 8723 Alden Drive, OLympia 6-1034

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TRANSCRIPTION & RECORDING COMPANIES

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PERSONNEL

ADDRESSES

1957

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to our Hollywood studios which, combined with our Eastern facilities, assure you of the finest production available anywhere for all your recording needs. The most modern engineering equipment, plus pressing plants on both coasts, guarantee the ability of Capitol Custom Services to meet the most rigid requirements of quality and service.
CAPITOL
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Capitol Records, Inc.
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Hollywood & Vine — HOllywood 2-6252
Herbert I. Sachs, National Sales Mgr.
151 W. 46th St., N. Y.
COlumbus 5-4758
Capitol
CUSTOM

TRANSCRIPTION AND RECORDING COMPANIES

JOHN ADASKIN PRODUCTIONS

67 Yonge St., Toronto, Ont., Can.
Phone: EM 4-9296

Owner .....John Adaskin

Services Offered: Production, live programs, series transcriptions, distribute French feature length TV film, custom productions, musical arrangements, script preparations.

Production: Opportunity Knocks.

AFFILIATED PROGRAM SERVICE, INC.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-1881

President.....Paul F. Adler

Services Offered: Production and sales of transcribed series. Specialize in syndicated disc jockeys. Radio script library.

ALL-CANADA RADIO FACILITIES, LIMITED

80 Richmond St. W., Toronto 1, Ont., Can.
Phone: EMpire 6-7691

President.....H. R. Carson
Vice President.....G. F. Herbert
General Manager.....J. S. MacKay
Mgr., Radio Sta. Time Div...John Tregale
Mgr., Prog. Div.....Dana S. Murray
Manager, TV Dept.....Reo Thompson
Mgr., TV Sta. Time Div.....Ross McCreath
Sales, TV Film.....Reo Thompson

Services Offered: Canadian representatives and distributors for transcription companies.

ALLIED RECORD MFG. CO.

1041 N. Las Palmas, Hollywood 38, Calif.
Phone: HOllywood 9-5107

President.....D. K. Broadhead
Vice Pres. of Mgfr.....Sam Salzman
Assistant to President.....John F. Wegner
Comptroller.....Irving M. Huncilman
Sales Manager.....Ned R. Herzstam
Wash., D. C. Mgr. & Contr. Dir..W. S. Adams

Services Offered: Processing and pressing transcriptions, phonograph, slide film and promotion recording. Hi-speed magnetic tape duplicating records. All types, sizes, and speeds. Complete recording facilities available. Electroforming of precision parts.

AM-PAR RECORD CORP.

1501 Broadway, New York 36, N. Y.
Phone: *LOngacre* 3-5515

President .....Samuel H. Clark
Vice President.....Harry Levine
Treasurer.....Simon B. Siegel
Assistant Treasurer .....Harry J. Wright
Secretary .....Edith Schaffer

Services Offered: Recording and distributing of phonograph records.

ARTISTS RECORDING STUDIOS

818 Grand Ave., Kansas City 6, Mo.
Phone: HA 1-6109

Owner.....Bill L. Godden

Services Offered: TV and radio air checks, TV sound production, tape recorder rentals, phonograph masters and pressings, tape and disc copies, sync cutting tables, complete effects libraries, studio facilities.

ASSOCIATED PROGRAM SERVICE (Div. of Muzak Corp.)

229 Fourth Ave., New York 3, N. Y.
Phone: ORchard 4-7400

Vice-Pres. & Gen. Mgr.
Edward Hochhauser, Jr.

Services Offered: A transcription library comprised exclusively of radio music not available on phonograph records; including jingles for advertisers, time, weather, dollar-day spots and shopping-days-til-Christmas jingles. Also TV production music library and special transcription library for industrial slide film producers.

AUDIO-MASTER CORP.

17 East 45th St., New York 17, N. Y.
Phone: OXford 7-0725

President .....Herbert Rosen

Service Offered: Transcriptions; mood and bridge music library; three speed record and transcription players.

AUDIO-VIDEO RECORDING CO., INC.

730 5th Ave., New York 19, N. Y.
Phone: JUdson 6-5095

Services Offered: Facilities for recording for radio and TV, disc mastering and dubbing, mfr. facilities for transcription and phonograph records, mass tape duplications for radio, educational, religious and industrial programs; complete program production service.

A-V TAPE LIBRARIES, INC.

730 Fifth Avenue, New York 19, N. Y.
Phone: JU 6-5095

Services Offered: Full library of recordings on magnetic tape, including popular, dance, jazz, Latin American, square dance, polka, folk songs and ballads, classical, educational, religious and seasonal selections for retail to consumer; available on 7, 5 and 4 inch in program size reels in two speeds, 7½ and 3¾ ips—dual and binaural tracks—playing time half to one hour.

AUDIVOX RECORDS, INC.

140 West 57th St., New York 19, N. Y.
Phone: PLaza 7-5685

Owners....Raymond Scott, Dorothy Collins, Leonard Wolf

27 HEADLINE FEATURES WITH AMERICA'S TOP STARS,

including —

Phil Spitalny in The Hour of Charm; 1 ½ hr. wkly.

Wayne King Serenade; 1 half-hour weekly

George Melachrino in The Melachrino Musicale; 3 ¼ hrs. wkly.

Sammy Kaye Show; 5 quarter-hours weekly

Hank Snow and his Rainbow Ranch Boys; 5 ¼ hrs. wkly.

SELL TUNES, SINGING COMMERCIALS AND SELL-EFFECTS!

Sell-Tunes tailored to all kinds of sponsor campaigns . . . over 100 of them! More than 2,000 singing commercial jingles for over 70 sponsor categories. Commercial sound effects, program signatures, time and weather jingles.. All sales-winners!

QUICKIE TUNES

1100 musical selections by top bands, each tune less than 2 minutes long, for completely flexible programming!

FAVORITE HOLIDAY SHOWS

"A Christmas Carol"
"The Story of Easter"
"A Christmas Visit with Ted Malone"
"The Story of the Nativity"
with Walter Hampden —
and many others!

HELPFUL TOOLS FOR YOUR TIME SALESMEN!

Special Marketing Bulletins
time-selling brochures . . .
sponsor selling audition discs
. . . sponsor promotion kits!

A VARIETY OF FULLY RECORDED AND SPECIAL SHOWS!

including —

Frank Luther Fun Show; fully recorded weekly ½ hr. of children's programming

"Great Days We Honor"; 4 fully-recorded ¼ hrs. observing 40 holidays

Jimmy Powers in "The Garland Race Story"; 58 fully recorded ¼ hrs.

SHOW STOPPERS

362 hilarious dialogues . . . more than 60 different "characters" . . . 17 comedy dialects! 45 RPM recordings with scripts that work your DJs right into the act! A special service available to all subscribers.

81 QUARTER-HOURS OF PLANNED PROGRAMMING WEEKLY!

A weekly program service, complete with continuity sheets.

THE PROVEN SPONSOR-WINNING MERCHANDISING PLAN...

"Shop-at-the-Store With-the-Mike-on-the-Door" successfully increasing local revenue for stations all across the nation! A special service available to all subscribers.

Completely new half-hour weekly radio programs already sold to sponsors by 80% of all RCA Thesaurus subscribers...

THE NEW LAWRENCE WELK SHOW

featuring the entire Welk TV troupe!

RCA THESAURUS POINTS THE WAY TO NEW PROFITS FOR YOU!

Ralph Flanagan Orchestra in "Quickie Quiz"; 5 five-min. shows wkly. | Pigskin Parade; scripted ½ hr. football fore and predictions | "Great American Women" recorded by Basil Rathbone; 65 five min. shows | Jazz at the Philharmonic; 100 jazz classics, Granz recorded interviews

RCA Thesaurus ALONE offers your radio station all these sponsor-winning, audience-building features!

Now's the time to subscribe to RCA Thesaurus, the all-inclusive, up-to-the-minute transcription library service for radio stations everywhere.

Take a look at this partial list of RCA Thesaurus library service features. In addition, every subscriber receives a completely equipped basic library of 5000 musical selections, an easy-to-use cataloging system, disc storage cabinets, and monthly release service. Then, for complete information on how to win new business with RCA Thesaurus, write, or call us collect, today!

recorded program services

RADIO CORPORATION OF AMERICA
RCA VICTOR RECORD DIVISION

155 E. 24th St., New York 10, N. Y. MUrray Hill 9-7200
445 N. Lake Shore Drive, Chicago 11, Ill. WHitehall 4-3530
522 Forsyth Bldg., Atlanta 3, Ga. LAmar 7703
7901 Freeway #183, Dallas, Texas RIverside 1371
1016 N. Sycamore Ave., Hollywood 38, Cal. OLdfield 4-1660

THESAURUS

27 HEADLINE FEATURES WITH AMERICA'S TOP STARS,

including –

Phil Spitalny in The Hour of Charm; 1 ½ hr. wkly | Wayne King Serenade; 1 half-hour weekly | George Melachrino in The Melachrino Musicale; 3 ½ hrs. wkly. | Sammy Kaye Show; 5 quarter-hours weekly | Hank Snow and his Rainbow Ranch Boys; 5 ¼ hrs. wkly.

SELL TUNES, SINGING COMMERCIALS AND SELL-EFFECTS!

Sell-Tunes tailored to all kinds of sponsor campaigns . . . over 100 of them! More than 2,000 singing commercial jingles for over 70 sponsor categories. Commercial sound effects, program signatures, time and weather jingles. All sales-winners!

QUICKIE TUNES

1100 musical selections by top bands, each tune less than 2 minutes long, for completely flexible programming!

FAVORITE HOLIDAY SHOWS

"A Christmas Carol"
"The Story of Easter"
"A Christmas Visit with Ted Malone"
"The Story of the Nativity"
with Walter Hampden –
and many others!

HELPFUL TOOLS FOR YOUR TIME SALESMEN!

Special Marketing Bulletins . . . time-selling brochures . . . sponsor selling audition discs . . . sponsor promotion kits!

A VARIETY OF FULLY RECORDED AND SPECIAL SHOWS!

including –

Frank Luther Fun Show; fully recorded weekly ½ hr. of children's entertainment | "Great Days We Honor"; fully-recorded 4½ hrs. observing 40 holidays | Jimmy Fidler in "The Grantland Rice Story"; 52 fully recorded ½ hrs.

SHOW STOPPERS

362 hilarious dialogues . . . more than 60 different "characters" . . . 17 comedy dialects! 45 RPM recordings with scripts that work your DJs right into the act! A special service available to all subscribers.

#1 QUARTER-HOURS OF PLANNED PROGRAMMING WEEKLY!

A weekly programming service, complete with continuity sheets.

THE PROVEN SPONSOR-WINNING MERCHANDISING PLAN . . .

"Shop-at-the-Store With-the-Mike-on-the-Dope" successfully increasing local revenue for stations all across the nation! A special service available to all subscribers.

Completely new half-hour weekly radio programs already sold to sponsors by 80% of all RCA Thesaurus subscribers . . .

THE NEW LAWRENCE WELK SHOW

featuring the entire Welk TV troupe!

RCA THESAURUS POINTS THE WAY TO NEW PROFITS FOR YOU!

Ralph Flanagan Orchestra in "Quickin Quiz"; 5 five-min. shows wkly. | Pigskin Parade, scripted ¼ hr. football lore and predictions | "Great American Women" recorded by Basil Rathbone; 65 five min. shows | Jazz at the Philharmonic; 100 jazz classics, Granz recorded interviews

RCA Thesaurus ALONE offers your radio station all these sponsor-winning, audience-building features!

Now's the time to subscribe to RCA Thesaurus, the all-inclusive, up-to-the-minute transcription library service for radio stations everywhere.

Take a look at this partial list of RCA Thesaurus library service features. In addition, every subscriber receives a completely equipped basic library of 5000 musical selections, an easy-to-use cataloging system, disc storage cabinets, and monthly release service. Then, for complete information on how to win new business with RCA Thesaurus, write, or call us collect, today!

recorded program services

RADIO CORPORATION OF AMERICA
RCA VICTOR RECORD DIVISION

155 E. 24th St., New York 10, N. Y. MUrray Hill 9-7200
445 N. Lake Shore Drive, Chicago 11, Ill. WHitehall 4-4110
522 Forsyth Bldg., Atlanta 3, Ga. LAmar 7703
7901 Freeway #183, Dallas, Texas Riverside 1371
1016 N. Sycamore Ave., Hollywood 38, Cal. OLdfield 4-1660

THESAURUS

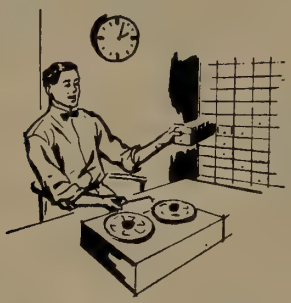
"MUSITIME"

THE FASTEST GROWING NATIONAL BACKGROUND MUSIC SERVICE *SALUTES* ITS OVER 60 FRANCHISERS THROUGHOUT THE COUNTRY

"MUSITIME" Offers the Finest in...

LIBRARY SERVICE

The World's Largest collection of scientifically pre-programmed background music on high fidelity magnetic tape—arranged and recorded especially for background use by the greatest names in the music world.

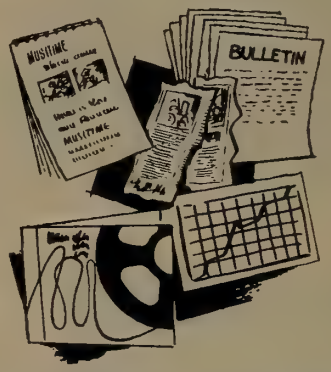


FUNCTIONAL PROGRAMMING

The entire MUSITIME library of background music is functionally programmed to meet the needs of all locations whether they are office type, industrial type, or general basic such as restaurants, hotels, stores, etc.

SALES & MERCHANDISING AIDS

Attractive, informative brochures, direct mail literature, bulletins, marketing and research information, national subscriber reference lists, new up-to-the-minute selling tips and merchandising ideas, customer demonstration tapes, etc.



Exclusive Franchises Still Available in Many Areas for FM Simplex or FM Multiplex Operation

Write For Complete Information

NATIONAL **MUSITIME** CORPORATION

"The Right Music At The Right Time"

487 PARK AVENUE, NEW YORK 22, NEW YORK PLAZA 3-2431

Treasurer .....Bob Briody
General Manager.....Leonard Wolf
Services Offered: Manufacturers of phonograph records for commercial use in all speeds, 78, 45 and 33 1/3 r.p.m.

BELL SOUND STUDIOS, INC.

247 W. 46th St., New York 36, N. Y.
Phone: JU 2-4812
President .....Allen Weintraub
Secy.-Treas. .....Daniel Cronin
Services Offered: Complete services for tape, disc and film recording with studio production facilities. Masters (standard and microgroove), N.A.B. Standard transcriptions for broadcast or audition. Remote and location recording for broadcast and film.

CADENCE RECORDS

40 E. 49th St., New York 17, N. Y.
Phone: MUrray Hill 8-6151
President .....Archie Bleyer
Services: Recording, production, manufacturer, distribution.

S. W. CALDWELL, LTD.

447 Jarvis St., Toronto 5, Ontario, Canada
Phone: WAlnut 2-2103
President .....Spence Caldwell
Vice Pres.....Gordon F. Keeble
Comptroller.....S. H. Coxford
Radio Sales Mgr.....Doug Grout
Recording Engineer.....Mel Lovell
Services Offered: Radio and television syndicated shows produced in United States and abroad, packaged on transcription, tape, film; also distribute tape recorders, transcription players, Tele-Prompter, Rear-screen projection units, music and sound effects libraries; produce commercials (live, tape, film).

CAPITOL RECORDS, INC.
Custom Services Department

1750 North Vine Street, Hollywood 28, Calif.
Phone: HOllywood 2-6252
151 West 46th St., New York 36, N. Y.
N. Y. Phone: COlumbus 5-4758
President .....Glenn Wallichs
Vice-President .....James Bayless
Manager .....George R. Jones
Eastern Sales Manager.....Herbert I. Sachs
Manager Library Service.....John Seely
Services Offered: Custom recording for records, radio and television; mastering, processing and pressing; full library of production music.

CAPITAL TRANSCRIPTION SERVICE

1120-A Connecticut Ave., N.W.
Washington 6, D. C.
Phone: EXecutive 3-0161
Services Offered: Complete recording services: tape, disc; slide film soundtracks; live music recording, background music (cleared for TV and films).

COASTAL RECORDING CO., INC.

136 W. 52 St., New York 19, N. Y.
Phone: CIrcle 6-3900
Executive Vice-President.....Arthur Shaer
Services Offered: Complete recording and transcription service—sound effects library, Hammond organs, celeste, Steinway grands. Echo chamber, DuKane 30/50 cycle silde projector. Ampex tape recording, 16 mm projector, 9 studios.

COLUMBIA RECORDS, INC.
Division of CBS, Inc.

799 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-7300
President .....Goddard Lieberson
Executive Vice-Pres.....Herbert Greenspon
Vice-Pres. Chg. of
West Coast Op.....A. J. Schrade
Gen. Mgr. Electronic Prod...James Sparling
Vice Pres., Chge. Mfg...Herbert Greenspon
Vice Pres., Gen. Mgr., Columbia
LP Record Club.....Norman A. Adler
Controller .....W. G. Wilkin
V-P in charge of Admin.....Albert B. Earl
Services Offered: Records, phonographs needles, electrical transcriptions, plastic products.

COLUMBIA TRANSCRIPTIONS
(A Service of Columbia Records)

799 Seventh Ave., New York 19, N. Y.
Phone: CI 5-7300
Director .....Albert Shulman
National Sales Mgr.....Calvin Roberts
Chicago Mgr.....Michael Coolidge
Services Offered: All facilities pertaining to record production from script, casting, direction and engineering to processing, pressing, handling, mailing and shipping of all sizes and speeds of records and transcriptions.

COMMODORE PRODUCTIONS AND ARTISTS, INC.

971 N. La Cienega, Hollywood 46, Calif.
Phone: OLympia 2-2995
Services Offered: Creators and producers of tape and open-end recordings.

GORDON M. DAY PRODUCTIONS

108 E. 30th St., New York 16, N. Y.
Phone: ORegon 9-3595
Writer-Composer.....Gordon M. Day
Producer-Director .....Carol Bulkley
Production Manager.....Edith Adelson
Treasurer.....Leo L. Reich
Services Offered: Specialists in writing, producing and recording singing commercials and spots of all types, and serving as radio-TV consultants to advertising agencies.

DECCA RECORDS, INC.

50 W. 57 St., New York 19, N. Y.
Phone: Columbus 5-2300
National Sales Mgr.....Claude Brennan
Sales Prom. Mgr.....Stanley L. Goodman
Services Offered: Custom pressing, premium records.

*PROVEN QUALITY!

COASTAL RECORDING COMPANY, INC.

COASTAL "52"
136 West 52nd Street

COASTAL "40"
80 West 40th Street

New York, N. Y. — CIrcle 6-3900

- Complete recording facilities
- 16MM film synchronization
- Dukane 30/50 cycle Automatic Slide Film Tone Generator.
- Fine Quality
- Dependable rapid service
- Experienced personnel . . . have resulted in a representative clientele.

* Proven by repeated patronage of New York's finest advertising agencies.

ARTHUR SHAER
Executive Vice-President

THE SYMBOL OF . . .

SOUND SERVICE

- INSTANTANEOUS & MASTER DISC RECORDING
- EDITING & RE-CORDING
- MULTIPLE TAPE DUPLICATION
- NATION WIDE AUDIO AIR CHECKS
- DIRECT LINES TO MAJOR NETWORKS
- SPECIAL ARRANGEMENTS FOR REMOTE RECORDING

AUDIO-VIDEO RECORDING COMPANY, INC.

730 FIFTH AVENUE • NEW YORK 19, N. Y. • JUdson 6-5095

DERYCK WARING RECORDINGS

37 E. 49 St., New York 17, N. Y.
Phone: PLaza 8-2910

Owner, Chief Engineer.....Deryck Waring
Sales & Promotion.....Marion I. Waring

Services Offered: Steinway piano, Ampex tape machines, Scully lathe, 16 mm projector with synchronous motor, Fairchild pic-sync generator. Heated stylus masters, 78, 45 and 35 rpm. Off-the-air, line and studio recordings. Tape editing.

DOT RECORDS, INC.

Subsidiary of Paramount Pictures

1507 North Vine, Hollywood 28, Calif.
(Transcription and recording sect.)
HOllywood 3-4181
New York Office: 157 W. 57th Street
PLaza 7-4877

President .....Randy Wood
Vice-Pres.-Treas. .....L. L. Thornton
Production Director....Christine Hamilton
Album Repertoire.....Tom Mack
Promotion Dir.....G. H. Johnson

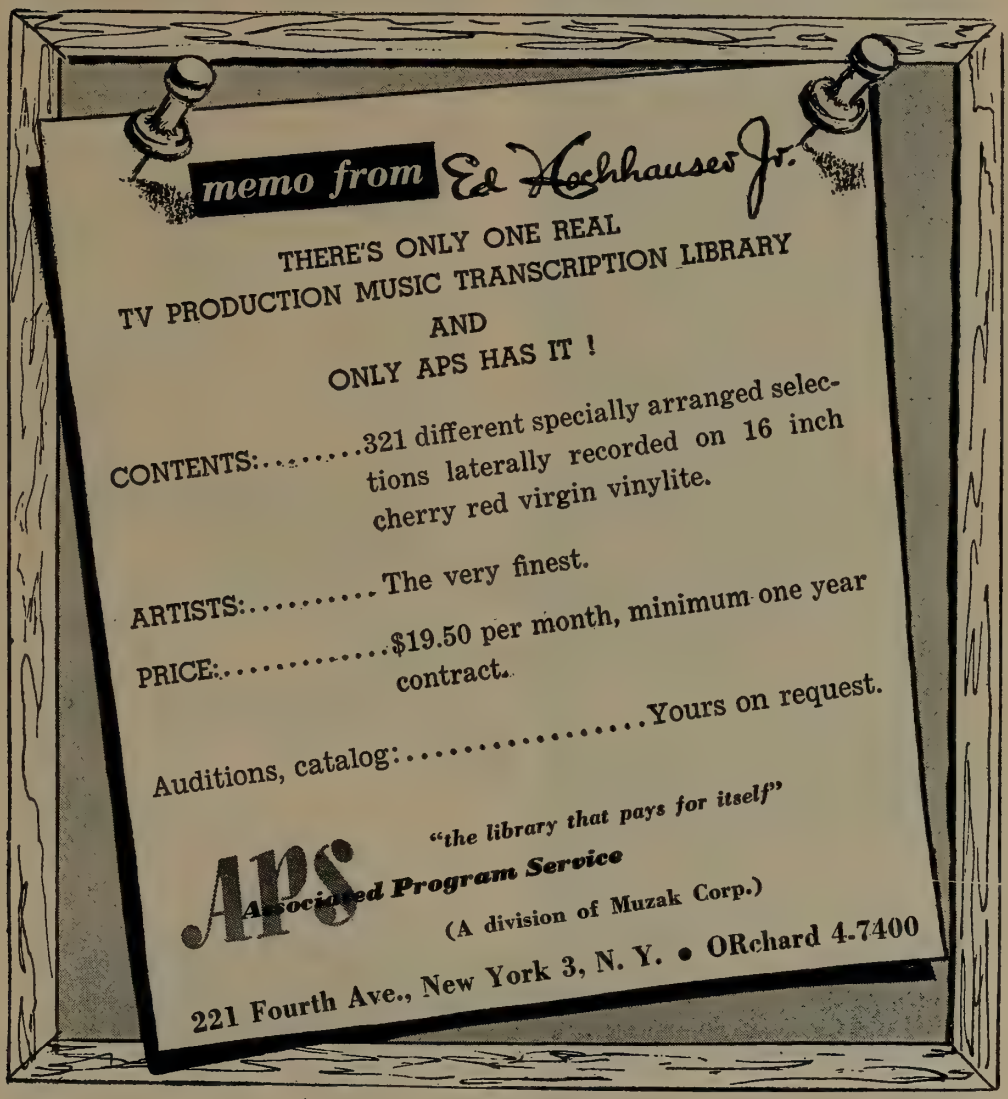
Services Offered: Recording and distributing of phonograph records.

EMPIRE BROADCASTING CORPORATION

480 Lexington Ave., New York, N. Y.
Phone: PLaza 9-4500

President & Treasurer...Helen D. Kelleher
Vice-President .....Arthur Lubo
Vice-President.....Fred de Jaager
Treasurer.....Helen D. Kelleher
Secretary.....John Hughes Dwyer

Services Offered: Tape—Disc recording Studios—Remote work. Production—Talent.



FINE SOUND, INC.

711 Fifth Ave., New York 22, N. Y.
Phone: PLaza 3-5400

Chairman of the Board.....Arthur M. Loew
President .....George Muchnic
Exec. V.P.....Elmer O. Wilschke
Secretary .....George Sharf
Treasurer .....Henry F. Krecke
Recording Super.....George Piros
Sales Director.....Betty Jane Keilus

Services Offered: Complete recording facilities for disc, tape and film, including mobile equipment for location work. Western Electric Film Recorders, Ampex and Fairchild tape machines, Fairchild and Scully lathes. 35 mm and 16 mm facilities. Perspecta Sound mixing and scoring.

MITCHELL GERTZ AGENCY, INC.

338 N. Rodeo Dr., Beverly Hills, Calif.
Phone: CR 4-5491

Owner .....Mitchell Gertz

Services Offered: TV program production, scripts, package TV programs, talent TV film production.

HARRY S. GOODMAN PRODUCTIONS

19 E. 53 St., New York 22, N. Y.
Phone: PLaza 5-6131

Branch Offices: London, Eng.; Sydney. Aust.; Toronto, Can.

General Manager.....Harry S. Goodman
Sales Mgr., Radio Dir...Everett F. Goodman
Office Manager.....William Baron
Musical Director.....Dick Manning
Secretary.....H. D. Knuth

Services Offered: Producer of syndicated transcribed radio shows, live radio shows, syndicated TV films and live TV shows. Also Custom Built AM and TV spots.

GOTHAM RECORDING CORP.

2 West 46th St., New York 36, N. Y.
Phone: JU 6-5577

President.....Herbert M. Moss
Vice-President.....Stephen F. Temmer
Dir. of Sls. & Service.....Robert M. Volkell

Services Offered: Tape, disc, and film recording. Five specially engineered recorded studios, 12 ampex tape machines and six disc lathes, direct mail, sales training, and premium records; writing and production staff available.

ESTELLA H. KARN

49 West 45th St., New York 19, N. Y.
Phone: JUdson 2-2170

Owner.....Estella H. Karn

Services Offered: Recording, program production and packages.

KEYSTONE BROADCASTING SYSTEM, INC.

111 W. Washington St., Chicago, Ill.
Phone: State 2-6303

President (Dir.).....Sidney J. Wolf
Vice-President (Dir.).....Joseph Bayer
Vice-President.....Noel A. Rhys

Mr. Producer
100 MILLION FEET OF SOUND CAN'T BE WRONG!
That's the opinion of hundreds of producers using Reeves facilities.
RS
REEVES SOUND STUDIOS, INC.
304 EAST 44th STREET • NEW YORK 17, N. Y. • OREGON 9-3550
The Largest Sound Service Organization in the World.
RCA Licensee
Western Electric Licensee

Vice-President.....Edwin R. Peterson
Vice-President .....William Bayer
Secretary-Treasurer (Dir.).....Arthur Wolf
Acct. Executive.....Edward R. Peterson, Jr.
580 Fifth Ave., New York, N. Y.
Phone: PLaza 7-1460
V.-P., East. Sales Dir.....Noel A. Rhys
Acct. Executive....Charles A. Hammarstrom
Office Manager.....Eve Waldo
Director of Research.....Martin Mills
111 W. Washington St., Chicago, Ill.
Phone: State 2-6303
President.....Sidney J. Wolf
Vice-President.....Edwin R. Peterson
Secretary-Treasurer .....Arthur Wolf
Dir. of Station Relations.....Blanche Stein
Traffic Manager.....Kay Coustan
Program Director.....Jane McFadgen
Vice-President .....William Bayer
Account Executive.....Henry G. Eschen
75 Post St., San Francisco
Phone: SUtter 1-7440
Account Executive.....Don Kerwin

Services Offered: The Keystone Broadcasting System is a transcription network which services local radio stations in their programming with transcriptions, with KBS making their time available to national advertisers and their agencies at an attractive network package rate.

At the present, there are more than 800 Keystone affiliates, located in towns with 10,000 to 250,000 population where they reach both the small town and rural markets. For the most part, these Keystone stations serve those areas which are beyond clear reception areas of the large metropolitan radio stations or other high power stations. The number of radio homes in the Keystone Primary Coverage Area total more than 25,000,000 based on Nielson Reports, or one-half millivolt where the Nielson Report is not available.

LANGWORTH FEATURE PROGRAMS, INC.

1755 Broadway, New York 19, N. Y.
Phone: JUdson 6-5700
President .....C. O. Langlois, Sr.
Secy.-Treas.....John D. Langlois
Vice-President .....C. O. Langlois, Jr.
Vice-Pres. .....W. O'Keefe
Sales Manager.....Hugh S. Allen, Jr.

Services Offered: Transcribed Music Service for radio and television stations, advertising agencies and advertisers. Custom-built commercial spots—musical and dramatic—for national, regional and local advertisers.

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.
N. Y. *Phone*: Dunkirk 4-4191
President.....C. P. MacGregor

Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electro-plating of masters and production on vinylite pressings.

Mood Music
for
TV FILMS
INDUSTRIAL
DOCUMENTARY FILMS
and FEATURE
Motion Pictures

Five complete recordings of the following libraries:

VIDEO MOODS — MAJOR — BRULL — ODEON —
AND
FRANCIS, DAY & HUNTER

Also the largest selection of sound effects records in existence. Anything from a "cat's meow to a lion's roar" all on

MAJOR RECORDS

SEND FOR FREE CATALOGUE

THOMAS J. VALENTINO, INC.
Established 1932
150 West 46th Street
Dept. RD
New York 36, N. Y.

Music Clearance on Above Catalogues Arranged by Our Firm

MAGNE-TRONICS, INC.

122 East 42nd St., New York 17, N. Y.
Phone: MU 7-3935

President.....Thomas L. Clarke, Jr.
V.P., Prog. Dir.....Joseph F. Hards
Vice-Pres., Sales.....Roger L. Thaxter

Services Offered: Magne-Tronics motivational music: tape-recorded background music programs for transmission on a subscription basis by exclusive, authorized franchises. Special program material on tape for religious, educational, commercial and home use.

MASTERPIECE RECORDING CO.

28 West 44th St., New York 36, N. Y.
Phone: LO 4-3808

President .....Paul C. Baldwin
Sec'y & Treas.....Nathan Levy

Services Offered: Disc, tape and film recording. Studios and remote facilities. Micro groove and standard masters and pressing. Auditions, line checks and tape editing. Transcriptions and disc duplication. Script and production service.

M G M RECORDS

701 Seventh Avenue, New York 36, N. Y.
Phone: CIrcle 5-4820

General Manager.....Frank B. Walker
Assistant Gen. Manager....W. Wallace Early
Advertising Manager.....Sol Handwerger
Mgr., Artist & Repertoire...Harry Meyerson

Services Offered: MGM popular and classical records, custom recording.

CHARLES MICHELSON, INC.

45 W. 45th St., N. Y. 36, N. Y.
Phone: PLaza 7-0695

Treasurer .....Aaron Michaelson
Traffic Manager .....R. Mantell
Export Manager.....Martin Diamond

Services Offered: Distributors of transcribed radio program series; syndicated TV film series; EMI, Gennet-Speedy-Q; Standard Sound effect record libraries.

MODERN RECORDING STUDIO

55 W. Wacker Drive, Chicago 1, Ill.
Phone: FI 6-4183

Owner.....Edwin M. Webb

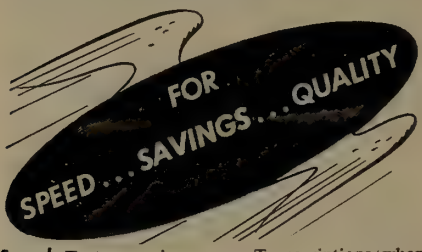
Services Offered: Transcription, commercial records, slide film, television sound track, microgroove and aircheck recording on tape or disc. Tape and disc copying. Tape remotes. Tape editing. Master processing and pressing.

MUZAK CORPORATION

229 Fourth Ave., New York 3, N. Y.
Phone: ORchard 4-7400

President.....Harry E. Houghton
Exec. Vice Pres.....Charles C. Cowley
Vice Pres., Treas.....John R. Andrus
V.P. & Legal Council.....Leonard Scholl
V.P. & Dir. of Marketing..Joseph W. Roberts
V.P., & Nat. Sales Mgr.....Warren Coughlin

HERE'S TRANSCRIPTION SERVICE THAT CAN'T BE BEAT



Speed: Faster service means Transcriptions when you want them . . . when you need them . . . without delay!

Savings: Most modern equipment . . . most experienced engineers . . . add-up to money-saving efficiency . . . maximum quality at minimum cost.

Quality: The outstanding feature of every RCA VICTOR Transcription is the quality of the sound . . . the true, faithful reproduction that makes the most of your attention-getting message.

Write, wire, or phone for details.

155 E. 24th St., New York 10, N. Y.—MU 9-7200
445 N. Lake Shore Dr., Chicago 11, Ill.—Whitehall 4-3215
1016 N. Sycamore Ave., Hollywood 38, Calif.—OL 4-1660
1525 McGavock St., Nashville 3, Tenn.—ALpine 5-6691

TMKS.®
HIS MASTER'S VOICE

custom record sales

RADIO CORPORATION OF AMERICA • RCA Victor Record Division

M·G·M Records

The Greatest Name
In Entertainment

featuring

45 RPM Singles
78 RPM Singles
12 Inch 33-1/3 RPM Albums
Extended Play (45 RPM)
Albums

Leader In The Field Of Sound Track Albums

Vice Pres., Sp. Ser...Alexander B. Motenko
V.P. & Program Dir.....Donald O'Neill
V.P., Eng. & Research...Emil F. Hembrooke
V.P. & Dir. of
Merchandising ...Edward Hochhauser, Jr.

New York Operations
V.P. in Chg.....Ethel W. Maclean

Associated Program Service Division
V.P. & Gen. Mgr.....Edward Hochhauser, Jr.

Services Offered: Background music service for industry, offices, banks, stores, supermarkets, hotels, restaurants, waiting rooms and other public business areas. (A.P.S. Division supplies radio & TV stations with transcription library service and is also exclusive TV distributor for all Encyclopaedia Brittanica Films).

NATIONAL MUSITIME, CORP.

487 Park Ave., New York, N. Y.
Phone: PLaza 7-1838

President.....Charles E. Rynd
Vice-Pres. & Gen. Mgr.....Jerome K. Levy
Vice-Pres. in chg. Sales....Robert Winston
Program Director.....Gordon Myers
Technical Director.....Howard Lawrence

Services Offered: Franchised background music service pre-programmed on automatic magnetic tape. Available to FM stations and wired background music operators. Also background music location tape for factories, restaurants, etc.

NBC RADIO RECORDING DIVISION

30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 7-8300

Manager.....Henry P. Hayes

Merchandise Mart, Chicago 54, Ill.
Phone: SUperior 7-8300

Manager.....M. P. Eisenmenger

Sheraton Park Hotel, Washington, D. C.
Phone: Adams 4-5400

Sunset & Vine Sts., Hollywood 28, Calif.
Phone: HOllywood 9-6161

Services Offered: Recording, program production, scripts, package programs, and talent.

OLMSTEAD SOUND STUDIOS, INC.

1 East 54th Street, New York, N. Y.
Phone: PL 1-0890

President.....Henry C. Olmsted
Exec. V.P.....Richard B. Olmsted
Vice-Pres. in charge of Sales..H. F. Landon

Services Offered: Three floating studios, 24 Ampex, 3 disc lathes, film sound—all recording services.

FINE SOUND INC.

Offering
the
FINEst
facilities
in
the
East

Disc and Motion Picture
Recording

FINE SOUND INC.

711—5th Ave., New York
PLaza 3-5400

THE PENTHOUSE SOUND STUDIOS OF V. J. NOLA

Steinway Hall, 113 West 57th St.
New York 19, N. Y.
Phone: JUdson 6-0040

WMCA Bldg. 1657 B'way, New York 19, N. Y.
Phone: PLaza 7-4870

President.....Vincent J. Nola
Vice President.....V. Thomas Nola
Chief Engineer.....Stanley Bumbly
Film Division Mgr.....V. T. Nola

Services Offered: Film-Tape-Disc transcriptions for TV, radio, industry and education—studio and location. Shooting facilities—masters—processing and pressings—tape duplication. Air and line checks.

PRESS ASSOCIATION, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-1111

General Manager.....Frank J. Starzel
Executive Ediotr.....Alan J. Gould
Asst. Gen. Mgrs.....Lloyd Stratton, Wes Gallagher, Oliver S. Gramling, Harry P. Montgomery.

Services Offered: Sports Star Special—a 15-minute interview and dramatization of personalities who are the "who's who" of the sports world; Special Assignment—a 15-minute dramatization of the exciting or unusual experience of reporters in covering news; Personality Time—a 15-minute interview and dramatization presenting prominent personalities in the news, and from stage, screen, radio, art, science and literature.

GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Highway, Malibu, Calif.
Phone: Globe 6-2135

President.....George Logan Price, Sr.
Sales Manager.....S. M. Lauch Price

Services Offered: Ideas, scripts, production for any type recorded program. 52 one-half hour Biblical dramas—Old and New Testament.

RCA VICTOR CUSTOM RECORD SALES DIV.

155 East 24th St., New York 10, N. Y.
Phone: MUrray Hill 9-7200

Vice-Pres., Gen. Mgr.....Lawrence Kanaga
Vice-Pres., Operations Mgr.....H. L. Letts
Mgr. Record Oper. Dept.....James P. Davis
Mgr., Custom Records.....Emmett B. Dunn
Mgr., Custom, Artist and Repertoire .....Ben Selvin
Mgr., Custom Adver.....Frank J. O'Donnell

CUSTOM RECORD SALES SECTION

Mgr. Sales & Production Planning .....Ralph C. Williams
Chicago Mgr.....A. E. Hindle
Hollywood Mgr.....R. C. Bucholz
Sales Rep. for Nashville.....E. J. Hines
N. Y. Mgr. Orders and Service..W. R. Alshuk
Custom Salesmen....Marjorie B. Tahaney, P. M. Rogers, Carl Reinschild, J. Cunnison
Chicago Sales Rep.....William C. Leonard, J. L. Head

Services Offered: Recording, processing, pressing of all types of phonograph records, transcriptions, slide film and promotion records; shipping and handling.

RCA Recorded Program Services

Manager.....A. B. Sambrook
Central Northeast Sales Manager.....William F. Reilly
Western Sales Manager.William C. Gartland
Northeastern Sales Rep.....George Field
Southeastern Sales Rep...Wallace D. Cochran
Central Sales Rep.....Hugh Grauel
Central Northeast Sales Rep. (Chicago) .....Gus Hagenah
Mgr. Sales Service.....Chas. Broderick
Mgr., Sls. Prom. Services....Donald D. Axt

Services Offered: THESAURUS (musical program service); RCA SYNDICATED PROGRAMS (recorded dramatic, variety,

musical shows). TV film library. TV film distributor.

Studios and Regional Offices
155 E. 24th St., New York 10, N. Y.
Phone: MUrray Hill 9-7200
445 North Lake Shore Drive, Chicago 11, Ill.
Phone: WHitehall 4-3215
1016 No. Sycamore Ave., Hollywood 38, Calif.
Phone: OLdfield 4-1660
522 Forsythe Bldg., Atlanta 3, Ga.
Phone: LAmar 7703
1907-11 McKinney Ave., Dallas, Texas
Phone: Riverside 1371
1525 McGovock St., Nashville, Tenn.
Phone: ALpine 5-6691

RADIO FEATURES OF AMERICA

37 W. 46 St., New York 36, N. Y.
Phone: JUdson 2-5130
Cable Address: ARREFFAY, New York
Executive Director.....Oliver W. Nicoll
Assoc. Dir. of Svcs.....Sandra Munsell
Mng. Dir. of Prod.....J. H. Macdonell
Program Coordinator.....Eileen Ellis

Services Offered: Program production and consultation, syndicated transcribed programs, scripts, talent, package, live shows, phonograph records, international radio service.

REEVES SOUND STUDIOS, INC.

304 East 44th St., New York 17, N. Y.
Phone: ORegon 9-3550
President.....Hazard E. Reeves
Vice-President.....Chester L. Stewart
Mgr.—Film Div.....Richard Vorisek
Mgr.—Disc Div.....John Vorisek
Chief Engineer.....Lyman J. Wiggan

Services Offered: Sound recording for motion pictures and television, transcriptions.

ROCKHILL RECORDINGS

18 E. 50 St., New York 22, N. Y.
Phone: PL 9-7979
President .....Janet Taylor
Manager.....Leo J. Launer
Sales Manager (Recording)..Fred Freeman

Services Offered: Studio recordings; Off-the-air and off-the-line recordings; Masters; Shellac and vinylite pressings; Electrical transcriptions; Television-audio recordings; Tape recordings. Location recording.

SESAC, INC.

The Coliseum Tower, 10 Columbus Circle
New York 19, N. Y.
Phone: JUdson 6-3450
President .....Paul Heinecke
Secretary-Treasurer.....R. C. Heinecke
Asst. to President.....E. S. Prager
Prod. Manager.....Robert S. Stone
Publicity & Prom.....Alice Heinecke
Traffic.....I. K. Weiss

Services Offered: Transcribed library including many categories: jazz, American folk, barbershop, hill billy, concert, Spanish, novelties, band, religious. Script service including special continuities for holidays. 8500 bridges, moods and themes. Saleable shows built from the library, production and sales aids.

THE CHARLES E. SKINNER PRODUCTIONS

1600 Broadway, New York 19, N. Y.
Phone: CIrcle 6-6915
1160 N. Highland Ave. Hollywood 38, Calif.
Phone: HOllywood a-6555
Exec. Producer-Pres.....Charles E. Skinner
Sec'y-Treas., Gen. Mgr.....Ray Rand
Script Editor.....Nelson Gidding
Music Editor.....Alphonse Corelli
Musical Directors.....Skitch Henderson, Ted Royal

Services Offered: Creators & producers of TV, theatrical, and sls. influence films. Producing Contractors, Adapters and consultants to package show producers, advertising agencies or sponsors. Production facilities in New York, Florida and Hollywood.

CUSTOM RECORDS, INC.

41 East 42nd St., New York, N. Y.
Phone: RYe 7-5155
Factory: Milton Rd., Rye, N. Y.
Phone: RYe 7-1322
President .....R. I. Mendels
Vice President .....K. R. Smith

Services Offered: Manufacturer of phonograph records. Recording studio available.

TELAVIX STUDIOS, INC.

216 Tremont St., Boston 16, Mass.
Phone: LIberty 2-9161
Pres. & Treas.....M. Pesanelli
Production & Creative Dept...Doc Lombardi
Exec. Sec'y.....Priscilla Jones

Services Offered: TV films, air checks, tape master, full transcription services, full filming services, film and tape editing rooms.

L. S. TOOGOOD RECORDING CO.

221 N. LaSalle St., Chicago 1, Ill.
Phone: CEntral 6-5275
Owner.....L. S. Toogood

Services Offered: Transcription service and magnetic tape duplicating.

TRANSCRIBED RADIO SHOWS

2 W. 47th St., New York 36, N. Y.
Phone: GIbralter 2-3201

President.....M. E. Moore
General Manager.....B. Crane
Services Offered: A series of Christmas Spot Jingles for 15-, 20-, 30-second spot announcements, spots made to order.

TRANSCRIPTION SALES, INC.

117 W. High St., Springfield 35, O.
Phone: 2-4974
President.....J. P. Williams
Vice Pres.....Alexander Buchan
Office Manager.....Bess Deck
Services Offered: Open end transcriptions —quarter hour and five minute programs, featuring "Singin' Sam," Mullen Sisters, Charlie Magnante and Curley Bradley.

RICHARD H. ULLMAN, INC.

295 Delaware Ave., Buffalo 2, N. Y.
Phone: CLeveland 2066
Production Dept.
2133 N. W. 11th Ave.
Miami 37, Fla.
President.....Richard H. Ullman
Exec. V.P.....Marvin A. Kempner
Treasurer .....M. C. Thorn
Secretary .....Edward H. Kavinoky
Production Manager.....R. D. Buchanan
Services Offered: Spot-Lite Spots, ten second copy aids packaged for radio stations; Tune-O, musical give-away show; $Dollar Derby$, a participation auction program; Beatrice Kay Show; Barbership Harmonies; Joe McCarthy Speaks—100 five minute programs featuring one of baseball's greats.

UNITED RECORDING LABS.

1650 Broadway, New York 19, N. Y.
Phone: CI 7-3718, 2089
Partners.....George Adams, Anita Smith
Services Offered: Commercial spots, electrical transcriptions, complete sound recording service, on records and tape, air checks.

UNIVERSAL RECORDERS OF CALIFORNIA, INC.

6757 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-8282
President .....Martin Hersh
Executive Vice-Pres.....Martin Ross
V.P. & Gen. Mgr.....Roger LeFont
Services Offered: All types of recording on acetate, magnetic tape and magnetic film for transcription, phonograph records and film use.

UNIVERSAL RECORDING CORP.

46 East Walton, Chicago 11, Ill.
Phone: MI 2-6465
President.....M. T. Putman
Vice-Pres.....A. B. Clapper
Secretary.....R. A. Weber
Treasurer.....A. M. Parri
Services Offered: *Recording* (monaural & stereophonic), transcriptions, masters, motion picture and slide film sound tracks, pressings, high speed tape duplicating.

THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 36, N. Y.
Phone: CIrcle 6-4675
President.....Thomas J. Valentino
Vice-Presidents.....Michael T. Valentino,
Secretary .....Elsie F. Valentino
Services Offered: Mood music for TV, sound effects of all types, miscellaneous recordings.

WESTERN RECORDERS

6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 3-6811
Partner.....Donald D. Blake
Partner.....Wm. M. Kirkpatrick
Services Offered: Tape and Disc. Recording-Assembly and Editing. Auditorium and Studio Rentals. Radio Broadcasting from our Studios.

WORLD BROADCASTING SYSTEM

488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700
5255 Clinton St., Los Angeles, Calif.
President.....John L. Sinn
Chairman of Board.....Frederic W. Ziv
Vice-President.....Robert W. Friedheim
General Manager.....Dick Lawrence
Nat'l Sales Mgr.....James Weathers
Ass't Nat'l Sls. Mgr.....Ken Joseph
Services Offered: Sales and program transcription service for radio and TV.

ZAHLER MUSIC LIBRARY

8420 Fourtain Ave., Los Angeles 48, Cal.
Phone: OLdfield 4-3799
President .....Gordon Zahler
Services Offered: Background music for TV filmed series.

FREDERIC W. ZIV CO.

1529 Madison Rd., Cincinnati 6, O.
Phone: PLaza 1-1323
488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700
President.....Frederic W. Ziv
Vice-President (Executive)...John L. Sinn
V.P., Chg. of Prod.....Herb Gordon
Sales Mgr.....Ben Philley
Treasurer.....Joseph L. Moore
Services Offered: Transcribed radio programs for local and regional sponsorship.

Success of Local Programming Is Based on the Personal Touch

By
DICK LAWRENCE
General Manager
World Broadcasting
System

IN keeping with the sweeping trends in radio programming and selling today, in which the emphasis has returned to "local" programming creation, "local" merchandising and selling, we at World Broadcasting System long ago started to broaden the original concept of our services.

We realized, by talking to many of the broadcasters among our 1,000-odd world affiliated stations, that what was needed was much more than the old idea of a "music library" to fall back on. What they required, it became increasingly clear, was a wide-ranging "sales and program service" designed to give them individual "identity" in a community—an identifiable personality—as well as scores of specialized sales tools.

Our emphasis today has switched largely to the development of new "program aids" of all sorts, tailored to meet the needs of creative broadcasters who have reshaped their program schedules to meet local listening tastes.

Today, we are supplying such packages and program aids, as part of the World Sales & Program Service, as:

(1) A wide variety of service-type radio features. These include special time signal jingles, weather jingles, tune-in jingles (to build station listening)—all of which can enhance a station's service to its community and its advertisers.

(2) A long list of programming features. These include specially created musical signatures, formats, lead-ins and many other devices for use in locally produced programs of community-wide interests, sportscasts, special feature shows for homemakers, seasonal and holiday events. These are designed to give increased "production values" of a professional calibre, and represent the sort of values few broadcasters are in a position to afford on a locally-created basis.

(3) Special selling jingles, of a wide range, in which a local advertiser can insert his selling message. These are produced with top musical and creative talent by World. In fact, World has jingles for over 150 different categories of advertisers, which cover the bulk of all the advertising a local station usually carries. Some are even designed to operate as special seasonal packages, keyed to themes of spring cleaning, back-to-school, or other activities.

(4) Special programs, often of a seasonal nature, featuring such star personalities as Gene Lockhart, Raymond Massey, Robert Montgomery, and others.

Of course, we are still supplying custom musical recordings featuring many of the outstanding recording artists in America today, such as Doris Day, Peggy Lee, Sauter-Finegan Orchestra, Three Suns, David Rose, Xavier Cugat and Harry James. These recordings still represent an important segment of our over-all program activities.

A good example of successful program building through World Broadcasting System has been our "Radio's Voice of Fortune" series. It is actually a major program package, complete with everything from program blueprints to promotion and merchandising materials, and has been designed basically to act as an all-day audience-builder for radio stations.

"Radio's Voice of Fortune" is a telephone quiz show which centers on identification by radio listeners of the recorded voices of famous personalities. These are actually well known people—actors, actresses, sports figures, leaders in business and government, and others—whose names are instantly recognizable, but whose voices usually baffle the memories of the average listener.

This in itself would be a sizable package for any station, but World has backed it with one of the most extensive merchandising and promotional campaigns in the history of our film. There is a wide range of point-of-sale material, posters, mailing pieces and other promotional devices available to the advertiser who really wants to call maximum attention to his show.

All of our activities today are really centered on a problem I mentioned earlier—the creation of a separate, distinct and "personal" identity for radio stations today. We feel that such an identity is vital in order that a station attract new business and new listeners.

It's the little things that make a big difference: the *extra* stuff that sales are made of! Modern merchandising. What you see here is just a sample of the merchandising extras that back up every CBS Television Film Sales property: records, comic books, games, novelties, toys, jewelry, self-liquidating premiums. And there's audience promotion too... in specially-designed kits. *Everything* the advertiser needs to get his show off to a fast start and keep sales rolling. Little things. But they're sales-clinchers when coupled with CBS Television Film Sales' top-rated syndicated films.

CBS TELEVISION FILM SALES, INC. *Distributing Amos 'n' Andy, The Gene Autry Show, The Range Rider, Cases of Eddie Drake, Life with Father, Files of Jeffrey Jones, Fabian of Scotland Yard, Adventures of Long John Silver, Annie Oakley, Buffalo Bill, Jr., San Francisco Beat, The Whistler, Navy Log, Assignment Foreign Legion, Under the Sun, Brave Eagle, Terrytoons, Whirlybirds and Newsfilm.*

TV FILM PRODUCERS AND DISTRIBUTORS

1957

your ABC FILM SYNDICATION catalog of hits

PASSPORT TO DANGER	Cesar Romero stars in thrill-packed international adventures. 39—½ hrs.	
SHEENA, QUEEN OF THE JUNGLE	Exciting jungle dramas starring TV's most dynamic new personality, Irish McCalla. 26—½ hrs.	
THE THREE MUSKETEERS	Dumas' world-famous story of action, adventure, swordplay, romance in history's most exciting era. 26—½ hrs.	
DOUGLAS FAIRBANKS, JR. PRESENTS	Absorbing adult dramas with Doug Fairbanks as host, producer and star. 117—½ hrs.	
CODE 3	Gripping dramas based on real life — top priority emergency police cases — a new concept in TV realism. 39½ hrs.	
ANNIVERSARY PACKAGE	Finest feature film package available to TV — many Academy Award winners. 15—various lengths.	
RACKET SQUAD	Mystery adventure with public service appeal. Network and spot tested. Reed Hadley stars. 98—½ hrs.	
THE PLAYHOUSE/ HERALD PLAYHOUSE	Outstanding anthology drama series. Each film features a big-name star of Hollywood or Broadway. 104—½ hrs.	

Contact your nearest office of Rating histories and market availabilities on request.

ABC FILM SYNDICATION, Inc.

1501 Broadway, New York 36 LA 4-5050

New York • Chicago • Hollywood • Atlanta • Dallas • San Francisco • Minneapolis • St. Louis

TV FILM PRODUCERS AND DISTRIBUTORS

ABC Film Syndication, Inc.

10 East 44th St., New York 17, N. Y.
Phone: OX 7-5880

President.....George T. Shupert
V.P., Chg. of Sales.....Don L. Kearney
V.P., Business Affairs....Richard P. Morgan
V.P., Dir. N'tl. Sls.....John Burns
V.P., Dir. West. Sls. Div.....William Clark
Mid-West Div. Mgr.....Howard Anderson
Ad. & Promotion Mgr.....Lee Francis

Services Offered—Distribution of TV film series for national network, regional or local exposure. Each series is offered with promotion and merchandising services for local exploitation.

Productions—Passport to Danger, Racket Squad, The Playhouse, (formerly Schlitz Playhouse of Stars); John Kieran's Kaleidoscope, Douglas Fairbanks Jr. Presents; Sheena, of the Jungle; Herald Playhouse; Three Musketeers; Code 3.

•

Academy Film Productions, Inc.

123 W. Chestnut St., Chicago 10, Ill.
Phone: MIchigan 2-5877

President, Exec. Prod.....Bernard Howard
Vice-President .....Morris Alexander
Secretary-Treas. .....Bernard Kurlan

Services Offered—Complete creation, writing, direction and production of all kinds of television and business films—animation and live action— in own sound-proof studio or on location anywhere. Wide-screen slide presentations and motion pictures for sales meetings and industry.

Productions—Toastmaster Toaster and Fry Pan; Bendix Gas Dryers; Champagne Velvet Beer; American Hospital Association; Wisco Gasoline; Air Line Pilots Association; Acme Steel Co.; Coco-Wheats; Old Reliable Coffee; Hy-Grade's Frankfurters; Enden Dandruff Treatment Shampoo.

Syndicated Film Series—17 Episodes of Bob Elson's "Interviews of the Century."

•

Academy Pictures, Inc.

49 W. 45th St., New York 36, N. Y.
Phone: PLaza 7-0744
433 S. Fairfax, Los Angeles 36, Cal.
Phone: WEbster 1-8156

President.....C. Moray Foutz
Exec. V.P.....George S. Gladden
V.P., Creative Dir.....Wm. P. Tytla
Prod. Design.....Ray Favata, Paul Kim
Prod. Director.....Ruth Kuss
Prod. Control.....Bert Feldman
Special Services.....Murray Fairbairn
Sales Manager.....Douglas J. Baker
Ass't Sales Mgr.....Nicholas Newton
Prod. Dir. (Hollywood).....Wm. Lightfield

Acme Film Laboratories

1161 North Highland Ave., Hollywood 38, Calif.
Phone: HOllywood 4-7471

President .....Samuel Sawelson
Sec'y, Office Manager.....David Christopher
Plant Mgr.....Melvin Sawelson

Services Offered—16, 35 mm. black & white and color, lab facilities; editing and sound services.

•

Acus Pictures Corporation

165 West 46th St., New York 36, N. Y.
Phone: PLaza 7-2265

President .....Patrick Shanahan

Services Offered: 16, 35 mm. films for television rental.

•

Affiliated Program Service Inc.

535 Fifth Ave., N. Y., N. Y.
Phone: MUrray Hill 7-1881

President .....Paul Adler

Services Offered—Producers of Film Spot Commercials.

•

Aladdin Television Productions, Inc.

364 N. Larchmont Blvd., Los Angeles 4, Cal.
Phone: HO 2-6686

President.....Harry M. Popkin
V.P., Assoc. Producer.....Julius F. Tuchler
Secretary.....Kenneth N. Chantry
Treasurer.....Jack Y. Berman

Services Offered — Producer of films in series form for TV.

•

Alexander Film Co.

Alexander Film Bldg., Colorado Springs
Colorado
Phone: MElrose 3-1771
N. Y. Phone: LOngacre 5-1350

President.....Don M. Alexander
Vice President.....Don Alexander, Jr.
V.P. in chg. of Sales.....M. J. McInaney
Sec'y-Treas.....E. B. Foster
Production Manager.....James Anderson
Asst. to Pres., Sales Prom...W. A. Hillhouse
Sales Prom. Mgr.....Robert Geddy, Jr.

Services Offered—Production and distribution of film commercials for theatre and TV display.

•

All Canada Television

80 Richmond St. West, Toronto, Ontario, Can.
Phone: EMpire 6-7691

President.....H. R. Carson
Vice-President.....G. F. Herbert
General Manager.....J. Stuart MacKay
Manager .....Reo Thompson

On this or any other planet...

LOOK TO NTA FOR HEAVENLY TV PROGRAMS!

EATURE
ILMS

"ROCKET 86"
and
"FOX 52"
Produced by
20th Century-Fox

FABULOUS 40
Produced by
J. Arthur Rank,
Alexander Korda

T-N-T PACKAGE
Produced by
David O. Selznick
and others

EW SYNDICATED
HOWS

HOW TO MARRY A MILLIONAIRE
Produced for NTA by
20th Century-Fox

MOTHER IS A FRESHMAN
Produced for NTA by
20th Century-Fox

OFFICIAL DETECTIVE
Produced for NTA by
Desilu

SPECIALTIES

RIKKI OF THE ISLANDS
Produced for NTA by
Desilu

THE SHERIFF OF COCHISE
Produced for NTA by
Desilu

P-E-P PACKAGE
1,400 Outstanding
Short Subjects

NTA

Today, Phone, Wire, Write, or Radar:

Harold Goldman, V.P. in charge of sales

NATIONAL TELEFILM ASSOCIATES, INC.

60 W. 55th STREET • NEW YORK 19, N. Y. • PHONE: PLAZA 7-2100

CHICAGO • HOLLYWOOD • MONTREAL • MEMPHIS • BOSTON • MINNEAPOLIS

Montreal Manager.....Burt Hall
Winnipeg Manager.....M. V. Chesnut
Calgary Manager.....J. Cavanaugh
Vancouver Manager.....J. E. Baldwin
Program Service Mgr.....Dennis Goodwin
Promotion Director.....Molly Brent
Time Sales Manager.....Ross McCreath

Services Offered—Film importing, editing, shipping, and service; national, regional, and local sales and distribution; market information.

Productions: F. W. Ziv syndicated programs; studio films, telescription library; General Teleradio Bank of America feature movies.

•

Alpha Television Productions

7324 Santa Monica Blvd., Hollywood 46, Cal.
Phone: CRestview 6-0406

Producer .....Chester Erskine
Produciton Supervisor.....Joe D. Brown
Film Editor.....Walter Hannemann A.C.E.
Camera.....Floyd Crosby A.S.C.

Services Offered—39 half-hour films, TV Reader's Digest.

•

M & A Alexander Productions

6040 Sunset Blvd., Hollywood 28, Calif.
Phones: HOllywood 4-7571, 4-3414
N. Y. TRafalgar 3-5115

President .....Arthur Alexander
Sec'y.-Treas. .....Max Alexander

Services Offered: National distributors of feature films, westerns and half-hour filmed TV shows.

Productions — Byline-Steve Wilson, and Boss Lady.

•

All-Scope Pictures, Inc.

(Commercial Film Division,
20th Century-Fox)
1417 N. Western Ave., Hollywood 27, Calif.
Phone: HOllywood 2-6231

President.....Gordon S. Mitchell
Vice-President.....C. D. Owens
Secretary-Treasurer.....L. B. Mitchell
Chairman of Bd.....Gordon S. Mitchell

Services Offered—Facilities for production of TV commercials and long, special-purpose films, educational, public relations, sales promotion, in color or black and white, animation or live action.

Productions — USAF Training Film; TV commercials for Sunnybank Margarine; Kraft Foods Co.; Shopsmith Tools, Kaiser Aluminum, Montgomery Ward, Treasure in Two Trunks.

•

American Film Co.

1329 Vine St., Philadelphia 22, Pa.
Phone: WAlnut 2-1800

Mgr. .....Ben Harris

Services Offered—Serving 35 and 16mm. film to TV stations, also cutting, editing, and photographing of events of all kinds. Also handle any form of advertising. Storage of films.

American Film Producers

1600 Broadway, New York 19, N. Y.
Phone: PLaza 7-5915

Executive Producers.....Robert Gross,
Lawrence A. Glesnes
Production Control....Sheldon Abromowitz
Editorial Chief.....William E. Kosh
Animation Chief.....Samuel B. Novo
Office Mgr.....Madeline Stolz

Services Offered—Sponsored motion picture films and slide films for theatres, television, education, training, etc. Color or black and white; 16 or 35mm.; production and distribution.

Productions—Yours for the Taking, Martin 250-CE Turret, Women's Medical Specialist Corps, IM-99 Weapons System, Systems Training Program; commercials for Ipana.

•

American National Studios, Inc.

7324 Santa Monica Blvd., Hollywood 46, Cal.
Phone: OLdfield 4-2800

President .....John Sinn
Chairman of Board.....Fred W. Ziv

Services Offered—Complete studio space and facilities with complete production personnel.

Productions—All Fred Ziv, Inc., Shows, including Dr. Christian, Men of Annapolis, West Point, Highway Patrol.

•

Leonard Anderson Associates Inc.

112 West 44th St., New York 36, N. Y.
Phone: PLaza 7-4162

President .....Leonard Anderson
Vice-Pres. .....Barbara Anderson
Production Supervisor.....Mike Wheeler

Services Offered—Motion picture production and editing services; theatrical, commercial, television. Facilities for three-camera filming and editing. Film procurement and shipping service.

Productions — Jackie Gleason's "Honeymooners," USAF, Junior Sports League.

•

Animated Productions Inc. (Al Stahl Productions)

1600 Broadway, New York, N. Y.
Phone: CO 5-2942-3

President .....Al Stahl
Art Department.....Tony Garcia
Director .....Jack Weisburg
Production Manager.....Don Lang

Services Offered—Television shows in animation and live—comic strip animated films—unusual films in stop-motion technique—animated puzzles—audience participation films—TV commercials & industrial films.

Productions—"Kid Stuff," "Comic Book Comics," "Mush Moore."

1957
IS THE
BIG
YEAR
FOR
MGM-TV
...for
3
big
reasons!

1

The famed M-G-M feature film library continues to amaze the television industry with its fabulous performance record—highest ratings from coast to coast—attracting new advertisers to spot TV and winning higher rates with upped billings for every station.

2

For the first time, MGM-TV is producing films for television. From more than 1500 M-G-M properties, several are being adapted into TV series for the 1957-58 fall season. The huge physical and technical resources of the greatest studio in the world will be behind these films.

3

Television commercials and industrial films are now being produced by MGM-TV, with the entire facilities of the M-G-M Culver City plant available to advertisers and their agencies . . . including an animation department that has won many awards for its "Tom and Jerry" and other cartoons.

MGM-TV

A SERVICE OF
LOEW'S INCORPORATED

Write, wire or phone Charles C. Barry,
Vice President, 1540 Broadway, New York

TV commercials with the professional touch!

And these have it...

BUDWEISER BEER
CAMPBELL'S SOUPS
COLGATE-PALMOLIVE
DE SOTO
DUPONT
EASTMAN KODAK
FALSTAFF BREWING CO.
FORD
GENERAL ELECTRIC
B. F. GOODRICH
KELLOGG COMPANY
LEVER BROTHERS
MARLBORO
MAYTAG
OLIN INDUSTRIES
PABST BEER
PEPSI COLA
PHILIP MORRIS
PROCTER & GAMBLE
RCA
SCOTT PAPER CO.

UNIVERSAL FILMS TV DEPARTMENT*

*Formerly UNITED WORLD TV . . . for years the leading producer of filmed TV commercials.

No other commercial film producer offers the extensive facilities, the wide range of services that Universal does. Every modern technique of film-making is employed on Universal's 400 acre lot . . . giving your spots the *professional touch.* All at an amazingly low cost per production dollar.

New York Office — 445 Park Avenue
Telephone: PLaza 9-8000
Hollywood Office — Universal Studio, Universal City Telephone: STanley 7-1211

Animation Service Co.

1780 Broadway, New York 19, N. Y.
Phone: CIrcle 5-4832

Chief Animator.....Abe Blashko
Art Director.....William Steinel
Administration .....Muriel Friedman

Services Offered — All film art services, maps, charts, cartoon animation, animation camera work in 16 mm and 35 mm.

•

Animation, Inc.

8564 Melrose Ave., Hollywood 46, Cal.
Phone: (*Cal.*) OLympia 2-3540
Phone: (*N. Y.*) PLaza 8-2740

President .....Earl Klein
Production Mgr.....Larry De Soto
Dir. Industrial Films.....Al Giella
N. Y. Representative.....Eric Pomerance
424 Madison Ave., New York, N. Y.
Detroit Representative.....Ted Patrick
14005 Fenkell Ave., Detroit, Mich.
San Francisco Representative..Dick Danner
488 Pine St., San Francisco, Cal.
Chicago Representative.....Jay Norman
159 E. Chicago Ave., Chicago, Ill.

Services Offered—Animated television commercials, story-boards, sound tracks, educational and industrial films.

Productions—Coca Cola, Jello, Procter & Gamble, Campbell Soup Co., H. J. Heinz Co., Pabst Brewing Co., General Foods, Standard Oil of Ohio, Carling Brewing Co.

•

Evan J. Anton Productions, Ltd.

550 Fifth Ave., New York 36, N. Y.
Phone: PL 7-3638

President.....Evan J. Anton
Vice-Pres. .....Vera Kay

Services Offered—Producers of industrial and documentary films and slides, TV commericals and spots.

•

Arrowhead Productions

8822 W. Washington Blvd., Culver City, Calif.
Phone: TExas 07619

Producer .....Ed Beloin
Prod. Exec., Bus. Mgr.....Burt I. Harris
Associate Producer-Dir.....Richard Bare

Productions—Film series "So This Is Hollywood" starring Mitzi Green and Virginia Gibson.

•

Associated Artists Productions, Inc.

345 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 6-2323

President .....Eliot Hyman
Vice President.....Kenneth Hyman
Gen. Sls. Mgr.....W. Robert Rich
Nat'l Sales Mgr.....Donald Klauber
Foreign Sls. Mgr.....Norman Katz
V.P., Treas.....Henry Zittau

Services Offered—Distribution of Warner Bros. features and cartoons; also Popeye cartoons; production & distribution of TV, theatricals, and non-theatrical films.

Associated Program Service

(Division of Muzak Corp.)
229 Fourth Ave., New York 3, N. Y.
Phone: ORchard 4-7400

V.P., Gen. Mgr.....Edward Hochhauser, Jr.

Services Offered—Exclusive TV distributor for Encyclopaedia Britannica Films in Canada.

Productions—Great Americans, American History Series, Americans at Work, American Standard of Living Series, Armchair Traveler, Children All Over The World, Democracy in Action, Home Making Series, Science for Living, Encylopaedia Brittanica Films.

•

Association Films, Inc.

347 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 5-8573

President.....J. R. Bingham
Treasurer.....A. L. Fredrick
Dir. Adv. & Prom.....Robert Finehout
Sales Representative.....R. S. Evans
Ridgefield, N. J. Mgr.....E. K. Pearson
La Grange, Ill. Mgr.....M. G. Wieland
San Francisco Mgr.....W. O. Siler
Dallas Manager.....Carl Stahl

Services Offered—Distribution of free-loan, industry-sponsored motion pictures. Rental of educational, informational, and entertainment films. Special TV Service: Distribution of more than 130 free public service films.

•

Astor Pictures Corp.

130 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-1287

President .....Fred Bellin
Vice President.....N. E. Savini
Sec'y-Treas. .....Anthony Tarell
General Sales Mgr.....David A. Bader

Services Offered—Producers and distributors of feature films.

•

Atlantic Television Corp.

130 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-1287

President .....Fred Bellin
V.P., Gen. Sls. Mgr.....David A. Bader
Vice Pres.....Emil Savini
Sec'y, Treas.....Anthony Tarell

Offices in Los Angeles, Chicago, Dallas, Houston, Phila., Minn., Detroit.

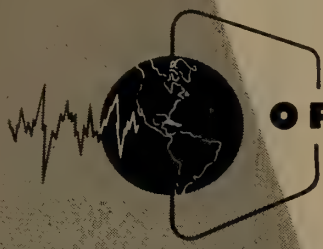
Services Offered—Producer and distributor of features and westerns.

•

Atlas Film Corp.

1111 S. Blvd., Oak Park, Ill.
Phone: AUstin 7-8620

Vice-Pres. & Gen. Mgr.....L. P. Mominee
V.-P. Chg. Sales.....Edward Schager
V.-P. Chg. Adv. & Prom..Frederick K. Barber
V.P. & Dir. of TV.....Norman C. Lindquist
V.P., Prod. Mgr.....Albert S. Bradish
Director of TV.....James E. Anderson
V.P.-Production Mgr.....Albert S. Bradish
Special Sales Dept.....Jack D. Danielson
Public Relations Dept.....James L. Herman



OFFICIAL FILMS, INC.

America's Leading Independent Distributor of TV Films

NATIONAL NETWORK PROGRAMS

The Adventures of Robin Hood • The Buccaneers • The Adventures of Sir Lancelot

SYNDICATED PROGRAMS

My Little Margie
Star Performance
Dateline Europe
Cross Current
Overseas Adventure
My Hero
Terry and The Pirates
Willy
Trouble With Father
The American Legend
The Star and The Story
Col. March of Scotland Yard
This Is Your Music
The Scarlet Pimpernel
The Hunter

REPRESENTATIVES IN

New York • Beverly Hills • Chicago • Dallas • Boston • Miami
San Francisco • Minneapolis • Philadelphia • Atlanta • St. Louis

Services Offered — Production of 16mm. and 35mm. motion pictures and slidefilms —in color or black and white, with RCA Sound. Experienced creative staff for TV commercials and programs. Laboratory and editing services.

●

Atlas Television Corp.

225 E. 46th St., New York 17, N. Y.
Phone: ELdorado 5-7943

President .....Henry Brown

Services Offered — American and British features; half and full hour westerns; comedy shorts; one-hour comedy programs; an extensive library of comedy and musical vignettes, 3-5 minutes.

Productions—Caption Z-RO, Your Family Theater, Is This Magic?

●

ATV Film Productions, Inc.

35-01 Northern Blvd., Long Island City 1, N.Y.
Phone: EXeter 2-4949

Pres., Prod.-Dir.....Mickey Schwartz
Assoc. Prod.-Dir.....Don-Marc Trevor
Supervising Film Ed.....Frank Madden
Production Manager.....Chris Herfel

Services Offered—TV film producers, commercials, industrial, dramatic shows. Studio facilities, fully equipped, air-conditioned, two stages 50x60, 50x100, street-level.

Productions—Tide, Chesterfield, National Biscuit, Texaco, half-hour puppet show.

●

Audio Master Corp.

17 East 45th St., New York 17, N. Y.
Phone: OXford 7-0725

President .....Herbert Rosen

Services Offered—Library of mood and bridge music.

●

Audio Productions, Inc.

630 Ninth Ave., New York 36, N. Y.
Phone: PLaza 7-0760

President.....Frank M. Speidell
Vice Pres.....Herman Roessle
Sec'y.-Treas.....Jeter J. Mooney
TV Director.....Harold R. Lipman

Services Offered—Producer of TV commercials and sponsored short subjects.

●

Audio-Visual Associates

1459 N. Seward, Hollywood 28, Calif.
Phone: HO 5-8444

Partner .....Hubbard Hunt
Partner .....John Wilson
Partner .....Fred Herzstam

Services Offered — TV spots, industrials, educationals, custom recording, jingles, motion picture trailers.

Productions—Petrouchka, for NBC; Die Casting, for Harwill Die Casting; Disneyland, for Fritos.

Award Television Corp.

130 Cutter Mill, Great Neck, N. Y.
Phone: GReat Neck 2-1363

President .....Milton Salzburg
Sec'y.-Treas. .....David Dash

Services Offered—Production of filmed TV shows and commercial spots.

Productions—The Jimmey Demaret Golf Show, 13 15-minute shows.

●

B & B Pictures Corp.

(See M.C. Pictures)

●

George Bagnall & Associates

8827 Olympic Blvd., Beverly Hills, Cal.
Phone: CR 1-5133

President.....George L. Bagnall
V.P., Gen. Sales Mgr.....J. J. O'Loughlin
Secretary.....Fred C. Lindquist
Ass't. Sec'y.....Michael L. Bagnall

Services Offered—Distribution of the following films for television: Features—Johnny Come Lately, Forbidden Jungle, New Orleans, Timber Fury, Atlantis, Border Outlaws, The Long Night, Korea Patrol, Fun on a Weekend, Cattle Queen, Federal Man, Badman's Gold, Abie's Irish Rose, The Adventures of the Texas Kid, The Return of Rin Tin Tin, The Fighting Stallion, Montana Mike, One Minute to Twelve, On Our Merry Way, Buffalo Bill Rides Again, Song for Miss Julie, I Killed Geronimo, Carnegie Hall, Hollywood Barn Dance, Lured, Buffalo Bill in Tomahawk Territory, The Hoodlum, Doctor Jim, Voice in the Wind, I Stand Condemned, The Windjammer. The Barbarian and the Lady, Kangaroo Kid, It Happened Tomorrow, Hangmen Also Die, What Price Money. One-hour Show—Ringside with the Russlers. Half-hour Shows — I Search for Adventure, It Can Happen to You, Front Page Detective, Hollywood Half Hour, This is Hawaii. 15-minute Shows—Public Prosecutor, Spotlight on Hollywood, Let's Draw, A Scene with a Star, The Sewing Room. 5-minute Show—Crusader Rabbit. Library—64 Scallawags, 107 Funzapoppin Cartoons, 755 Funzapoppin Comedies; Race Night, 52 Winners.

Jerome Balsam Pictures, Inc.

1501 Broadway, New York 36, N. Y.
Phone: LOngacre 3-6187

Pres., Gen. Sales.....Jerome Balsam
Vice President.....Alexander Beck

Services Offered—Producers and distributos to TV of syndicated shows, features and cartoons.

●

Barnett International Forwarders

543 W. 43rd St., New York 36, N. Y.
Phone: CIrcle 5-6080

President.....William Barnett
V.P., Secr'y.....Norman Barnett
Treas.....Alan Barnett

Services Offered—International freight forwarders, export packers and customs house brokers, specializing in motion picture and TV industry.

current network series

DICK POWELL'S
ZANE GREY THEATRE
HEY, JEANNIE!
MR. ADAMS AND EVE
(For Bridget Productions and CBS)
RICHARD DIAMOND,
PRIVATE DETECTIVE

in syndication

STAGE 7
STAR AND THE STORY
FOUR STAR PLAYHOUSE
CAVALCADE THEATRE

in preparation

TWO ANTHOLOGY SERIES
TWO COMEDY SERIES
TWO WESTERN SERIES
ONE TRAVEL SERIES

FOUR STAR films

COMPLETED HALF-HOUR PRODUCTIONS

1952 38
1953 49
1954 71
1955 79
1956 133

FOUR STAR FILMS, INC.
Executive Offices: 141 El Camino Drive, Beverly Hills, Calif.
Studio: RKO Pathe, Culver City, California

DICK POWELL - DAVID NIVEN - CHARLES BOYER
WILLIAM CRUIKSHANK

President
WILLIAM CRUIKSHANK

Vice President & Executive Producer:
JACK RAYEL

Barry & Enright Productions, Inc.

667 Madison Ave., New York 21, New York
Phone: TEmpleton 2-8600

President .....Jack Barry
Vice-President .....Dan Enright
Production Manager.....Robert Noah
V.P., Business Mgr.....Fred Stettner
Art Director.....Norman Blumenthal
Office Mgr.....Florence Charney

Services Offered—Creation and production of live and filmed shows for television.

Productions — Winky Dinky and You; Twenty-One; Tic Tac Dough; Oh-Baby.

●

Basch Radio & Television Productions

(See Program Producers.)

●

Beacon Television Features Inc.

118 Newbury St., Boston 16, Mass.
Phone: Commonwealth 6-6881

President.....J. Leonard Sanderson
Treasurer.....Barbara G. Keane

Services Offered — Spot TV commercials including complete copy, story-boards, etc., thru production. Consultants to agencies re TV-radio campaign planning, budget estimates. Producers of filmed TV programs.

Productions: Ted Williams in Cabo Bianco Peru, a 26-minute segment of syndicated Ted Williams fishing series. Goin' Places with Gadabout Gaddis, 26 quarter-hour fishing programs .

●

Bengal Pictures

1028 No. Western Ave., Hollywood, Cal.
Phone: HOllywood 3-3657

Producer & Director.....Phil E. Cantonwine
Associate Producer.....Sam Leon
Stories & Narration.....Cheri Le'Blanche
Sound .....TV Recorders
Editor .....Dick Alexander

Services Offered — Producers of Feature pictures—TV shorts, industrials, TV spots, TV films made to order.

●

Best in Sports, Inc.

130 Cutter Mill, Great Neck, N. Y.
Phone: GReat Neck 2-1363
N.Y.C. Phone: CIrcle 5-4240

President .....Milton Salzburg
Sec'y-Treas. .....David Dash

Services Offered—Production and distribution of all types of sports subjects for TV or commercial use.

Productions—Best in Sports, 39 Half-hour shows; Best in Boxing, 52 15-min. shows.

●

George Blake Enterprises, Inc.

1600 Broadway, New York 19, N. Y.
Phone: CIrcle 7-2264

President .....Jean Blake
Producer-Director.....Robert J. Kingsley

DEREL PRODUCING ASSOCIATES

68 William Street

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Packagers of Distinctive Films for TV

Now in Production: EXCLUSIVE!—The Overseas Press Club series

Guild Films Now Offers Prime-Time Programming For Every Station Need

Guild Films has lined up the most powerful combination of prime-time programming—including color—to round out and fill *all* station programming needs.

NEW!

Hottest Programs of Year

CAPTAIN DAVID GRIEF
Based on JACK LONDON'S Immortal Sea Stories
39 episodes in color & b/w

KINGDOM OF THE SEA
The First Underwater Series For Television
39 episodes in color & b/w

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134 CHILDREN'S SHOWS
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100 ALL-STAR WESTERNS
Starring:
JOHN WAYNE
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Tex Ritter . . . Jimmy Wakely
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BUSTER CRABBE

65 WOMEN'S FEATURES
It's Fun to Reduce

250 TOP HOLLYWOOD MOTION PICTURES

191 MUSICALS
LIBERACE
FRANKIE LAINE
FLORIAN ZABACH

143 MYSTERIES
I SPY
SHERLOCK HOLMES
PARIS PRECINCT
and
CONFIDENTIAL FILE

208 COMEDIES and DRAMAS
MOLLY (The Goldbergs)
DUFFY'S TAVERN (26 in color)
LIFE WITH ELIZABETH
JANET DEAN
CONRAD NAGEL THEATER

370 CARTOONS
WALTER LANTZ CARTOONS
with
Oswald the Rabbit
Poochie the Pup
Meany, Miny and Moe
and the
LOONEY TUNES

GUILD FILMS COMPANY, INC.
460 PARK AVENUE • NEW YORK 22, N.Y. • MUrray Hill 8-5365

Supervising Editor.....Robert C. Jacques
Print Expediter .....Jack R. Lubow

Services Offered—Producers of television commercials, industrial films. Air-conditioned studio on premises, BNC Mitchell Camera, sound equipment, complete editorial staff & print dept.

Productions—Sanka Coffee, General Electric Progress Reports, Kent Cigarettes, Lucky Strike.

•

Blinkey Productions Inc.

149 Broadway, New York 6, N. Y.
Phone: BE 3-8275

President .....Dr. Lucille Emerick
Vice Pres.....Murray King
Sec'y.-Treas. .....Sydney Parker

Services Offered — Film producers, open-end films, TV series, video film commercials, package programs produced.

Productions—"The Adventures of Blinkey."

•

Fritz Blocki Productions

7266¼ Fountain Ave., Hollywood 46, Calif.
Phone: HOllywood 2-8971

Producer .....Fritz Blocki

Services Offered—Live TV show formats for local and/or network use.

Bonded TV Film Service

630 Ninth Ave., New York 36, N. Y.
Phone: JUdson 6-1030

President.....Chester M. Ross
V.P. in Chg. of Oper.....Emanuel Kandel
Gen. Sales Mgr.....Wade Barnes

Branch Offices

8290 Santa Monica Blvd., Hollywood, Calif.
V.P., chg. of Operations....Stanley Halperin
1301 S. Wabash Ave., Chicago, Ill.
Manager .....Joseph Rategan
2024 Jackson St., Dallas, Texas
Manager .....Ronald Martin

Services Offered—Shipping, expediting and servicing of TV film.

•

Bray Studios Inc.

729 Seventh Ave., New York 19, N. Y.
Phone: CI 5-4582

President.....J. R. Bray
Vice-Pres. and Prod. Mgr.....Paul A. Bray
Treasurer .....M. Bray
Animation Director.....W. G. Gilmartin
Film Distribution Mgr.....B. D. Hess

Services Offered—Producers and distributors of all types of films for TV use including technical animation and cartoons.

Productions — "Engineered Timber Construction," "Coming Out of the Woods," "Adventures in Science," "Of All Things."

FRANK SEAVER ALEX LEFTWICH

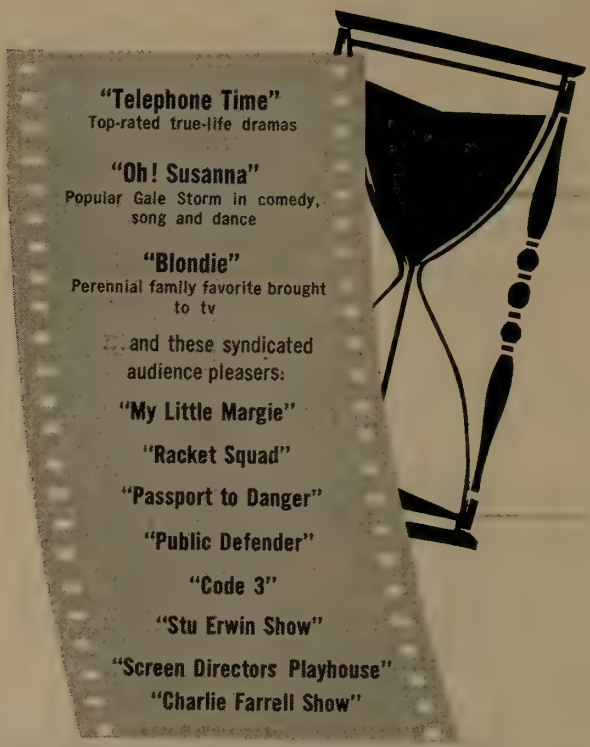
SEAVER-LEFTWICH, INC.

16 East 40th Street
New York 16, N. Y.

MUrray Hill 4-1705

10th year

of leadership in television films



1947

TV PROGRAM CREATION AND PRODUCTION...
1,159 episodes to date.

TV COMMERCIAL FILM...
Quality tv spots since 1948

1957

HAL ROACH STUDIOS

HAL ROACH, JR., Owner-President and Executive Producer
SIDNEY S. VAN KEUREN, Vice-President and General Manager

8822 W. Washington Blvd., Culver City, Calif. • TExas 0-3361 • VErmont 9-2311
729 Seventh Ave., New York City • CIrcle 5-4135 221 N. LaSalle St., Chicago 1, Ill. • STate 2-6458

The first and only major motion picture studio devoted exclusively to television films

Bernard S. Brody & Associates

120 El Camino, Beverly Hills, Calif.
Phone: CR 4-4077

Owner.....Bernard S. Brody
Assistant.....Bonnie Lee Gitter

Services Offered—Negotiations for TV film producers with music publishers to arrange for music synchronization rights.

Productions — Liberace; Florian Zabach; Frankie Lane; Eddie Cantor; Do You Trust Your Wife?

•

Brandon Films Inc.

200 West 57th St., New York 19, N. Y.
Phone: CI 6-4868

President.....Thomas J. Brandon
Film Library.....Edith Zornow

Services Offered—Distribute selected packages of feature films; specializing in "The Cavalcade of Great Motion Pictures of All Times."

•

British Information Services —Films Division (Agency of the British Government)

45 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 6-5100

Film Director.....Charles Dand
Radio-TV Director.....Rodney Chalk

Services Offered—Supplies films, film material, tapes, live personalities, news material and advisory services for radio and television.

•

C & C Television Corp.

270 Park Ave., New York, N. Y.
Phone: PLaza 3-5600

President .....Matthew Fox
V.P., Gen. Sales Mgr.....E. H. Ezzes
Controller .....Martin Schildkraut
Publicity Director.....Gene Cogen
Print Control.....Louis Brown
Sales Ass'ts...Arthur Steloff, Ted Rosenberg, Jerry Weisfeldt, Wade Crosby, Richard Feiner, Frank O'Driscoll, Robert Mooney, Paul Calvin

Services Offered — The entire library of RKO-Radio feature films and short subjects. More than 740 features available in all categories.

•

S. W. Caldwell, Ltd.

447 Jarvis St., Toronto 5, Ont., Canada
Phone: WAlnut 2-2103

President.....S. W. Caldwell
Vice President.....G. F. Keeble
Exec. Producer.....Sydney Banks
Dir. Photography.....Fritz Speiss
Animation Supervisor.....Jim MacKay
Lab. Supervisor.....Ross Smith
Production Sales.....G. J. Keeley
TV Film Sales.....Ken Page

CARTOON CHAMPIONS
400
TOP FLIGHT CARTOONS
COLOR and B & W
Created by PAUL TERRY
and UB IWERKS
also: FEATURES — WESTERNS
SERIALS — COMEDIES
C·F·T INCORPORATED
COMMONWEALTH Film and Television, Inc.
MORT SACKETT, Pres.
723 SEVENTH AVENUE NEW YORK 19, N.Y. CIrcle 5-6456

SALAAM ALAKIM!
Behold! Soon the grand wazirs of television, agencies and sponsors will be privileged to audition the spectacularly new and exciting adventure series...
SABU
...never-before-told tales of daring deeds and wondrous enchantment from the fabled city of Samarkand, to gladden the hearts of youth and all who share the spirit of youth ...filmed in Eastman color...starring the fabulous Sabu himself and a cast whose every player will excite the imagination of television viewers.
An Interstate TELEVISION CORP. production
4376 SUNSET DR., HOLLYWOOD 27, CALIF. 445 PARK AVE., NEW YORK CITY
FILMED AT
Allied Artists Studios

Recording Supervisor.....Mel Lovell
Montreal Br. Mgr.....J. E. DeBow
Winnepeg Br. Mgr.....Murray Messner
Vancouver Br. Mgr.....Florence Ward

Services Offered — Complete sound stage, 35mm & 16mm production and recording facilities (also available for rental); complete laboratory operation; TV slide production; kine recording. Distributors of syndicated shows produced in U.S. and abroad.

Productions—Commercials for Shell Oil, Swift's, Dodge & Fargo Trucks ,Dunlop Pillofoam, Phillishave, Blue Cheer.

●

Calhoun Studios

266 East 78th St., New York 21, N. Y.
Phone: LEhigh 5-2120

President .....Brian Calhoun
Vice President.....Paul Goldschmidt
Secretary-Treas.....Dietlinde Ruber
Prod. Dir.....Howard A. Kaiser
Sales Mgr.....C. P. Gennell

Services Offered—Producers of motion pictures for TV, industrials, sales promotion and entertainment. Slide films for education and sales. 35 x 75 sound stage for rent to outside producers, complete sound and editing facilities.

Productions—The Affairs of Count Carlo; Goose Junction. TV commercials for Esso Standard Oil, N. J. Producing films for Hamilton Standard, United Aircraft Corp., World Outdoors, Inc.

California National Productions, Inc.

(Subsidiary of NBC)
663 Fifth Avenue, New York 22, N. Y.
Phone: CIrcle 7-8300

President.....Robert D. Levitt
Vice Pres.....Alfred R. Stern
V.P., Treas.....George D. Matson
Secretary.....Thomas E. Ervin
Ass't Treas.....Joseph L. Kubin
Ass't. Sec'y.....Howard Monderer
Director of Sales,
NBC TV Films.....H. Weller Keever
Director of Business.
Administration ....Robert A. Anderson
Director of Program Development
& Foreign Sales.....Robert A. Cinader
Exec. Producer.....George M. Cahan
Mgr. Merchandising.....Robert R. Max
Mgr. Publicity.....Arthur Perles
Mgr. Adv. & Prod.....Norman Ginsburg
Mgr. Business Affairs.....F. C. Ellis

Businesses Engaged in—TV film program sales and syndication, NBC TV Opera Theater, NBC Opera Touring Company, Radio and TV personality, character and program merchandising, Sale of film library stock shots, Sale of reference kinescope recording and prints.

Sales Offices—
663 Fifth Avenue, New York 22, N. Y.
Phone: CIrcle 7-8300
Eastern Sales Mgr.....Daniel Curtis
Merchandise Mart, Chicago 54, Ill.

TV's foremost
producers of
adventure films ★

Flying A Productions

6920 Sunset Boulevard
Hollywood 28, California

★ The Gene Autry Show
★ Buffalo Bill, Jr.
★ Adventures of Champion
★ Annie Oakley
★ The Range Rider
★ Red Ryder

and coming soon

★ The Winning of the West

(western anthology with top Hollywood stars)

Phone: MOhawk 4-6565
Central Sales Mgr.....Edward A. Montanus
6269 Selma Ave., Hollywood 28, Cal.
Phone: HOllywood 9-6161
Western Sales Mgr.....Clifford Ogden
225 Mutual Street, Toronto, Ont.
Phone: EMpire 3-3443
Leonard Headley
2 Mansfield St., W 1, London, Eng.
Phone: Langham 7778
Romney Wheeler
47 York St., Syndey, Australia
Phone: B 0233
A.E.R. Fox

TV Films Available—Adventures of the Falcon, Badge 714, Captured, Crunch and Des, Dangerous Assignment, Frontier, The Great Gildersleeve, His Honor Homer Bell, Hopalong Cassidy, Inner Sanctum, Life of Riley, The Lili Palmer Show, Paragon Playhouse, Steve Donovan Western Marshall, Victory at Sea, The Visitor, Watch the World.

In Production—The Silent Service.

NBC Film Library
(Service of CNP)
729 7th Ave., New York 19, N. Y.
Phone: CIrcle 7-8300
Chief Film Librarian.....Frank W. Kelly
Adm. Ass't.....Mary Jane Mills

Services Offered—Complete stock-shot film library for television, motion pictures, commercials, educators and industry. 30-million feet of film including March of Time stock footage. 10,000 catalogue headings for quick reference. 16mm, 35mm, B & W, and color footage.

Camera Vision Productions, Inc.

455 No. Rodeo Dr., Beverly Hills, Cal.
Phone: CR 4-7178
President .....Philip Rivero

Services Offered—Leasing to motion picture and television industries multi-camera equipment with electronic viewing and editing components known as the "Camera Vision System."

Carson-Stempel Enterprises

717 N. LaCienega Blvd.
Los Angeles 46, Calif.
Phone: OLympia 2-1404
Partners.....Jack Carson & Frank Stempel

Carthay Sound Stage

5907 W. Pico Blvd., Los Angeles 35, Calif.
Phone: WEbster 8-2101
Pres., Gen. Mgr.....Jack Miles

Services Offered — Complete film studio facilities; idea setup for independent packaging; availability of top crews. Currently shooting The Lone Ranger.

Cavalcade Television Programs

7904 Santa Monica Blvd., Hollywood 46, Calif.
Phone: OLdfield 4-4144
N. Y. Phone: ACademy 4-2781
President .....Harvey Pergament
Vice Pres. .....Earl M. Robins
Sec.-Treas. .....Esther Pergament

MPO

MPO PRODUCTIONS, INC.
15 East 53rd St., N.Y. 22, N.Y.
MUrray Hill 8-7830

Producers of Industrial Films and Television Film Commercials

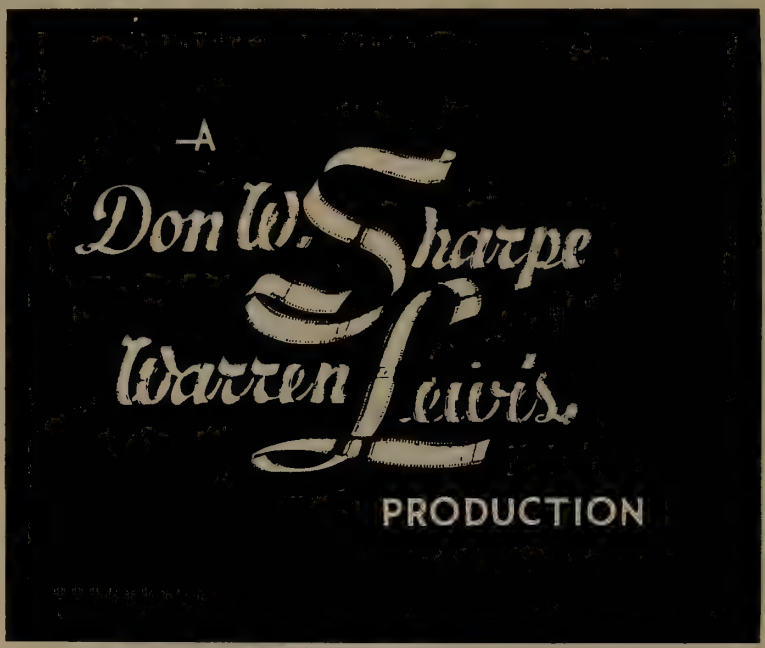
Complete film production services with newest air-conditioned sound stages in New York, and permanent staff of fifty film specialists.

Currently in production for:

American Cyanamid
American Gas Association
Chemstrand Corporation
Ciba
Ford Motor Company
General Electric International
General Motors Corporation
Gillette
Hudnut
Lever Brothers
Monsanto Chemical Company
Philip Morris
Procter & Gamble
Remington Arms Company
Schick
Scott Paper
Shell Chemical Corporation
Warner-Lambert

WIRE SERVICE

MEET McGRAW



VIGILANTE

HALF HOUR TO KILL

In Preparation

"THIS IS MY BEST"

"TOP GUN"

"LATITUDE ZERO"

Services Offered — Producers representative, distribution of motion picture films, exporter of TV programs. Distributing 36 Spanish dialogue features; Great Names in Sports, Famous Guests, Unk & Andy Art Adventures, Huespedes Famosos (Spanish).

●

Cavalier Productions, Inc.

9119 Sunset Blvd., Los Angeles 46, Calif.
Phone: CR 6-4174

President .....Robert Young
V.P. Chg. Prod.....Eugene B. Rodney
Secretary .....Ben Bisgeier

Productions—"Father Knows Best."

●

Campus Film Productions, Inc.

14 E. 53rd St., New York 22, N. Y.
Phone: PL 3-3280

President .....Nat Campus
Exec. Producer.....Robert Braverman

Productions—A Place for Growing—Boys' Club of America; Teamwork Against Fire—Esso Standard Oil Co.

Services Offered—Film production under contract.

●

Caravel Films, Inc.

730 Fifth Ave., New York 19, N. Y.
Phone: CIrcle 7-6110

President.....David I. Pincus
V.P. in charge TV.....Calhoun McKean
Chief of Production.....Mauri Goldberg
Dir. Art & Animation.....Jack Semple
V.P., Acc't. Exec.....Thelma Allen

Services Offered — Producer of television commercials, as well as motion picture and slide films for industry and government. Caravel maintains its own completely equipped and staffed sound studios and its own optical and animation facilities, cutting rooms, and projection facilities.

Productions—Woodrow Wilson Foundation American Heart Association, Color film for Bethlehem Steel, Calvert Distillers; TV Spots —Ballantine Beer, Lysol, Bufferin, Proctor &Gamble, American Tobacco Co.

●

CBS-TV Film Sales, Inc.

545 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-2345

V.P., Gen. Mgr.....Leslie T. Harris
Exec. Producer.....Edward J. Montagne
Dir. Oper. & Prod.....Fred Mahlstedt
Gen. Sales Mgr.....Thomas Moore
Merchandising Mgr.....Walter Scanlon
Sales Prom. Mgr.....Eugene Moss
Sales Service Mgr.....Gloria Lesser
Publicity Director.....John C. Sebastian
Mgr. Chicago Sales.....Donald Goldsmith
Mgr. Los Angeles Sales..William Parkinson

Services Offered—Distributor of TV film programs for national, regional, and local sponsorship.

Currently Distributing — Amos 'n' Andy,

Theatre
Radio
Films
Television

Producer
Writer
Director

IRA MARION

New York, N. Y. COlumbus 5-3505

HERMAN W. KITCHEN
Natural History & Marine
Documentary Cameraman
New York, N. Y.
MOnument 2-5784

RAY BRENNAN
Documentary
Film Editor
New York, N. Y.
FLushing 9-3909

Roland Reed Productions, Inc.

Producers of

"My Little Margie" "Mystery Theatre"
"Waterfront" "Beulah"
"The Stu Erwin Show" "Mark Sabre"
"Rocky Jones, Space Ranger"

PILOT SHOWS FOR 1957

"Alarm"

Authentic Stories Based on Fire Departments All Over the Country

"The Great Mouthpiece"

Based on Gene Fowler's Best Seller

Starring BRIAN DONLEVY

Roland Reed Productions, Inc.

650 No. Bronson **Los Angeles, Calif.**

Annie Oakley, Brave Eagle, Buffalo Bill, Jr., The Adventures of Champion, Cases of Eddie Darke, Fabian of Scotland Yard, Files of Jeffrey Jones, The Gene Autry Show, Holiday in Paris, Life with Father, Long John Silver, Range Rider, San Francisco Beat, Terrytoons, Under the Sun, The Whistler, CBS Newsfilm.
Exec. in Charge.....Wm. Perkinson
1313 N. Vine St., Los Angeles 28, Cal.
Phone: HOllywood 9-1212
Exec. in Charge.....Thomas Moore

•

Hu Chain Associates

40 East 40th St., New York 16, N. Y.
Phone: MUrray Hill 5-7220
Owner.....Hubert V. Chain
Services Offered—Custom built video film programs and commercials.

•

Chanford Productions, Inc.

38 E. 57th St., New York, N. Y.
Phone: PLaza 8-3360
President .....Frances Langford
Services Offered—Producing All-Star Musical Series in color for TV.

•

Bruce Chapman Co.

55 W. 42nd St., New York 36, N. Y.
Phone: WIsc. 7-9244
President .....Bruce Chapman
V.P. & Treas.....Edna Chapman
Services Offered—Production of TV and industrial films.
Productions—The Answer Man.

•

Charter Oak Tele-Pictures

423 E. 90th St., New York, N. Y.
Phone: TR 6-6800
President.....Louis Cavrell
Secretary .....Otis Cavrell
Treasurer .....Ira Cavrell
Services Offered: Production facilities for TV and industrial 16 and 35mm color and black-and-white films. Medical and dramatic films.

•

Jack Chertok Productions

1040 N. Las Palmas Ave., Hollywood, Calif.
Phone: HOllywood 3-5106
Producer .....Jack Chertok
Assoc. Prod., Prod. Mgr.....Harry Poppe
Casting Director.....Ruth Burch
Cameraman .....Robert Pittack
Services Offered—Series and commercials.

•

Cheryl TV Corp.

3084 Motor Ave., Los Angeles 64, Cal.
Services Offered—Producers, distributors of films.

K&W film service corp.
1657 BROADWAY N.Y. 19, N.Y.
ANIMATION
OPTICAL EFFECTS
LETTERING • • • ART
SPECIAL EFFECTS
CIRCLE 5-8081-2
CONSULTANTS

McCADDEN PRODUCTIONS

1040 N. LAS PALMAS • • HOLLYWOOD

The
GEORGE BURNS
and
GRACIE ALLEN
SHOW

The
BOB CUMMINGS
SHOW
Created & Produced by
PAUL HENNING
(A LAURMAC PRODUCTION)

The
PEOPLE'S CHOICE
Starring
JACKIE COOPER
Created & Produced by
IRVING BRECHER
(A NORDEN PRODUCTION)

The
MARIE WILSON
SHOW
Created by
GEORGE BURNS
and
BOB FALLON
For CBS

PANIC!
Created & Produced by
AL SIMON
For NBC

McCADDEN
COMMERCIAL
CORP.
Spot Commercials
and Industrial Films

The
SURPRISING
MR. SOMERSET
(in Preparation)

MAGGIE
Starring
MARGARET O'BRIEN
Created and Written by
BILL MANHOFF

Cineffects, Inc.
115 W. 45 St., New York 36, N. Y.
Phone: CIrcle 6-0951
President .....Nathan Sobel
Secretary-Treasurer .....Irving Hecht
Services Offered—Special optical effects, photography of titles, animation, trailers, song reels, slide films, TV presentations in 16 and 35mm. black and white and 16mm. Kodachrome. E. K. and Ansco negative-positive color.

•

Cinema Research
7000 Romaine, Hollywood 38, Calif.
Phone: OL 4-4117

•

Cinema Service Corp.
106 West End Ave., New York 23, N. Y.
Phone: TRafalgar 3-1411
President .....Joseph Seiden
Camera Department.....Harold H. Seiden
Sound Department.....Herbert C. Bloom
Sales .....Phillip Feld
Services Offered—Producers of general entertainment, documentary programs and spot commercials for TV.

•

Cinema-Vue Corporation
243 W. 55th St., N. Y. 19, N. Y.
Phone: JUdson 6-1336
President.....Joseph P. Smith
V.P., Gen. Sls. Mgr.....Francis D. Smith
Services Offered — Westerns, features, shorts.

•

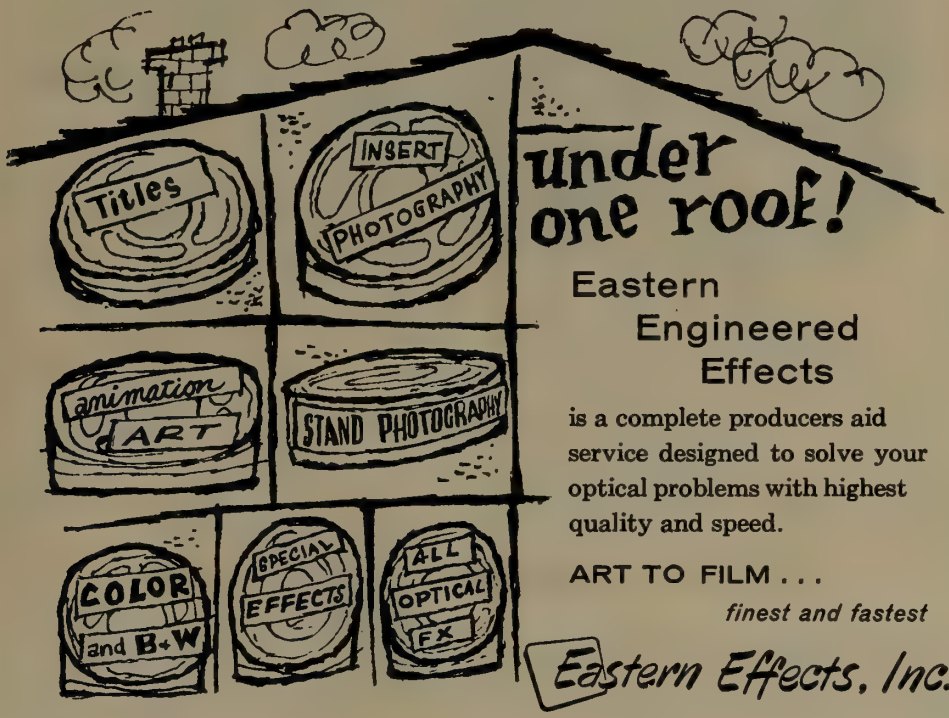
Cinescope Films
25 Robbin Hill Rd., Scarsdale, N. Y.
Phone: SC 3-3963
President .....George L. George
Services Offered—Industrial, documentary, theatrical and TV films to order.

•

Cine-Tele Productions
6325 Santa Monica Blvd., Hollywood 38, Calif.
Phone: HOllywood 5-3376
Executive Producer .....Harry J. Lehman
Secretary .....Jacques R. Lehman
Services Offered—Production services for television film and industrial, educational, and training films in black and white or color. 16mm. or 35mm.
Productions—This Is the National Guard; The 1956 Olympic Story; five 50 second safety commercials; Traffic Accident Investigation.

•

Circle Film Laboratories, Inc.
(See Criterion Film Labs., Inc.)



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ART TO FILM . . .

finest and fastest

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333 W. 52 STREET • NEW YORK, 19 • CI 5-5280

Animated Epilogue for Mike Todd's "Around the World in 80 Days" · Animated Sequences for Frank Capra's "Science TV Spectaculars" sponsored by Bell Telephone (scheduled for CBS-TV release) · Television Commercials · Industrial Films · Theatrical Films · Titles

shamus culhane. PRODUCTIONS, INC.

NEW YORK, 207 E. 37th St., MU. 2-8234 • CHICAGO, 203 No. Wabash Ave. ANdover 3-4971 • HOLLYWOOD, 6226 Yucca St., Hollywood 28, HOllywood 4-1128

Clairmont Films

4530 Mariota Ave., Hollywood, Calif.
Phone: POplar 2-4498

Owner .....Leonard Clairmont
Secretary .....Ingrid Hult

Services Offered—Complete production for industry television, churches and educational institutions, commercial TV spots and travel films.

Productions—Polynesian Holiday.

•

Color Service, Inc.

115 W. 45th St., New York 36, N. Y.
Phone: JU 6-0853

•

Comedy Corp. of America

60 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-7417-8

President .....Sam Lake

Services Offered—Distribution of 13 features and 100 color cartoons.

•

Commodore Productions and Artists, Inc.

6636 Hollywood Blvd., Hollywood 28, Cal.
Phone: HO 9-7502

Pres., Exec. Prod.....Walter White, Jr.
Assoc. Producer.....William C. Heath
Production Mgr.....Vernon Keays
Coordinator .....Eleanor Payne
Film Editor .....R. E. Woodward

Services Offered: Hopalong Cassidy—104 episodes transcribed open-end for radio ½ hr.; 156 Episodes, The Clyde Beatty Show, Radio, transcribed open end shows ½hr.: TV, 13 ½hr. films in color.

•

Commonwealth Film & Television, Inc.

723 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-6456

President.....Mortimer D. Sackett
Sec., Treas.....S. Sackett
Sales Mgr. .....Leo Gottlieb

Services Offered—TV producers and distributors.

1040 N. Las Palmas Ave., Hollywood 38, Cal.

•

Frank Cooper Associates

9145 Sunset Blvd., Hollywood, Calif.

Owner .....Frank Cooper
Agents .....D. Irving Hyland, Joel Cohen, Bernard Schamberg

New York Office
17 E. 54th St., New York, N. Y.
Phone: PLaza 1-0725

Vice Pres. .....Sy Fischer
Agents .....Bill Cooper & Perry Leff

Services Offered—Personal management of talent and writers as well as the production of radio and television shows.

Productions—First Nighter, Stand Up and Be Counted.

THE NEW ANIMATED FIGURE TECHNIQUE—

MOBILUX ✳

created by John Hoppe

presented exclusively on film

by

ROBERT DAVIS ASSOCIATES, INC.

21 East 63rd St., New York, N.Y. • TE 8-8410

MOBILUX ✳ Pats. Pend.

GROUCHO MARX'S NBC "YOU BET YOUR LIFE"

(Produced by John Guedel)

NOW IN THE 8 TH YEAR

OF BEING FILMED BY

Complete and fully equipped motion picture sound stage with personnel and equipment to handle every video and theatrical film need.

Cleared for U.S. security.

Filmcraft's patented camera and sync control system.

SERIES OWNERS AND PACKAGERS . . .

We invite your inquiries regarding our exclusive RESTORATION PROCESS for removal and replacement of sponsor identification.

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8451-57 Melrose Ave., Los Angeles **Olive 3-2430**

Founded by the late ISIDORE LINDENBAUM

Regina Lindenbaum, President & Executive Producer

HOLLYWOOD **NEW YORK**

Cornell Films, Inc.

130 Cutter Mill Rd., Great Neck, N. Y.
Phone: GR 2-1363
President.....J. Milton Salzburg
V.P., Sales Mgr.....David B. Dash
Services Offered—Producers and distributors of motion picture films for TV.

•

Tom J. Corradine & Associates

5746 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 2-4448
President .....Tom Corradine
Vice President.....Kyle C. Thomas
Sales Mgr.....Haan Tyler
Secretary .....Doris Tate
Services Offered—National and regional representatives for sale of half-hour syndicated and television packages, 425 feature films, and 117 westerns.
Currently Distributing—The Ruggles, Operation Tomorrow, Judge Roy Bean, The Mickey Rooney Show, Big Game Hunt, Buster Crabbe Show, Captain Z-RO, Abbie Neal and her Ranch Girls.

•

Cousens Productions, Inc.

1600 Broadway, New York 19, N. Y.
Phone: COlumbus 5-7380
President.....Clayton W. Cousens
Vice Pres|.....John K. Cousens
Vice Pres.....Alan B. Cullimore
Services Offered—Production in color or black and white of TV commercials, industrials, educationals, documentaries.
Production—Commercials for Procter & Gamble, Colgate, Chrysler, Bulova, O'Keefe Breweries.

•

Creativision

1780 Broadway, New York 19, New York
Phone: CIrcle 5-4830
President .....Victor Kayfetz
Client Services .....Muriel Friedman
Art Director.....Abe Blashko
Animation Supervisor.....Robert Cooke
Services Offered—TV advertising consultation service acting as agency or company television promotion and production department. Creative planning, storyboards, staging, animation and live.

•

Criterion Film Laboratories, Inc.

Phones CO 5-7380
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Phone: COlumbus 5-2180
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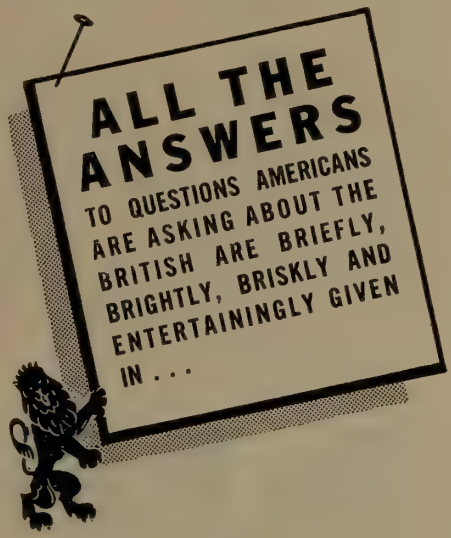
Secretary .....Ernest Todaro
Sales Mgr. .....Emmet R. Salzberg
Sales Prom. Mgr. .....Hal Persons
Laboratory Supt. .....Joseph M. David
Services Offered—Developing and printing of B & W and color film.



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N. Y. Phone: PLaza 7-2277

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Vice President.....John O'Melveny
Vice President-Secretary..Todd W. Johnson
Exec. V.P.....Basil F. Grillo
V.P. Chg. Sales.....Charles B. Brown
Treasurer-Controller.....Homer O. Duerr

Services Offered—Development of program ideas for film and actual completion from film idea to film production.

Productions—Counter Point, Curtain Call, Royal Playhouse, Where Were You?, The Chimps.

•

Crystal Pictures, Inc.

1564 Broadway, New York 36, N. Y.
Phone: PLaza 7-5130

President .....Melvin M. Hirsh

Services Offered—Distributor of features, western, dramas and travelogues.

•

Shamus Culhane Productions

6226 Yucca St., Hollywood, Calif.
Phone: CRestwood 4-5925
207 E. 37th St., New York 16, New York
Phone: MUrray Hill 2-8243

President .....Shamus Culhane
Exec. Producer .....William Hurtz
Sales Manager .....Howard H. Henkin
Directors .....Irwin Wallman, John Dunn, Rod Johnson
Casting Dir. .....Maxine Marx

Services Offered—Complete film production facilities, live action and animation, storyboards, jingles; commercial, industrial, feature film, and program creation and production; feature film titles.

Productions—Hemo the Magnificent, The Mystery of the Cosmic Rays, The Unchained Goddess (for Bell Telephone), Around the World in Eighty Days (animation portion), Playhouse 90 (opening,) Why Daddy? (NBC). TV Spots—Halo, ZBT Baby Products, U. S. Air Force, Holsum Bread, Alcoa, Peak, Snowcrop, Crest, Pan American.

•

Cummings Productions

55 W. 53rd St., N. Y., N. Y.
Phone: PL 7-6452

President.....R. W. Cummings
Sales Director.....D. E. Fellows
Musical Director .....Clyde Sechler
Acc't Supervisor .....John Clark
Business Manager.....David Shay

Services Offered—Creation and Production of commercials, TV and radio. Production of industrial shows.

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Tom R. Curtis Productions, Inc.

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President .....Tom R. Curtis

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Avg. Apr. Rtg.
Rank Show & Distrib.
1. Life of Riley (NBC).....17.1
2. LAUREL & HARDY (GOVERNOR) 14.5
2. Amos'n'Andy (CBS).....14.5
4. Great Gildersleeve (NBC).....12.3
5. LIFE WITH FATHER (CBS).....10.8
6. Eddie Cantor (Ziv).....10.5
7. My Little Margie (Official).....10.3

VIEWERS/100 HOMES

Viewers Per 100 Homes Tuned In
Rank Show & Distrib.
1. My Little Margie (Official).....215
2. Life of Riley (NBC).....211
3. Amos'n'Andy (CBS).....208
3. Ray Milland Show (MCA).....208
5. LAUREL & HARDY (GOVERNOR) 204
6. Great Gildersleeve (NBC).....200
7. Eddie Cantor (Ziv).....197

AMONG TEENS

Teens Per 100 Homes Tuned In
Rank Show & Distrib.
1. My Little Margie (Official).....24
2. Ray Milland Show (MCA).....23
2. Great Gildersleeve (NBC).....23
2. Abbott & Costello (MCA).....23
5. Life of Riley (NBC).....22
6. Eddie Cantor (Ziv).....21
7. LAUREL & HARDY (GOVERNOR) 20

AMONG CHILDREN

Kids Per 100 Homes Tuned In
Rank Show & Distrib.
1. Abbott & Costello (MCA).....101
2. LAUREL & HARDY (GOVERNOR) 94
3. The Ruggles (Corradine).....88
4. Amos'n'Andy (CBS).....37
5. Life of Riley (NBC).....29
6. Great Gildersleeve (NBC).....28
7. Life With Father (CBS).....25

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Sec'y-Treas. .....Marvin M. Chesebro
Prod. Supervisor .....John J. Berneau
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Productions—Sergeant Preston of the Yukon.

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Robert Davis Associates, Inc.

21 E. 63rd St., New York 3, N. Y.
Phone: TEmpleto 8-8410
Pres., Prod. .....Robert Davis
Supervising Prod.....Jues Schubrin
Technical Dir. .....Ted Lawrence
Mobilux Prod. .....John Hoppe
Director .....H. Rodakiewicz
Office Mgr. .....Mabel Henderson
Stylist .....Bettina Bolegard
Services Offered—Institutional, industrial and television films. Producer of Mobilux, new animated film process for T.V.
Productions—The House of Seagram; Mobilux for numerous clients.

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Gordon M. Day Productions

108 E. 30th St., New York 16, N. Y.
Phone: ORegon 9-3595
Writer-Producer .....Gordon M. Day
Casting-Direction .....Carol Bulkley
Treasurer .....Leo L. Reich
Production Mgr. .....Edith Adelson
Services Offered—Writing-production of television and radio jingles and film spots; TV-radio consultants to advertising agencies.
Productions—Jingles and spots for: Aluminum Co. of America, American Greeting Cards, Burry Biscuit Co., Corn Products Refining Co., Curtiss Candy, Good & Plenty Candy, King Edward Cigars, New England Telephone Co., Nunn-Bush Shoes, Roi-Tan Cigars, Pennzoil, Roman Meal Bread, Sacramento Tomato Juice, Westinghouse.

•

D.P.M. Productions, Inc.

62 W. 45th St., New York 36, N. Y.
Phone: *MU*rray Hill 2-0040
President .....Maurice T. Groen
V.P. in charge Prod. .....Ronal T. Groen
Services Offered—Production of TV films, commercials, industrial, and sales training films; specializing in travel.

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Demby Productions, Inc.

Hotel Plaza, 1 West 58th St., N. Y. 19, N. Y.
Phone: PLaza 9-2495
President.....Emanuel H. Demby
Vice-President .....Mildred Demby
Sec'y-Treas. .....Betty Jeffries
Story Editor.....Al Marshack
Services Offered—TV live and film production; theatrical release, public relations; affiliated with Motivation Research Associates for study of audience preferences.
Productions — "Hollywood to Broadway" (film series), Half the World's A Bride; Alfred E. Smith Story; Witch On Wheels, The Shadow.

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Productions—Patterns For Progress, Challenge For Tomorrow.

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Depicto Films, Inc.

254 W. 54th St., New York 19, N. Y.
Phone: COlumbus 5-7620
President .....John Hans
Exec. V.P.....Jack R. von Maur
Vice President.....Charles S. Hans
Services Offered—Manufacturers of motion pictures, filmagraphs, sound slidefilms, filmstrips, slide presentations, telops, vugraphs. Preparation of complete sales training program, including films and associated literature.
Productions—Two motion pictures for U.S. Navy, one for Westinghouse; training and merchandising programs for E-Z Mills, Esso Standard Oil, Singer Sewing Machine Co., Continental Baking Co., A. T. & T., National Dairy.

Derel Producing Associates, Inc.

68 William Street, New York 5, N. Y.
Phone: BOwling Green 9-1550
President .....Jerome T. Feldman
Exec. Producer .....Gene Feldman
Services Offered—Packagers of filmed TV shows.
Productions—Exclusive! (Overseas Press Series), Hammerlock House, The Tribesmen, Mr. Consul, Boundaries.

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Louis DeRochemont Associates, Inc.

380 Madison Ave., New York 17, N. Y.
Phone: OXford 7-0350
President .....Louis DeRochement
Vice Pres. .....Thomas Orchard
Vice Pres. .....John J. Wingerter
Sec'y-Treas. .....F. Borden Mace
Ass't. Treas. .....Martin J. Maloney
Services Offered—Production and distribution of films on order.
Productions—Cinerama Holiday, The First 99, To Open the World to the Nations (Suez Canal).

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Business Office:
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Phone: HOllywood 9-5981

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Vice-President .....Lucille Ball
Exec. V.P. .....Martin Leeds
Vice President.....Argyle Nelson
Vice President.....Andrew G. Hickox
Treasurer .....Edwin E. Holly
Publicity .....Ken Morgan

Services Offered—Complete production facilities for entertainment and commercial films from script to final editing.

Productions—"I Love Lucy," "December Bride"; technical producers of The Line-Up, Wyatt Earp, The Danny Thomas Show, Wire Service, Adventures of Jim Bowie, Cavalcade, Red Skelton Show, The Brothers.

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2400 W. Alameda Ave., Burbank, Calif.
Phone: Cal.:TH 2-6131; N. Y.: PL 9-3880
Chairman of Board.....Walt Disney
President .....Roy Disney
V.P.-Adv. & Sales .....E. Cardon Walker
Treasurer.....Paul L. Pease
Studio Prod. Mgr.....W. H. Anderson
Publicity Head .....Joseph P. Reddy

Productions—Mickey Mouse Club and Disneyland TV Series for ABC Network Release.

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666 N. Robertson Blvd., Los Angeles 46, Calif.
Phone: CRestview 1-8107
President .....H. Alexander MacDonald
V.P., Treas. .....Fred W. Hoar
Vice Pres. .....Irving Rubine
Secretary .....C. A. de Lima
Comptroller .....A. Eugene Donofrio

Services Offered—Producer filmed TV series.

Productions—Douglas Fairbanks Presents, Terry and the Pirates.

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Jack Douglas Productions

c/o Centaur Studios, 7657 Melrose Ave.
Hollywood, Calif.
Phone: HO 4-7574
Producer-Director .....Jack Douglas
Camera .....Bill Morrison

Services Offered—52 half-hour documentary films for distribution.

Productions — "I Search for Adventure." "Kingdom of The Sen," "Golden Boy."

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Sherman H. Dryer Productions

667 Madison Ave., New York 21, N. Y.
Phone: TEmpleton 8-5690
President.....Sherman H. Dryer

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Dudley TV Corp.

9908 Santa Monica Blvd., Beverly Hills, Calif.
Phone: CR 1-7258
501 Madison Ave., New Yerk, N. Y.
Phone: EL 5-1076
President .....Carl Dudley
Exec. Vice-Pres. .....N. Bruce Newbery
Exec. Vice-Pres. .....Richard Goldstone

"DEATH VALLEY DAYS"

"SNOWFIRE"

"SKY KING"

McGOWAN PRODUCTIONS, INC.

Hollywood, Calif.

Dynamic Films, Inc.

112 W. 89th St., New York 24, N. Y.
Phone: TRafalgar 3-6221

President .....Nathan Zucker
Vice Pres. .....Lee R. Bobker
Exec. Producer .....Lester S. Becker
Dir. Medical Div. .....Sol. S. Feuerman
Film Dist. Dir. .....Helen B. Kristt
Sound Engineer .....James A. Townsend
Editorial Supervisor .....J. J. Fitzstephens
Sales Service .....Leslie Goldman

Services Offered—Complete motion picture production in both 16mm and 35mm. Sound recording studios fully equipped for complete service. Film distribution, producers for television, industry, institutional, commercial, open-end TV film program series.

Productions—The Magic Cup (Nat'l Coffee Ass'n), Even for One (AMA), MD, USN (USN), The Common Enemy (Anahist Co.), 500 Miles to Go (Perfect Circle Corp.), You, Doctor, Are the Witness (Merill Pharmaceutical).

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Eastern Effects, Inc.

333 W. 52nd St., New York 19, N. Y.
Phone: CIrcle 5-5280

President .....Maurice Levy
Vice Pres. .....Samuel Levy
Sales Mgr. .....Max Levy

Services Offered—Complete service, art to film (optical effects, animation, titles, and inserts).

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Easton Films Inc.

334 East 74th St., New York, N. Y.
Phone: TR 9-4830

President .....Alan Deinhart, Jr.
Vice-Pres. .....Frank C. Peterson

Services Offered—Complete facilities for film productions, cutting rooms, projection rooms, drive-in facilities, clients' office, very high ceilings.

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(A Div. of Ziv Television Programs)
501 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-6664

General Manager.....Pierre Weis
Gen. Sales Mgr.....Stanley Florsheim

Services Offered—Distribution of the following films for television: Mr. District Attornel, I Led Three Lives, Favorite Story, Boston Blackie, Eddie Cantor Comedy Theatre, Meet Corliss Archer, Story Theatre, Times Square Playhouse, The Unexpected, Your Television Theatre, Yesterday's Newsreel, The Living Book, Sports Album, Walter Lantz Cartoons.

•

Editorial Films, Inc.

(Formerly Television Snapshots)
270 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 8-2077

President .....Babette J. Doniger
Production Mgr. .....Dwight Godwin

Motion Pictures for Television and Industry

JAMES LOVE PRODUCTIONS, INC.

115 West 45th Street
New York 36, N. Y.
JUdson 2-4633

Services Offered—Specialists in the production and distribution of editorial, non-commercial films for television primarily, and non-theatrical use, secondarily.

Productions—Major Developments on Medicine, for Proctor and Gamble; Why Fad Diets Fail, for McCall's Magazine; It's Easy as Pie, for Crisco; Report from Paris, for McCall's.

•

Educational Films Corp. Of America

1501 Broadway, New York 36, N. Y.
Phone: PEnnsylvania 6-1780

President.....Earl W. Hammons
Vice President.....V. H. Hammons
Vice-Pres.....Bernard J. Prockter
Treasurer .....John Prockter
Secretary .....L. Loweninthan

Services Offered—Films for theatrical release, for educational purposes, television shows live or on film. Producing on the West Coast and in New York.

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Elan-Porter Productions Inc.

19 W. 45th St., N. Y., N. Y.
Phone: Judson 2-1992

President .....Raphael Elan

Services Offered—Motion picture producers, TV films, industrial, educational, foreign films, representation & production.

Peter Elgar Productions, Inc.

75 W. 45th St., New York 36, N. Y.
Phone: JUdson 6-1870

President .....Peter Elgar
Exec. V.P. .....Julius Edelman
Vice Pres. .....Philip Frank
Sec'y.-Treas. .....Jessie B. Adamson

Services Offered—Producers of industrials, documentaries, and films for television.

Productions — Bedtime for Janie (P. H. Hanes Knitting Co.), Tales of Hoffman (Hoffman Beverage Co.), Holy Land Re-visited (Schaeffer Brewing Co.). Commercials: Cheer, Ivory Soap, Dromedary, Chiclets, American Sugar, Gulf Oil, Parliament Cigarettes.

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Elliot-Unger-Elliot, Inc.

414 West 54th St., New York 19, N. Y.
Phone: JUdson 6-5582

President .....Stephen Elliot
V.P. .....William H. Unger
Treasurer .....Michael Elliot
Exec. Prod. .....Marc Statler
Controller .....William Sohl

Services Offered—Specializing in TV filmed commercials. Two large sound stages completely set up for service to advertising agencies.

Current Poductions—Prudential Life Ins. Co., Aluminum Co. of America, Ivory Soap, Jergens-Woodbury, Scott Paper Co., Campbell Soup, Coty, Crisco, Camay.

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Phone: PL 9-4500

President .....Arthur Lubo
Vice President.....Fred De Jaager
Sec'y-Treas.....Helen D. Kelleher
Gen. Oper. Mgr.....William Reilly
Acc't Execs. .....David Lion, Ken Fay

Services Offered—Complete film production facilities: Air conditioned studios; 2 screening rooms, editing, production and filming of spots, programs; industrials: packing, shipping, library service.

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1001 Connecticut Ave., N.W.,
Washington 6, D. C.
Phone: STerling 3-2222

President.....Robert J. Enders
Exec. Vice-President ....Howard A. Enders
V.P. & Exec. Prod.....Robert L. Friend
General Manager.....Gus Eisenman
Director of Scripts.....Sylvia Edlen
Coordinator .....Mimi Crowell
Production Mgr.....Stanley Bass

Services Offered—Producers of motion pictures for television and industry. Commercials; animation; consultants. Complete production from concept and story board. Packagers of programs for local sponsorship.

Productions—New Story of Milk, Crisis, New Family in Town, Tomorrow-Today (series), Time of Disaster.

Endorsements, Inc.

65 East 55th St., New York 22, N. Y.
Phone: PLaza 1-0320

President .....Jules Alberti
Exec. V.P. .....Chris Anderson
V.P.-TV & Film .....Rob't C. Brilmayer
Vice-Pres. .....Dr. Harold S. Wadro
Sec'y-Treas. .....Carol Batchelder

Services Offered—Endorsements and testimonials live and film for TV.

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Barcelona No. 15, Mexico 6, D.F. Mex.
Phone: 35-90-64

President.....General Juan F. Azcarate
Secretary .....Srita. Blanca Martinez
Sales Mgr. .....Salvador Contreas

Services Offered—Production, distribution of short films.

Productions—Mexican Newsreel, Cine Selecciones.

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Excelsior Pictures Corp.

1564 Broadway, New York 36, N. Y.
Phone: CIrcle 5-6157

President .....Walter Bibo

Services Offered—Distribute various features and shorts.

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Chief Booker.....Monty Raphaelson

Services Offered—Motion picture films for TV, feature and half hour length.

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Faillace Productions, Inc.

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Phone: MUrray Hill 5-4652

President .....Tony Faillace
V.P., Creative Dir. .....Len Mackenzie
V.P., Musical Dir. .....Bob Haggart

Services Offered—Creation and production of musical commercials. TV-Radio consultant to agencies. Packaged shows.

Productions—Ford Trucks, Maxwell House Coffee, Halo, Spry, Post Cereals, Pink Camay, Borden's, Sunshine Crackers, Tide, Vel-Bar, Jubilee Wax, Alcoa Wrap.

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Family Films, Inc.

5823 Santa Monica Blvd., Hollywood 28, Calif.
Phone: HO 2-0888

Pres., Supervisor Prod.....Sam Hersh
Assoc. Prod.....Pierre Couderc
Assoc. Prod.....Roy Luby
Dir. Adv. & Pub. Rel. .....Martin Mooney

Services Offered—World's largest producers of religious films for church and TV markets.

Productions—This Is The Life, The Way, This Is The Answer.

Jerry Fairbanks Productions

1330 N. Vine St., Hollywood 28, Calif.
Phone: HOllywood 2-1101

Pres., Exec. Producer.....Jerry Fairbanks
Production Manager.....John McKennon
Studio Manager.....Robert Scrivner
Head, Creative Dept.....Leo S. Rosencrans

Services Offered—Producers of all types of films for television, including package programs, agency shows, spot announcements, and special featurettes. Also commercial and theatrical motion picture producers.

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Family Theatre

7201 Sunset Blvd., Hollywood 46, Cal.
Phone: HO 2-1317

Pres., Prod. .....Rev. Patrick Peyton, C.S.C.
Vice-Pres. .....Rev. Jerome Lawyer, C.S.C.
Sec'y-Treas.....Rev. John T. Corr, C.S.C.
Assoc. Prod. ....Rev. Philip Higgins, C.S.C.

Services Offered—Production and presentation of weekly dramatic broadcast over Mutual Network. Production and distribution, free of charge, of religious films for public-service use.

Productions—15 half-hour religious color films now in production in Madrid, Spain. 25 15-minute films now available.

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Phone: PLaza 7-6167

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Services Offered—Specialists in production of children's films.
Productions—Series of 26 color musicals for children.

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Don Fedderson Productions

120 El Camino, Beverly Hills, Calif.
Phone: BRadshaw 2-8031
President .....Don Fedderson
Vice President.....Fred Henry
Productions—"Liberace," "Life With Elizabeth," "Millionaire," "Do You Trust Your Wife?", "If You Had A Million," "Date With The Angels."

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Federal Telefilms, Inc.

1041 N. Formosa Ave., Hollywood 46, Calif.
Phone: HOllywood 7-5111
President .....Harry Joe Brown
Vice-Pres. .....Randolph Scott
Secretary.....Louis L. Goldman
Exec. Prod. .....Herbert Stewart
Services Offered — Production of motion picture photoplays designed primarily for television.
Productions — "Crossroads," "Mr. & Mrs. North," "The Falcon."

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404 N. La Cienega Blvd., Los Angeles 48, Cal.
Phone: OLympia 2-2612
40 E. 40 Street, New York 16, N. Y.
Phone: LExington 2-2384
Owner-Producer.....Paul J. Fennell
Technical Dir. .....John E. Burks
Business Manager.....Claudia Rinaldi
Services Offered—Producers of Public Relations, training and commercial films; live action and animation; specializing in animated cartoons, from story and character creation to final editing.
Productions—TV commercials: Schmidt's Beer, Ipana, U. S. Keds, Vitalis, Campbell's.

•

Filmack Corp.

1327 S. Wabash Ave., Chicago 5, Ill.
Phone: HArrison 7-3395
President .....Irving Mack
Treasurer .....Joe Mack
Secretary .....Bernard Mack
Prod. Manager.....Pat Cascio
Branch Office
341 W. 44th St., New York, N. Y.
Phone: PLaza 7-0900
TV Sales Manager.....Don Mack
Branch Mgr. .....Max Herschmann
TV Production Mgr.....Jack Saperstein
Services Offered—Theatre & TV commercials specializing in cartoon stop motion and animation. Creative staff available for agency use.

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Film Classic Exchange

8163 Santa Monica Blvd., Hollywood 46, Calif.
Phone: OLdfield 4-2222
Manager.....Charles H. Tarbox

GROSS-KRASNE, INC.

JACK J. GROSS PHILIP N. KRASNE

California Studios

Hollywood, Calif.

Services Offered—Library comprises more than 3,000 titles from 1895 to 1940; package features and westerns.

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Filmcraft Productions

8451 Melrose Ave., Los Angeles 46, Calif.
Phone: OLive 3-2430
Pres. & Owner .....Regina Lindenbaum
Production Super.....Ferenz Fodor
Supervising Ed.....Norman Colbert
Services Offered—Create, film and produce television programs, commercials, government and business motion pictures.
Productions — Groucho Marx "You Bet Your Life," Mark Twain, Feature.

●

Film Creations, Inc.

16 E. 40th Street, New York 16, N. Y.
Phone: MUrray Hill 9-4565
President .....Joseph M. Barnett
Treasurer .....Edward R. Carrol
Operations Mgr.....Lewis Davis
Scenic Design .....Brooke Smith
Supervising Editor .....Jas. Lenkowski
Services Offered—Production of live and animated TV commercials, industrial, training and public relations films; sound slide-films; creative and technical staff; sound-stage, full optical and editorial facilities.
Productions: TV Commercials for Amoco, Savarin, Pan American Oil, Revlon, Sylvania, Johnson & Johnson, National Biscuit, Quaker Ooats Ronzoni, Whitehall Pharm., RayCo, Int'l. Latex.

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1153 N. Highland Ave., Hollywood 38, Calif.
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Services Offered—Specialized 35mm and 16mm color and black and white laboratory services for motion pictures and television.

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Phone: CIrcle 7-1877
President .....Rosalind Kossoff
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Treasurer .....Harry Bimberg

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650 N. Bronson Ave., Hollywood 4, Calif.
Phone: HOllywood 2-7141
President.....Robert W. Stabler
Vice-Pres.....Glenn N. Cook
Secretary .....Clifford Enger
Treasurer .....Patricia Tracey
Services Offered—Production all types TV Films.
Productions—"Gunsmoke."
Feature Films Distributed—Trooper Hook and The Black Whip.

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Film Studios of Chicago

135 S. LaSalle St., Chicago, Ill.
Phone: Central 6-8147
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Services Offered—Consultation on TV and film production.
Productions—Women of Today, Spanuth's Vod-A-Vil Acts.

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M. C. Pictures, Inc.
1501 Broadway, N. Y., N. Y.
Phone: LOngacre 3-6187
Executive V.P.....Jerome Balsam
Services Offered—Distributors of features.

•

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128 Mallory Ave., Jersey City, N. J.
Phone: HEnderson 2-4474
Executive Director.....M. A. Fiore, Sr.
Sound & Production.....A. A. Fiore, Sr.
Photography .....Leo Lowenthal
Distribution .....Anthony Santasieri
Services Offered—16 & 35 mm. educational and documentary, public service films, black and white or color, for industry, TV, public relations, religious civic organizations. Sound slide films, Animation. TV commercials.
Facilities—Complete 16 and 35 mm. film equipment.

•

Flamingo Films

509 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4800
President .....Joseph Harris
Exec. V.P. .....Sy Weintraub
Vice Pres. .....David L. Wolper
Sales Mgr. .....Ray Hamilton
Branch Offices
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Phone: DElaware 7-4014
Manager .....Charles McGregor
3265 Green Glade Rd. N.E., Atlanta, Ga.
Phone: MElrose 6-2903
Manager .....Bill McDonald
120 Elatan Dr., Pittsburgh, Pa.
Phone: WAlnut 1-2922
Manager .....Ken Israel
9842 Webb Chapel Rd., Dallas, Tex.
Phone: FLeetwood 1-6380
Manager .....Ken Rosewell
9100 Sunset Blvd., Los Angeles, Calif.
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Partner & Exec. in chg. of Production.....Armand Schaefer
Services Offered—Production of TV films
Productions—Annie Oakley.

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Fortune Features, Inc.

1501 Broadway, New York, New York
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President.....Jules B. Weill
Sales Manager.....Sam Greller
Chief Booker.....Monty Raphaelson
Services Offered—Distribution of 70 features for TV.

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Foundation Films Corporation

303 Citizens Bank Bldg., Pasadena, Cal.
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New York Associate: Lakeside TV Co.
1465 Broadway, New York 36, N. Y.
Phone: LOngacre 5-4582

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Sec'y-Treas. .....Eldon L. Eby

Services Offered—Production and distribution of non-denominational religious films.

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•

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Secy-Treas. .....Lee Volker
Manager, Mexico.....Rene Anselmo
Manager, Canada .....Ralph C. Ellis
Manager, London.....Lane Blackwell

Services Offered—Distribution of American radio & TV products abroad.

Productions—Hopalong Cassidy (Spanish and Portuguess sub-titles); Movie Museum; Roller Derby; Encyclopedia Britannica; National Film Board of Canada.

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(See Program Producers)

Gallagher Films, Inc.

137 N. Oakland Ave., Green Bay, Wisc.
Phone: Hemlock 7-1307

President.....James C. Gallagher

Services Offered—Producers of TV spot commercials.

Gateway Productions, Inc.

1859 Powell St., San Francisco, Cal.
Phone: SUtter 1-8464

President.....Alvin J. Gordon

Services Offered—Distributor of 16mm. educational films.

Productions — Primary Nutrition Series, Primary Nature Study Series, Primary Manners Series, Primary Citizenship Series, Primary Science Series, Primary Modern Civilization Series, Primary Botanical Series.

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John St., Fort Lee, N. J.
Phone: N. J. WIndsor 4-5100
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President.....C. Carleton Hunt
Vice-Pres. Secy.....Hans de Schulthess
Vice President.....R. G. Goodwin
Sales Director.....A. A. Brody

Services Offered—Complete 16 and 35 mm. b & w developing and printing, plus 16 mm. Kodachrome duplicating, magnetic striping.

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Gerald Productions, Inc.

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General Mgr.....Rick Landen
Exec. Producer .....Gerald Auerbach
Production Mgr. .....Stuart Grant
Supervising Editor .....Donald Drucker
Associate Producer & Casting Director .....Lynn Irwin
Art Director .....Jaroslaw Monastyrsky

Services Offered—Motion picture production for theatrical, television and commercial release.

Productions—A World Alone (theartical) and The Ordeal of Thomas Moon (sponsored for TV).

•

Glenar Studios

6642 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 4-0406

Owner .....Sid Glenar

•

Mel Gold Productions, Inc.

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President.....Melvin L. Gold
Sales Manager .....Stan Cole
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Services Offered—Engaged in the creative production of: TV commercial films; TV program films; theatrical films; educational films; training films; live TV programs, industrial films. Complete studio faciilties; cutting rooms, screening room, research studio.

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President.....Arthur Kerman

Services Offered—Distribution of films for TV. Representatives for Telepictures, Inc.

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Harry S. Goodman Productions

19 E. 53rd St., New York 22, N. Y.
Phone: PLaza 5-6131

General Manager.....Harry S. Goodman
Sales Mgr.....Everett F. Goodman
Office Manager.....William Baron
Secretary .....H. D. Knuth
TV Director.....S. M. Wilson
Traffic Mgr. .....Frank Gehrecke

Services Offered—15 and 30 minute filmed shows for TV.

Productions—Drew Pearson's Washington Merry-Go-Round, produced weekly; Juveniles—Streamlined Fairy Tales, Cyclone Malone, Jump-Jump of Holiday House; Commercials—Savings & Loan spots, beer spots, fur storage spots, weather forecast jingles.

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Goulding-Elliott-Graham Productions, Inc.

420 Lexington Ave., New York 17, N. Y.
Phone: LE 2-9014

President.....Edward R. Graham, Jr.
Secretary .....Robert B. Elliott
Treasurer .....Raymond W. Goulding
Vice-Pres. .....John Moses

Services Offered—A production agency dealing in the creative aspects of radio, television and their related fields.

Productions—Sound-tracks for Piel Brothers beer commercials; Kerten Calls, animated for NBC.

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Grantray-Lawrence Animation, Inc.

1537 N. LaBrea, Hollywood 28, Cal.
Phone: HO 9-7968

President .....Ray Patterson
Vice-Pres. .....Robert L. Lawrence
Sec'y & Treas.....Grant Simmons

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John Guedel Productions

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V.P. & Exec. Producer.....John Guedel

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Ass't to Pres. .....Arthur Gross
Controller & Ass't Treas. .....Arthur Lerner
Exec. Producer .....Duke Goldstone

Services Offered—Production and distribution of filmed television programs; production of TV commercials, industrial and public service films; distribution of feature films.

Productions—Jack London's Captain David Grief.

Distributing—300 features, 98 westerns and 19 TV packages: Liberace, Life with Elizabeth, Joe Palooka, Florian Zabach, The Frankie Laine Show, It's Fun to Reduce, Confidential File, I Spy, Molly (Goldbergs), Popcorn Theater, Conrad Nagel Theater, Sherlock Holmes, Paris Precinct, Janet Dean, Duffy's Tavern, Col. Tim McCoy, Junior Science, Looney Tunes and Walter Lantz Cartoons.

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1148 San Ysidro, Beverly Hills, Calif.

Owner .....Jack Goetz

Services Offered—Lab. service for all TV requirements; 16 & 35 mm. television features, serials and shorts.

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650 No. Bronson, Los Angeles 4, Cal.
Phone: HO 9-8321

Producer.....Jack J. Gross
Producer .....Philip N. Krasne
Producer .....Donald Hyde
Exec. V.P. .....Guy V. Thayer
Casting Dir.....Lynn Stalmaster

Services Offered—Studio facilities for TV and motion picture producers. Currently producing "The O. Henry Playhouse."

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Herman Hack Productions

2441 N. Beachwood Dr., Hollywood 27, Calif.
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Owner .....Herman Hack

Services Offered—This series features The Frontier Parson, Herman Hack. They are youth program films, mostly for churches and schools. They are sold on lease fee and the rentals are handled by Film Rental Libraries. TV write for details.

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Manager .....Aubrey Ison

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President.....Leo A. Handel
Vice President.....John Mansure
Secretary .....Monroe Manning

Services Offered—Production of films for television, production of film commercials.

Productions—"The Magic of the Atom," "Harbor Patrol,"

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V.P.-Television .....Vincent Herman
Ass't to Pres. .....Anne White
Executive Vice-Pres.....Oliver Horn
V.P.-Gov. Contracts .....John Campbell
V.P.-Service Ops. .....Everett Schafer
V.P.-Sales Dev.....George B. Finch
V.P.-Contracts .....Wm. Luther
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Treasurer.....Allan E. Gedelman
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355 North Beverly Dr., Beverly Hills, Calif.
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Film Director.....Harry Kaye
Office Manager.....C. Coleman

Services Offered—Producer and distributor of motion picture film for television, packager of live television shows, owner of Channel 2, Casper, Wyoming.

Productions—So This is Hollywood, Christie Comedies, Main Event Wrestling, Jalopy Races from Hollywood, All-Girl Wrestling, Telemusicals, Beyond the Yukon.

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Hawley-Lord, Inc.

205 E. 43rd St., New York 17, N. Y.
Phone: OXford 7-2520

President .....Andre Lord
V.P. Treas.....Lewis D. Abbott
Secretary .....Gordon Shadwick

Services Offered — Production of 16 mm. color motion picture shorts on hunting and fishing.

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Pres., Treas.....Jack H. Hoffberg

Services Offered — Distributors of half hour, quarter hour and ten minute series of films, including Stories of the Operas in 15 minutes.

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Hollywood Film Company

946 N. Seward St., Hollywood 38, Calif.
Phone: HOllywood 2-3284
Partners.....Ben & Harry Teitelbaum

Services Offered—Manufacture and sell editing supplies and equipment, reels, cans and shipping cases.

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Hollywood Film Enterprises, Inc.

6060 Sunset Blvd., Hollywood, Calif.
Phone: HOllywood 4-2181
President .....Mickey Kaplan
Sales Manager.....T. H. Emmett

Services Offered — Distributor of film shorts.

Hollywood Television Service, Inc.

4020 Carpenter St., N. Hollywood, Cal.
Phone: POplar 3-8807
N. Y. Phone: JUdson 6-1700
Pres., Gen. Sls. Mgr. .....Earl Collins
Vice-President .....Richard G. Yates
Sec'y-Treas. .....Lester J. Nelson

Services Offered—Distribution of motion pictures for TV.

Distributing—Stories of the Century, Commando Cody, Sky Marshal of the Universe, Stryker of Scotland Yard, Adventures of Dr. Fu Manchu, Frontier Doctor.

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Sandy Howard Productions

853 Seventh Ave., New York 19, N. Y.
Phone: JUdson 6-6610
President .....Sandy Howard
Producer .....Marvin Paige
Producer .....Claire Smithers
Assoc. Prod. .....Ralph Gottlob
Film Direcor .....Peter Alexander

Services Offered—Production of live and filmed television programs for network and syndication arrangements.

Productions—Live: The Luncheon at Sardi's Show, Celebrity Club, The Barry Gray Show. Filmed: The Great Adventure, The Merry Mailman, Jungle Adventure.

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Phone: JUdson 6-7198
President .....Michael Hyams

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Ideal Pictures, Inc.
58 E. So. Water St., Chicago 1, Ill.
Phone: FInancial 6-5480
President.....Paul R. Foght
V.P., Secretary .....George E. Dean
Treasurer .....Jack Spire
Services Offered—Rental of 16mm entertainment features, educationals, religious, short subjects, and free-loan films. Sale and rental of audio-visual equipment.

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Imperial World Films, Inc.
12 E. Delaware Pl., Chicago 11, Ill.
Phone: MIchigan 2-6200
President .....Sylvia H. Davis
Chairman of the Board .....Russ Davis
General Sales Mgr. .....Gene Lukas
Services Offered—Production and distribution of films for television; commercials, industrials, documentaries.
Productions—Wrestling from Chicago, Raymon Massey Reads the Bible.

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Imppro Productions, Inc.
7324 Santa Monica Blvd., Hollywood 46, Cal.
Phone: OL 4-2800
President.....Herbert L. Strock
Vice-President.....Richard G. Taylor
Services Offered: Produce filmed shows, commercials; rental sound effects library, cutting rooms & equipment.

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Information Productions, Inc.
5 East 57th St., New York 22, N. Y.
Phone: PLaza 1-1710
President .....Thomas H. Wolf
Vice-Pres. .....Francis C. Thayer
Treasurer .....Rene Bras
Secretary .....Lee Hazen
Director .....Arthur Zegart
Assoc. Prod. .....John L. Thayer
Production Mgr. .....Robert W. Asman
Services Offered—Production of all phases of motion picture work, including color and black and white films in 16mm and 35mm. Also sound slide, motion slide, animation.
Productions—You Are There, The Search, Air Power, Secrets of the Reef (feature), various federal, state and industrial commercial films.

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Productions—Friend Of A Friend, What We Eat We Are, The Story Of Television, A Woman Wrote A Letter.

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International Film Foundation, Inc.

1 E. 42nd St., New York 17, N. Y.
Phone: OX 7-6820
Executive Dir.....Julien H. Bryan
Services Offered—(1) Production of documentary films. (2) Distribution of documentary films including TV use, chiefly twenty minute shorts on the peoples of various countries.

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Phone: MU 7-8800
General Mgr.....J. Kingsbury Smith
Editor-in-Chief .....Barry Faris
Ass't. Gen. Mgr.....P. G. Reed
Managing Editor.....P. R. Allerup
Business Mgr.....Robert W. Brown
TV Sales Mgr.....Robert H. Reid
Promotion Mgr.....Kenneth Smith
Services Offered—Telenews daily, weekly and sports film services; facsimile circuit; INS 24-hour news wire; 35mm transparency service; "Ask The Camera" film show; stock film library.

●

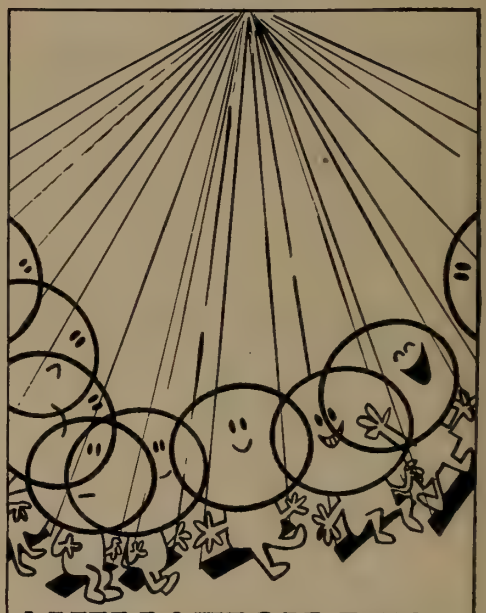
International 16mm. Corp.

(See Program Producers)

●

Interstate TV Corporation

4376 Sunset Drive, Hollywood 27, Calif.
Phone: NOrmandy 2-9181
445 Park Ave., New York 22, N. Y.
Phone: MU 8-2545
President.....G. Ralph Branton
Vice-President.....Lloyd Lind
1250 S. Wabash Ave., Chicago, Ill.
Phone: WAbash 2-7937



ANIMATION INC.
8564 Melrose Avenue
Hollywood
television commercials

Manager .....Paul Blair
130 W. 18th St., Kansas City, Mo.
Phone: ENdicott 7151
Manager .....William Kahan
1635 Central P'kway, Cincinnati, Ohio
Phone: PArkway 1-0179
Manager .....Dick Ostrander
3207 Friendly Rd., Greensboro, N. Y.
Phone: GReensboro 3-7551
Manager .....Hank Profenius
2204-06 Commerce St., Dallas, Tex.
Phone: PR 1658
Manager .....Jay Rubin

Services Offered—Production and distribution of motion pictures for television.

30 minute package shows.

●

Inter-TV Films, Ltd.

1410 Stanley St., Montreal 2, Canada
Phone: PLateau 4868
President .....Marcel Leduc
Exec. V.P.....Robert A. Jouglet
Secretary .....Jules Dupre
Treasurer .....Jean H. Thys
147 University Ave., Toronto, Ontario, Can.
Manager .....Norman Brown
133 E. 54th St., N. Y. 22, N. Y.
Exec. in charge.....Olga Lampard

Services Offered—Distribution of U. S., British and foreign films.

Distributing—130 U. S. features, 30 French features, The Errol Flynn Theater (half-hour anthology).

●

Lou Irwin, Inc.

9165 Sunset Blvd., Hollywood 46, Calif.
Phone: CR 1-7131
President.....Lou Irwin
Associate.....Ted Wilk
Story Dept.....Frances Manson
Exec. Secretary.....Jay Schlein

Services Offered—Representing producers, directors, actors, actresses, dance directors and all personnel pertaining to the film, television and radio industry.

●

Italian Films Export, Inc.

Phone: JU 2-4040
President.....Dr. Renzo Rufini
Exec. V.P.....Seymour Poe

Services Offered—Importer of TV films.

●

Jason Comic Art

480 Lexington Ave., New York 17, N. Y.
Phone: PLaza 3-9370
Director .....Leon Jason

Services Offered—Production of TV film featuring cartoons and puppets; children's shows and commercials.

Current Productions—Jingle Dingle.

Jewell Television and Radio Productions

540 N. Michigan, Chicago 11, Ill.
Phone: MOhawk 4-5757
President.....James E. Jewell
Vice-Pres.....W. Ralph Jewell
Secretary.....M. P. Casey
Editor .....James Lawrence
1040 North Las Palmas, Hollywood, Cal.
Phone: HOllywood 7-3111
Manager .....Michael Baird
Director .....Lewis Foster
3062 Penobscot Bldg., Detroit 26, Mich.
Phone: WOodward 3-0617
Exec. in Charge.....W. Ralph Jewell

Services Offered—Creation and production of programs, films, spots and jingles; TV consultants to agencies and sponsors.

Productions—Silver Eagle, Pressure.

●

K & W Film Service Corp.

1657 Broadway, New York 19, N. Y.
Phone: CIrcle 5-8081

●

Bernard E. Karlen Productions

270 Park Ave., New York 17, N. Y.
Phone: PL 9-3107
Exec. Producer.....Bernard E. Karlen
Associate Producer.....Roland N. Karlen
Associate.....Lorraine S. Hoflin

Services Offered—Package program, both film and live. Production consultant, commercials and scripts.

●

Victor Kayfetz Productions

1780 Broadway, New York 19, N. Y.
Phone: CIrcle 5-4830
President .....Victor Kayfetz
Client Services.....Muriel Friedman
Dir., Golden Snowball Div.....Sylvia Gerson
Animation Super.....R. M. Cooke
Prod. Assts.....Seymour Posner
Animator .....Abe Blashko

Services Offered — Motion picture producers specializing in sponsored public service films. Own all 16 and 35 mm. production equipment, have animation stand, art department.

Productions — Water World Series, The Last Story, Safety Is No Accident, Sailing Newfoundland Waters, Bermuda Treasure Hunt.

●

Herbert Kerkow, Inc.

480 Lexington Ave., New York 17, N. Y.
Phone: PLaza 1-1833
President .....Herbert Kerkow

Services Offered—Sound stage and complete equipment for production of public relations and TV films.

Productions—Helicopter Series, Shipboard Organization, First Aid for Heat Stroke and Heat Exhaustion, Pursuit of Happiness.

King Shore Films, Ltd.
445 Park Avenue, New York, N. Y.
Phone: PLaza 1-5370
President.....Sig Steven Shore
Gen. Sales Mgr.....Charles King
Services Offered—Syndication of TV films on the basis of a network concept and through local sales.
Productions—Medal of Honor, Errol Flynn Theater.

•

Kling Film Enterprises, Inc.
1058 W. Washington Blvd., Chicago 7, Ill.
Phone: SEeley 8-4181
Hollywood Office
1416 N. LaBrea Ave., Hollywood, Calif.
Phone: HOllywood 3-2141
President.....Robert Eirenberg
Exec. V.P.....Harry W. Lange
V.P.-Sales.....Lester A. Weinrott
Production Mgr.....H. Richard Hertel
Creative Dir.....Hillard Rose
Art Director.....Manny Paull
Controller.....Lawrence Stein
Dir. Syn. Film Div.....Al LeVine
W. Coast Operations.....Jack Fenimore
Producer (Chi.).....Leonard A. Levy
Studio Mgr. (Chi.).....Joseph E. Bishop
Services Offered—TV packages and commercials; industrial, sales training and educational films. Full production and recording facilities for 35mm and 16mm, B&W and color. Animation. 3 stages in Hollywood, 3 in Chicago.
Productions—9 films for General Electric; TV spots: RCA Whirlpool, Blatz, Kellogg, Evinrude, Chevrolet, Alemite, Parker Pen Co., Admiral, U. S. Gypsum; Training Flms: U. S. Air Force, Conn Limited, Dresser Industries; Syndicated commercials for Savings & Loan, bread, ice cream, milk, beer; Syndicated series: American Barn Dance, Paradox, Wrestling, Boxing.

•

Knickerbocker Productions, Inc.
1600 Broadway, New York 19, N. Y.
Phone: CIrcle 5-6710
Pres., Treas.....Howard A. Lesser
Vice-President.....Frank Beckwith
Secretary.....Agnes Grant
Services Offered—Producers of all types of motion pictures, commercials and spots.

•

Harold E. Knox Productions, Inc.
104 Esparta Way, Santa Monica, Calif.
Phone: EXbrook 4-4275
President.....Harold E. Knox
Vice-President.....Charles Marshall Floyd
Treasurer-Secretary..Harry F. Overbeck, Jr.
Services Offered—Representatives for motion pictures, TV.

Lakeside TV Co., Inc.
1465 Broadway, New York, N. Y.
Phone: LO 5-4582
President.....Richard Stevers
Exec. Vice-Pres.....Bernard Schulman
Services Offered — Film production and national and world TV distribution.
Productions—Wild Life in Action, Where in the World, On the Spot, Of All Things, Opera and Ballet, Bobo the Hobo, Fun with Felix, Reading the Bible, Oddities Beyond Belief, The Bible, Night Editor, The Magic Vault, Out of the Past, Adventures in Sewing, Queen of the Jungle, Wanted, 75 Animal Shorts, Cartoons and Wrestling.

•

La Brea Productions, Inc.
915 N. La Brea Ave., Hollywood, Calif.
Phone: OL 4-7400
President.....O. Gail Papineau
Sec'y-Treas.....James E. Baumeister
Producer-Dir.....Henry J. Ludwin
Animation Dir.....Richard Lundy
Services Offered—Production of TV films, films for industry, complete animation department, sound stages, all-new professional facilities and equipment.
Productions — TV commercials for Swift, Borax, Carnation, American Gas Association, Standard Oil of Ohio, Care, Chairmin Tissue, S & W Foods, Italian Swiss Colony, half-hour films for Richfield.

•

Langlois Filmusic, Inc.
619 West 54th St., New York 19, N. Y.
Phone: JU 6-4155
President.....C. O. Langlois, Jr.
Sales Manager.....T. A. Roseen
Hollywood: HO 9-5846
West Coast Mgr.....George R. Jones
Canada: Langlois Filmusic, Inc.
447 Jarvis St., Toronto 5, Ontario
Services Offered—Music library on tape, film and disc for TV, industrial, and theatrical films. Live and pre-recorded music scoring. Picture editing, narration, and music recording, mixing and sound effects library.

•

Lalley & Love Inc.
(see James Love Productions, Inc.)

•

Lance Productions, Inc.
315 West 57th St., New York 19, N. Y.
Phone: PLaza 7-6167
President.....Lorraine Lester
Vice-President.....Leroy M. Sylverst
Treasurer.....Samuel H. Evans
Secretary.....George Lessner
Production Coordinator..Alford H. Lessner
Services Offered—Production of filmed TV commercials, documentaries, industrials and features. Parent of Fantasy Features, Inc., specializing in children's films.

Fully equipped studio at: 321 W. 56th St., New York, N. Y. Phone: CI 6-7020.

Productions—Secrets of the N. Y. Homicide Squad, 4-H Food Favorite, The Christopher Program; TV Commercials for Pez, Vanity Fair, Westpine, Pepsi Cola.

●

Larchmont TV Studios

(See Carthay Sound Stage)

●

Robert Lawrence Productions, Inc.

418 W. 54th St., New York 19, N. Y.
Phone: JUdson 2-5242

President.....Robert L. Lawrence
V.P. Studio Operations.....Louis Mucciolo
Vice-Pres. .....Henry Traiman
Treasurer.....Philip Kornblum
Edit'l Sup.....Richard Jacobs
Casting Director.....Jacqueline Laster
Production Supervisors .....Doris Reichbart, Jerry Maticka, Gabriel Boyz

Services Offered—Production of TV commercials and films for industry.

●

Robert Lawrence Productions (Canada) Ltd.)

32 Front St., West, Toronto 1, Canada
Phone: EMpire 4-1448

President.....Robert L. Lawrence
V.P., Gen. Mgr.....John T. Ross
Treasurer .....Philip Kornblum
Production Dir.....Robert Rose

Productions—Molsons, Swift Canadian, Colgate-Palmolive, Proctor & Gamble, McColl-Frontenac, Moirs Chocolates.

Les Lear Productions Corp.

Hotel Sherman, Chicago 1, Ill.
Phone: FRanklin 2-2100

President .....Les Lear

Services Offered—Radio, TV & film production.

●

Leichter, Mitchell

2125 N. Highland Ave., Hollywood 28, Calif.
Phone: HO 3-4181

Pres., Head of Prod.....Mitchell Leichter
General Manager.....Jean Rich

Services Offered—Producer, distributor of films for television.

●

Gene Lester Productions

1487 N. Vine St., Hollywood 28, Calif.
Phone: HOllywood 4-7287

Producer-Director .....Gene Lester
Chief Tech., Sound.....George Richardson
Comptroller.....Albert J. Silverman
Production Manager.....Martin Sperber

Services Offered—TV film packages and commercials.

Productions—"Hollywood on the Line," "Assignment Unknown" and others.

Lewis & Martin Films, Inc.

1431 N. Wells, Chicago 10, Ill.
Phone: WHitehall 4-7477

President .....Herschell G. Lewis
Exec. V.P.....Arthur E. Kaplan
Vice Pres.....Spencer Allen
Dir. of Sales.....Patrick Murphy
Studio Mgr.....Michael Kelly
Production Mgr.....Thomas Carroll
Art Director.....Sanford Greenlaw
Chief Animator.....Don Margolis
Dir. Photography.....Martin Schmidhofer

Services Offered—35mm and 16mm motion pictures; slide films; sound recording; slides; TV and film art; complete animation facilities; scripts and story boards; still photography; studio rental (2 stages, 50 x 100).

Productions—TV commercials for Presto, Norge, Blue Cross, York Air Conditioner, Democratic National Committee, Federal Civil Defense Administration, Alpen Krauter, Wen Products, Moritite, Nadionoala, Ideal Dog Food; industrial and business slide films; Syndicated series — Oklahoma Chuck Wagon Boys.

●

Lewislor Enterprises, Inc.

9756 Wilshire Blvd., Beverly Hils, Calif.
Phone: HOllywood 7-5111

Producer .....John London
Ass't Prod.....Jack Murton
Director .....Harry Keller
Art Director.....Frank Sylos
Chief Cameraman.....Norbert Brodine
Music .....Harry Lubin

Services Offered—Producing films for television.

Production—The Loretta Young Show.

●

Library Films Inc.

25 West 45th St., New York 36, N. Y.
Phone: PLaza 7-0100

President.....Paul N. Robins

Services Offered—Lease-sale TV rights mostly for foreign serials, features and shorts.

●

Lou Lilly Productions

5746 Sunset Blvd. ,Hollywood 28, Calif.
Phone: HOllywood 5-6325

President .....Lou Lilly
Vice Pres.....Manny Gould
Accountant .....Jack Perrin
Film Co-ordinator.....John Fuller
Poduction Mgr. .....R. Agnew
Sales Mgr.....Tim Ellis

Services Offered — TV commercials, animated-live action and industrial films.

Productions — Winston Cigarettes, Camel, Buick, Ken-L-Ration Dog Foods, Prestone Anti-Freeze.

●

Lion Television Pictures Corp.

1501 Broadway, New York 36, N. Y.
Phone: PEnnsylvania 6-1780

President.....E. W. Hammons
Secretary-Treasurer.....T. Newman Lawler

Services Offered—Financing TV shows and packages. Offering to TV stations packages of 13 Handy Andy episodes of 12½ minutes each.

●

Loucks-Norling Studios, Inc.

245 W. 55th St., New York 19, N. Y.
Phone: CIrcle 7-2366

President.....John A. Norling
Vice-President .....Hans Tiesler

Services Offered—The production of sales promotional, entertainment, personnel training and educational motion pictures, slide films and TV commericals. Also 3D production specialists.

Productions—Remington Rollectric, Swansdown, Birds Eye, Gillette.

●

James Love Productions, Inc.

115 W. 45th St., New York 36, N. Y.
Phone: JUdson 2-4633

President.....James A. Love
Secretary.....Anne M. Love
Sales Manager.....C. Austin Love
Supervising Editor.....Wm. D. Henry
Prod. Supervisor.....James W. Wille
Ass't Director.....Elton L. Henning

Services Offered—TV spots and programs, industrial films.

●

Madison Pictures, Inc.

(See M.C. Pictures)

●

Major Television Productions, Inc.

1270 Ave. of the Americas, New York 20
Phone: PLaza 7-6990-1-2

President .....Irving Lesser
Vice President.....Seymour Poe

●

Marathon TV Newsreel Inc.

10 East 49th St., New York 17, N. Y.
Phone: MU 8-0985

Pres., Exec. Prod.....Konstantin Kaiser
V.P., Super. of Prod.....Ken Baldwin
Dir. News & Sp. Events...Chas. Van Bergen
Office Mgr.....Jean Hauck
Traffic Mgr.....Cindy Karp

Services Offered—Public information films produced and distributed to television stations; news and special event coverage; world-wide news service; station consultants on TV news setups; stock footage library.

Productions—The Screen Story, Airhead, The Mailed Fist, Clear Iron, Three . . . If By Air, Challenge On The Lake.

●

Mark VII, Ltd.

2400 W. Alameda, Burbank, Calif.
Phone: STanly 7-0621

President .....Jack Webb
Vice-Pres. & Treas.....J. R. Rodgers

Services Offered—Producer of Dragnet feature; Pete Kelly's Blues feature; Noah's Ark and Pete Kelly's Blues television series. Producer of miscellaneous television productions.

●

Marterto Productions, Inc.

846 N. Cahuenga Blvd., Hollywood, Calif.
Phone: HOllywood 9-5981

Exec. Producer.....Louis F. Edelman
Producer-Dir.....Sheldon Leonard
Ass't Director.....Don Torpin
Art Directors.Ralph Berger, Claudio Guzman
Cameraman .....Robert deGrasse
Music Directors.....Earl Hagen, Herbert Spencer

Services Offered—Series for television.

Productions—Make Room for Daddy.

●

Fox-Marquis Productions, Inc.

717 N. La Cienega Blvd., Hollywood 46, Cal.
Phone: OLympia 2-1262

Services Offered—Write, direct, produce and package radio and television programs; sales and service.

●

The Marshall Organization

521 Fifth Ave., N. Y. 17, N. Y.
Phone: MUrray Hill 7-2722

President.....A. W. Marshall
General Mgr.....Evelyn K. Zuckerman
Legal Rep.....Gerald Dickler

Services Offered—Production of TV films and commercial spots; special public relations films for social, professional, and trade organizations.

●

Masterpiece Productions, Inc.

45 West 45th St., New York 36, N. Y.
Phone: JUdson 2-4717

Services Offered—Distributors of 25 features.

●

Robert Maxwell & Associates

5746 Sunset Blvd., Hollywood, Calif.
Phone: HOllywood 2-6027

Producer .....Robert Maxwell
Photographer .....Stewart Thompson

Services Offered — Series of half hour filmed television shows of "Lassie."

●

M.C. Pictures, Inc.

1501 Broadway, New York 36, N. Y.
Phone: LOngacre 3-6187

President .....Armand Schneck
V.P., Gen. Sales.....Jerome Balsam
Vice-Pres.....Alexander Beck

Services Offered—Distributors to TV of feature films.

●

McCadden Corporation

1040 N. Las Palmas Axe., Hollywood 38, Calif.
Phone: HOllywood 4-2141

President.....George Burns
V.P.-Production .....Al Simon

V.P.-Business .....Maurice Morton
Pub. & Adv. Dir.....Stafford Clark

Services Offered—Creation and production of filmed TV programs for national or network sales; facilities for filming syndicated or network TV programs; production of filmed TV commercials for national sponsors.

Productions—The George Burns & Gracie Allen Show, The Bob Cummings Show, The Peoples Choice, Crisis.

•

McGowan Productions, Inc.

915 N. LaBrea Ave., Hollywood 28, Calif.
Phone: OL 4-0711

Producer.....Dorrell McGowan
Sec'y-Treas. ..... Stuart E. McGowan

Services Offered — Commercials, shorts, features.

Productions—Death Valley Days, Snowfire, Sky King.

•

Medallion TV Enterprises, Inc.

6000 Sunset Blvd., Hollywood 28, Cal.
Phone: HOllywood 2-6635

President.....John A. Ettlinger
Nat'l Sales Mgr.....Hal W. Davis
Western Sales Mgr.....Constance Lazar
Edit'l Supervisor.....Tholen E. Gladden
Film Editor.....Charles Cahill

Services Offered—National distribution of feature films, packages and cartoons for television.

Productions—High Road to Danger, The Open Road, Sew Easy, View the Clue, Greenwich Village, Paddy Pelican cartoons.

•

Meridian Pictures

c/o Samuel Goldwyn Studios
1041 N. Formosa Ave., Hollywood, Calif.
Phone: HO 7-5111

Producer .....William Self
Prod. Mgr.....Ralph W. Nelson
Camera.....George E. Clemens
Casting .....Jack Murton

Services Offered—26 half-hour films.

Production—"Schlitz Playhouse of Stars."

•

MCA-TV

598 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-7500

V.P. in Charge.....David Sutton
V.P.-Nat'l Sales.....Wynn Nathan
V.P.-Sta. Prog. Sls.....Louis Friedland
V.P.-Int'l Sales.....Tom McManus, Jr.
V.P.-West'n Sales.....Robert Greenberg
V.P.-Nat'l Field Sls.....Ray Wild
So'west'n Sls. Mgr.....Layton Bailey
V.P.-MCA Canada.....Stuart Smith
London, England.....Kenneth Cleveland
Paris, France.....M. Teisserie

Branch Offices
9370 Santa Monica Blvd., Beverly Hills, Calif.
Phone: CRestview 6-2001
515 Glenn Bldg., Atlanta, Ga.
Phone: JAckson 4-6750
41 Charlesbank Rd., Newton, Boston, Mass.
Phone: COpley 7-5830
331 Grayton Rd., Tonawanda, Buffalo, N. Y.
Phone: ATwater 4040
430 N. Michigan Ave., Chicago, Ill.
Phone: DElaware 7-1100
106 N. Caldwell St., P.O. Box 1503
Charlotte, N. C.
Phone: FRanklin 7-5360
426 Transportation Bldg., Cincinnati, Ohio
Phone: PArkway 1-1144
1172 Union St., Commerce Bldg.
Cleveland, Ohio
Phone: CHerry 1-6010
2311 Cedar Springs, Dallas, Tex.
Phone: RIverside 7-7536
15037 W. 8 Mile Rd., Detroit, Mich.
Phone: BRoadway 3-8690
204 Marshall, Houston, Tex.
Phone: JAckson 3-3176
6014 W. 76th Terrace, Kansas City, Mo.
Phone: Niagara 2-2064
7630 Biscayne Blvd., Miami, Fla.
Phone: PLaza 8-8731
4166 N. 85th St., Milwaukee, Wisc.
Phone: BRoadway 1-7060
1048 Northwestern Bank Bldg.
Minneapolis, Minn.
Phone: FEderal 3-5552
504 Delta Bld., New Orleans, La.
Phone: EXpress 2087
7711A Wagner Way, Elkins Park
Philadelphia, Pa.
Phone: RIttenhouse 6-4818
952 Gateway Center Bldg. #2, Pittsburgh, Pa.
Phone: GRant 1-9995
212 Beason Bldg., Salt Lake City, Utah
Phone: EMpire 3-4501
105 Montgomery St., San Francisco, Calif.
Phone: Douglas 2-4368
101 Jones Bldg., Seattle, Wash.
Phone: MUtual 4567
Chemical Bldg., 201 Olive St., St. Louis, Mo.
Phone: CEntral 1-8230
180 University Ave., Toronto, Ont.
Phone: EMpire 3-4031
139 Piccadilly, London 1 W., England
Phone: Mayfair 7211
49 bis Avenue Hoche, Paris 8me, France
Phone: Wagram 92-41
12 Via Paraguay, Rome, tIaly
Phone: 859944

Services Offered — Distribution of syndicated TV film programs.

Productions—The Adventures of Kit Carson, Biff Baker—USA, City Detective, Curtain Call, Dr. Hudson's Secret Journal, Famous Playhouse, Federal Men, Follow that Man, Guy Lombardo and his Royal Canadians, Headline, Heart of the City, Hollywood Off-Beat, The Lone Wolf, Man Behind the Badge, Mayor of the Town, Playhouse 15, Pride of the Family, The Ray Milland Show, Rocky Jones—Space Ranger, The Rosemary Clooney Show, Soldiers of Fortune, State Trooper, Studio 57, Waterfront, Western Features Starring Gene Autry, Western Features Starring Roy Rogers.

MGM-TV

A Service of Loew's Inc.
701 7th Ave., New York 36, N. Y.
Phone: JUdson 2-2000

V.P. in Charge TV . . . Charles C. "Bud" Barry
Gen. Sales Mgr. . . . . Richard A. Harper
East'n Sales Mgr. . . . . C. Pete Jaeger
West'n Sales Mgr. . . . . Maurice Gresham
Dir. Promotion . . . . . Monroe Mendelsohn
Exec. Producer (Calif.) . . . . . Samuel Marx
Director of Commercial & Industrial Films . . . . . Virgil Ellsworth

Services Offered—Library of 723 pre-'49 feature films offered to television stations; half-hour TV programs for national sponsorship; TV commercials and industrial films produced to order.

•

Charles Michelson, Inc.

45 West 45th St., New York 36, N. Y.
Phone: Plaza 7-0695

President . . . . . Charles Michelson
Treasurer . . . . . Aaron Michaelson
Traffic Manager . . . . . R. Mantell
Export Manager . . . . . Martin Diamond

Services Offered—Distributors of TV film program series, transcribed radio program series, gennett, speedy-Q and E.M.I. sound effect record libraries. Representatives for foreign broadcasting.

Productions — (TV) Capsule Mysteries; Plainclothesman; Famous Jury Trials. (Radio) The Clock; Famous Jury Trials; Half-Hour Mystery Bloc; Daytime Soap Operas.

•

Minot TV, Inc.

120 E. 56th St., New York 22, N. Y.
Phone: PLaza 1-5090

President . . . . . Charles M. Amory
Vice Pres. . . . . Chesbrough L. Amory
Treasurer . . . . . Justin M. Golenbock
Secretary . . . . . Mary M. Dillon

Services Offered — Production and distribution of films for television.

Productions — The Tracers Company of America, New Orleans Police Department, Do You Know Why, Television Court.

•

Mode-Art Pictures, Inc.

1022 Forbes St., Pittsburgh, Pa.
Phone: Express 1-1846

Chairman, president . . . . . James L. Baker

Services Offered—Producers of film commercials, and TV series.

•

Modern Teleservice, Inc.

219 E. 44th St., New York 17, N. Y.
Phone: OXford 7-2753

President . . . . . J. R. Ritenour
Eastern Sales . . . . . Alex Leslie
Midwestern Sales . . . . . Robert N. Young
Western Sales . . . . . John Lipsky
N. Y. Office Mgr. . . . . L. H. Dunton

Branch Offices
237 E. Ontario St., Chicago 11, Ill.
Phone: DElaware 7-3761

Manager . . . . . H. B. Casenhiser

3450 Wiltshire Blvd., Los Angeles 5, Cal.
Phone: DUnkirk 4-2511

Manager . . . . . J. J. Lipsky

Services Offered — Traffic, distribution, print-procurement, commercial insertion, technical service-of filmed TV programs, spot commercials, props, demonstrators and transcriptions.

•

Carlton E. Morse Enterprises, Inc.

1680 N. Vine St., Hollywood 28, Calif.
Phone: Hollywood 9-6161

President . . . . . Carlton E. Morse

Services Offered—TV film programs, production.

•

Morton Productions

(Radio & Television)
64 East Lake St., Chicago 1, Ill.
Phone: CEntral 6-4144

President . . . . . Morton Jacobson

Services Offered — Syndicated TV Shows.
Productions — This Is The Story, What's Wrong With This Picture?

•

Motion Picture Productions Inc.

(See Program Producers)

•

Motion Pictures For Industry

5243 Kelton Ave., Los Angeles 64, Calif.
Phone: BRighton 0-4757

President . . . . . Harry O. Hoyt
Production Manager . . . . . E. G. Hayter
Camera . . . . . Charles Hanawalt
Sales Manager . . . . . Dean S. Wright

Services Offered—Producers of 35 and 16 mm. commercials, motion pictures and television shows, principally in color.
Productions—"When Presses Roar."

•

Motion Picture Stages, Inc.

3 East 57th St., New York, N. Y.
Phone: PL 3-4840

President . . . . . C. F. Vetter, Jr.
General Mgr. . . . . Gerald Margolis

Services Offered—Film production service, specializing in serving film producers. All production facilities and services.

•

Motion Pictures for Television, Inc.

270 Park Ave., New York, N. Y.
Phone: PL 3-5600

Pres., Chrm. of Board . . . . . Matthew M. Fox
V.P., Gen. Sales Mgr. . . . . Basil Estrich
Eastern Div. Acct. Exec. . . . . Martin Robinson

Movie Advertising Bureau

70 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 6-3717
Dir. of National Sales.....Claude F. Lee
Home Office & Studio
1032 Carondelet St., New Orleans, La.
President.....C. J. Mabry

Services Offered—Spot commercials for TV, motion picture theaters and drive-ins. Extensive studio facilities for all phases of production.

●

Movietonews, Inc.

460 W. 54th St., New York 19, N. Y.
Phone: COlumbus 5-7200
President.....W. C. Michel
V.P. Producer.....Edmund Reek
General Manager.....Jack Haney
Commercial Dept. Mgr.....Frank Barry
Editors.....Ben Loweree, Louis Tetunic
Associate Prods...Jack Gordon, Jack Kuhne
Director of Scripts.....Dan Doherty
Assignment Director.....Burt Reinhardt

Services Offered—Theatrical and TV news films; short subjects.

●

MPO Productions, Inc.

15 E. 53rd St., New York 22, N. Y.
Phone: MUrray Hill 8-7830
President.....Judd L. Pollock
Vice Pres.....Lawrence Madison
Vice Pres.....Marvin Rothenberg
Sec'y-Treas.....Gerald Hirchfeld
Sales Mgr.....William Huston

Services Offered—Specializing in production of television film commercials. Three new air-conditioned sound stages, set construction shops, dressing rooms, etc. Complete production of films for sales promotion and training; public relations, information and training for U. S. armed forces and government agencies; color sportsmen's and conservation films.

Productions—Films and commercials for American Cyanamid, American Gas Association, Chemstrand Corp., Ciba, Ford Motor Co., General Electric Int'l., General Motors, Gillette, Hudnut, Lever Bros., Monsanto Chemical Co., Philip Morris, Proctor & Gamble, Remington Arms Co., Schick, Scott Paper, Shell Chemical Corp., Warner-Lambert.

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Owen Murphy Productions, Inc.

723 Seventh Ave., New York 19, N. Y.
Phone: PLaza 7-8144
President.....Owen Murphy
Production Mgr.....Paul Cohen
Creative Dir.....Allan Chase
Supervising Editor.....Eric Lawrence

Services Offered—Producers of industrial motion pictures and television commercials; editorial services.

Productions—Career Day, for A. T. & T.; This is New Jersey, for N. J. Bell Telephone Co.; TV commercials for Firestone Tire & Rubber Co.

●

Nationwide Film Productions, Inc.

846 7th Ave., New York 19, N. Y.
Phone: COlumbus 5-0057-8
President.....James J. Markos
Sec'y-Treas.....Charlton H. Timothy

Services Offered—Production of TV commercials, featurettes, documentaries, promotional, industrial and all types of public relations films. Free agency consultation service. Editorial services available. Editorial and studio space rental. Complete professional productions from script to screen to suit any budget.

Productions—Munroe Calculator promotional for Ted Worner Asociates; color documentary for Greek Lines; TV commercials for Barracini Candy, Educator Crackers, Scovill Heet Fins, Lilly Dache and others.

●

National Screen Service Corp.

Home Office
1600 Broadway, New York, N. Y.
Phone: CIrcle 6-5700
Television & Industrial Films Division
5009 Madison Ave., New York, N. Y.
Vice Pres.....Robert L. Gruen
Sales Dir., Prod. Sup.....Wm. Kent
Production Mgr.....Harry Semels
Producer-Dir.....Carl A. Carbone
Ass't. Prod. Mgr.....Jack Schertz
TV Editor.....Irving Wiener

Services Offered—Complete production of films for television; industrials and commercials; animation, art work, titles, opticals, stop motion, live studio and insert.

●

National Telefilm Associates, Inc.

60 W. 55th St., New York 19, N. Y.
Phone: PLaza 7-2100
President.....Ely A. Landau
Exec. V.P.....Oliver A. Unger
V.P. Chg. of Sales.....Harold Goldman
V.P., Sec'y.....Edythe Rein
Dir. Sales Dev.....Aaron Beckwith
Dir. Prom. & Sales Service..Martin Roberts
Dir. Pub. Rel.....Harry Algus
East'n. Dir. Nat'l. Sales.....Cy Kaplan
Branch Offices
612 N. Michigan Ave., Chicago, Ill.
V.P., Mid-West Sls.....E. J. Graff
8721 Sunset Blvd., Los Angeles, Calif.
V.P., W. Coast Sls.....Edward M. Gray
Statler Office Bldg., Boston, Mass.
Exec. in Charge.....Nicholas Russo
2605 Sterick Bldg., Memphis, Tenn.
Exec. in Charge.....Chas. D. McNamee
1011 Currie Ave. N., Minneapolis, Minn.
Exec. in Charge.....Donald Swartz
1434 S. Catherine St., Montreal, Que.

Exec. in Charge.....Napolean Vaillancourt
175 Bloor St. E., Toronto, Ont.
Exec. in Charge.....David Griesdorf

Services Offered—Television programs and features for national, regional and local sponsorship.

Productions—500 top-quality feature films, 1,400 Paramount short subjects, and the following filmed TV shows: China Smith, The New Adventures of China Smith, Lili Palmer Theater, Police Call, Pantomime Quiz, Play of the Week, International Playhouse, Orient Express, Holiday, Hand to Heaven, Combat Sergeant, The Mad Whirl, Sheriff of Cochise, The Bill Corum Sports Show, The Passerby, The James Mason Show, Music of the Masters, Find a Hobby, Man's Heritage, M.D., Layman's Call to Prayer, The Health and Happiness Club; Holiday Shows — Lamb in the Manger, Christmas Carol, Valley Forge.

●

National Television Films

300 W. Third St., Charlotte, N. C.
Phone: EDison 4-6426
President.....J. F. White
Sales Manager.....Scott Lett

Services Offered—Distributor of TV film series.

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NBC Film Division

(*See California National Productions*)

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Ted Nemeth Studios

729 7th Ave., New York 19, N. Y.
Phone: CIrcle 5-5147-8
Production Director.....Ted Nemeth
Art Director.....M. E. Bute

Services Offered—Producers, distributors of film made specifically for TV; TV film spots and commercial films.

●

Stanley Neal Productions, Inc.

475 Fifth Ave., New York, N. Y.
Phone: Murray Hill 3-6396
President.....Donald J. Lane
Exec. V.P.....Robert B. Cumming
V.P.-Production .....Sobey Martin
Mgr. of Scripts.....Edith Martin
Production Mgr.....Charles L. Smith
Washington Dir.....A. A. Ulin
Chicago Sls. Dir.....Robert Peck
Denver Sls. Dir.....Ross Thomas

Services Offered — Production of TV programs, commercials and special purpose motion pictures for public relations, advertising, training and entertainment.

Products—Keys to the Future, Stag Party, Heavens to Commerce, Future Unlimited, Statesmen from the Farm, Quick Meals from the Freezer.

North American Television Productions, Inc.

222 East 46th St., New York, N .Y.
Phone: MUrray Hill 7-2913
President.....E. M. Glucksman
Secretary.....L. B. Glucksman
Treasurer .....M. Balletto

Services Offered — Production of the only Negro Newsreel for TV — Liberty News Review; Negro Documentary Series—Tenth of a Nation.

●

Nothing New Under the Sun Productions

338 N. Rodeo Dr., Beverly Hills, Calif.
Phone: CRestview 4-5491
Producer .....Mitchell Gertz
Secretary .....Harold Bernson

Services Offered — Producer of 5-minute film featurettes.

Productions — Nothing New Under the Sun.

●

Official Films, Inc.

25 West 45th St., New York 36, N. Y.
Phone: PLaza 7-0100
President.....Harold L. Hackett
Vice Pres.....Raymond Junkin
Vice President Sls.....Herman Rush
Vice-President .....Robert Sanford
General Counsel.....Lee Moselle
Sec'y.-Treas. .....Seymour Reed
Ass't. Sec'y. .....Grace Sullivan
Director.....NLeonard O. Fisher

Services Offered — Distribution of filmed TV programs for national and syndicated release. Also, cartoons, musical shorts and miscellaneous subjects.

Productioons—Adventures of Robin Hood, Sir Lancelot, The Buccaneers, My Little Margie, Foreign Intrigue, Trouble with Father, My Hero, This is Your Music, Terry and the Pirates, American Legend, Adventures of the Scarlet Pimpernel, The Star and the Story, Star Performance, Willy, Colonel March of Scotland Yard.

●

Olympia Film Productions, Inc.

112 W. 48th St., New York 36, N. Y.
Phone: JUdson 6-1143
President.....Leland M. Haas
Secretary.....Joseph L. Greene
Treasurer.....Daniel H. Kahn

Services Offered—Complete motion picture production in black and white or color, 16 or 35 mm. Producers of films for TV shows, spots, public relations, training, industry and education. Creative staff for writing of package shows or film series.

●

Onyx Pictures Corp.

60 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-7417-8
President .....Sam Lake

Services Offered — World's largest distributor of silent comedies, including all Hal Roach and Mack Sennett properties, 66 Our Gang comedies, and 100 color cartoons. Also distributing 6 features for television.

●

Sam Orleans & Associates, Inc.

211 W. Cumberland Ave., Knoxville, Tenn.
Phone: 3-8098
105 E. 106th St., New York, N. Y.
Phones: ENdicott 9-2002
PLaza 7-3638

Exec. Producer.....Sam Orleans
Production Mgr. .....Larry Mollot

Services Offered — TV film production, industrial, public relations, educational, and training films.

Productions—Rural America Review, Community Health In Action, Jungle Survival, The Second Hundred.

●

Packaged Programs, Inc.

634 Penn Ave., Pittsburgh 22, Pa.
Phone: GRant 1-4756

General Manager.....M. E. Fierst
Sales Manager.....J. H. Ware
Tech. Supervisor.....Anthony Di Fiore

Services Offered — Program, commercial and news production; laboratory, studio and recording facilities.

●

Pan American Television Corporation

1044 South Hill St., Los Angeles 15, Calif.
Phone: RIchmond 7-8661

●

Paramount Television Productions Inc.

1501 Broadway, New York 36, N. Y.
Phone: BRyant 9-8700

President .....Paul Raibourn
Vice-President .....Bernard Goodwin

Branch Office
5800 Sunset Blvd., Hollywood, Cal.
Phone: HOllywood 9-6363

Services Offered—TV package programs, production, video transcription service, sales distribution.

Jack Parker Productions

(See Television Film of America for personnel listing.)

●

Paul Parry Productions

7557 Sunset Blvd., Hollywood 46, Calif.
Phone: HOllywood 7-4774

President .....Paul Parry
Vice Pres. .....Ellis Neimie
Production Mgr.....Barney Dyer
Pub. & Adv. Dir.....Frank K. Adams
Sec'y-Treas. .....Dianne Parry

Services Offered — Production of program films, spot commercials, product sales promotion, corporatioon training films, and sound slide films.

Productions — Lure of Cocos Island, Cameras and Models in Action.

●

Pathescope Productions

(Pathescope Co. of America Inc.)
580 Fifth Ave., New York 36, N. Y.
Phone: PLaza 7-5200
Studio: 21-29 45th Road
Long Island City, N. Y.
Phone: STillwell 4-3053

President.....Edward J. Lamm
Production Manager.....James Pierce
Executive Producer.....William Nelson
Studio Manager.....John Ball

Services Offered—Production of industrial and educational motion pictures, live or animated.

●

Ray Patin Productions

6650 Sunset Blvd., Los Angeles 28, Calif.
Phone: HOllywood 2-1147

President .....Ray Patin
Vice Pres.....Gus Jekel
Sec'y-Treas. .....Kay Himes

Services Offered — Complete facilities for producing animated commercials from story through camera.

Productions — Heilman Beer, Blue Plate Foods, Bardahl, Schlitz, Jello, Gulf.

●

Lloyd Pearson Associates

420 Madison Ave., New York 17, N. Y.
Phone: TEmpleton 2-8821

President.....Lloyd Kern Pearson
Vice Pres. .....Betty Johnstone

Services Offered—Servicing and supervision of network television shows; production of shows and filmed commercials; public relations and motion picture consultants.

●

Pathe Pictures Inc.

33 W. 60th St., New York, N. Y.
Phone: JUdson 2-3300

President .....Ben Frye
Exec. V.P.....S. A. Costello
V. P., Sales Mgr.....George G. Weiss
Secretary .....Russell Kemp
Treasurer .....Walter Politzer

Services Offered — Producers of sponsored films, industrials, TV spot commercials; available library of 25-million feet; production facilities for any and all types of motion picture work; distributors of Studio Telescriptions and over 1,100 musicals produced especially for TV

●

Peerless Film Processing Corp.

165 West 46th St., New York 36, N. Y.
Phone: PLaza 7-3630

President .....Kern Moyse

Vice-President.....R. S. Moyse
Treasurer .....Barbara Holz
Sales Mgr.....Raoul J. Menendez
Plant Oper. Mgr.....Stanley Cohen
Mgr., Special Services.....Allan De Forest

West Coast Branch
959 Seward St., Hollywood 38, Calif.
Phone: HOllywood 7-9223
Vice-Pres., West Op.....Victor C. Krupa
Secy., Branch Mgr.....Suzon Steinle Krupa

Services Offered—Complete distribution servicing of syndicated TV shows on film, Peerless treatment to safeguard films against damage and deterioration. Film reconditioning, incl. scratch removal, rehumidification, repairs, cleaning.

●

Penthouse Sound Studios of V. J. Nola

Owner.....Vincent J. Nola
Gen. Sls., Film Div. Mgr...V. Thomas Nola
Chief Engineer.....Stanley J. Bumbley

Services Offered—Recording to optical and magnetic film—16 mm., — 17½ mm. — 35 mm., and ¼″ sync. tape. Music scoring-disc recording. 24 studios.

●

Pictorial Films, Inc.

1501 Broadway, New York 36, N. Y.
Phone: WIsconsin 7-6650
President.....J. Milton Salzburg
Sales Manager.....David B. Dash

Services Offered — Produce & distribute features & shorts.

●

Polaris Pictures, Inc.

5859 W. 3rd St., Los Angeles 36, Calif.
Phone: WEbster 8-2181
President .....Perry King
Vice-President.....J. C. King
Account Exec.....Carl N. Brewster

Services Offered—Motion pictures for training, advertising, education, public relations, TV.

Productions — Hughes Aircraft; Douglas Aircraft; Convair; So. Cal. Edison Co.; So. Cal. Gas Co.; USAF.

●

Post Pictures Corp.

71 West 47th St., New York 36, N. Y.
Phone: JU 2-4870
President.....Harry A. Post
TV Sales.....Alan I. Post

Services Offered—Packages of features and short subjects. Film distributor film rental.

●

Premiere Artists & Productions

Sunset & Carol, Hollywood 46, Calif.
Phone: CRestview 4-5488
President .....Harold Jovien
Associate .....William Putney
Sec'y-Treas. .....Mildred Houser

Services Offered—Producers and packagers of television and radio programs, network, syndication and local. Artist and talent representatives for television, radio, recordings, press agents, etc.

Productions—Ina Ray Hutton Show, Peter Potter's Juke Box Jury, Mike Stokey Presents, Junior Record Jury, Hilo Hattie Show, If You Had the Money, Hollywood Icetime, Harry Babbit Show, Bill Ballance Show, Gene Norman Show.

●

Princess Pictures, Inc.

11 West 42nd St., New York 36, N. Y.
Phone: LOngacre 5-1535
President, Exec. Prod.....Burt Balaban
Vice President.....Bernard Donnenfeld
Asst. Producer.....Roy Rich
Script Editor.....Irve Tunick

Services Offered — Full length and short subject motion picture production.

Productions—Double Profile; Black Forest; Fire One; Check-mate; Doorway to Suspicion; Amiable Lady; The Lie; 8 Witnesses; Phantom Caravan; Sgt. and the Spy; Double-Barrel Miracle; Immediate Disaster; Diplomatic Passport.

●

Princeton Film Center, Inc.

252 Nassau St., Princton, N. J.
Carter Road, Princeton, N. J.
Phone: PRinceton 1-3550
President-Exec. Prod.....Gordon Knox
Dir. Client Relations....Bradford K. Cross
Dir. of Distribution.....Robert C. Molusky

Services Offered—Producers and distributors of all type motion pictures, including TV series and individual subjects.

Productions — Rural Review; Americans at Home; Keys to Happiness; Naval Customs and Courtesies; Pilot Report, for Grumman Aircraft; Your Fair Share, for Newark Welfare; New Horizons of Health, for Young's of Trenton.

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Prm, Inc.

(*See Associated Artists, Productions, Inc.*)

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Quality Films, Inc.

1040 N. Las Palmas, Hollywood, Calif.
Phone: HOllywood 7-3111
President .....Charles Weintraub
Vice-Presient .....Maurice Janov

Services Offered—Distributors of feature films.

●

Quintet Productions

6052 Sunset Blvd., Hollywood, Calif.
Phone: Cal. HO 7-8832; N. Y. MU 7-5011
President .....Peter Piech
V.P. Exec. Prod.....Russ Hayden
V.P., Treas.....Ed Berkson

Services Offered—Filming of the "Judge Roy Bean" series.

Roland Reed TV Productions

650 N. Bronson, Los Angeles 4. Cal.
Phone: HOllywood 9-1628

President .....Roland Reed
Exec. V.P. .....Arthur Pierson
Sec'y-Treas. .....James Fay
V.P.-Sales .....Hamilton McFadden

Services Offered—Production of filmed TV shows and commercials; industrials.

Production — Waterfront, My Little Margie, Stu Erwin Show, Space Ranger, Beulah, Mark Sabre.

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Reela Films, Inc.

17 N.W. 3rd St., Miami, Fla.
Phone: Franklin 4-2108 or 6262

President.....Stanley L. Stern
Vice-President .....Charles Goldstein
Treasurer .....Elmer Radloff
Manager .....Norman Feaster

Services Offered — Complete 16mm negative, positive, reversal laboratory services. Processing, multiple copy printing, sound recording and editing. Also complete still photography services, TV slides, art work, industrial, and advertising photography.

•

Reid H. Ray Film Industries, Inc.

2269 Ford Parkway, St. Paul 1, Minn.
Phone: MIdway 9-1393

President.....Reid H. Ray
Vice-President.....William H. Ringold
Secretary .....Alice Griswold
Sales.....R. V. Jeffrey
Sales (Chicago) .....Frank Balkin
Sales (Dayton).....A. Merritt Simpson
Sales (Film Ads).....Frank J. Havlicek

Services Offered—Production of television 26 and 13 minute films for local, regional and national sponsorship; TV commercials.

Productions—Walt's Workshop.

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RD-DR Corp. (Reader's Digest—deRochemont)

380 Madison Ave., New York 36, N. Y.
Phone: OX 7-0350

Chairman of Board....Louis de Rochemont
President .....Borden Mace
Secretary.....Ambrose Doskow
Treasurer.....Martin J. Maloney
V.P. .....Thomas Orchard
V.P.....John J. Wingerter
V.P. .....Lothar Wolff

Services Offered—Feature, commercial and educational film producers.

Productions—Cinerama Holiday, The First 99, To Open the World to the Nations (Suez Canal).

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Reeves Sound Studios Inc.

304 East 44th St., New York 17, N. Y.
Phone: OR 9-3550

President.....Hazard E. Reeves
Vice-President.....Chester L. Stewart

Services Offered—Sound recording studios.

Regal Television Pictures Corp.

151 W. 46th St., New York 36, N. Y.
Phone: JU 2-1877

President .....Moe Kerman

Services Offered—Distribution of motion pictures including features, streamliners, and shorts, for TV showings.

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Republic Features Syndicate, Inc.

39 West 55th St., New York 19, N. Y.
Phone: COlumbus 5-1557

President.....Lyle Kenyon Engel
Manager.....Miss Marla Ray

Services Offered — Production of 5-minute radio-television shows with built-in local level promotions designed to create public awareness. 117 programs starring Boris Karloff, Vincent Price, Chester Moris, Lee Bowman and others.

•

Republic Television Features

64 East Lake St., Chicago 1, Ill.
Phone: STate 2-0460

President .....Capico Kapps
Prod. Supr.....Albert Kapps

Services Offered—Producers and distributors of live and filmed television programs.

•

Revue Productions, Inc.

4024 N. Radford St., North Hollywood, Calif.
Phone: POplar 6-3871

President .....Karl Kramer
Vice Presidents...George Stern, Alan Miller
V.P., Production Mgr.....Carl Hiecke
V.P., Director.....Richard Irving Herschel Dourghety

Productions — State Trooper, The Millionaire, Do You Trust Your Wife, Date With The Angels.

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Stuart Reynolds Productions

9110 Sunset Blvd., Los Angeles 46, Calif.
Phone: CRestview 4-7863

President .....Stuart Reynolds

Services Offered—Production of films for TV.

Productions—Harbor.

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Marion Riddick Productions, Ltd.

1102 Eberhard St., Houston 19, Texas

Managing Dir.....Wm. Marion Riddick
Assoc. Prod.....W. J. Urban
Art Director.....Hilda Goble
Script Writer, Editor.Mildred Mihills Owens

Services Offered — Production in color and B & W of filmed television series with casts aged 4 to 18. Distribution of features, shorts and documentaries.

Productions — Campus Travelogues, Koon Hollow Mysteries.

RKO-Pathe

(A Sub-division of
RKO Teleradio Pictures, Inc.)
1270 6th Ave., New York 20, N. Y.
Phone: JUdson 6-5050

Vice Pres.....Jay Bonafield
Production Mgr.....Douglas Travers

Services Offered—Complete facilities for production of industrial films, TV packages, TV spots.

Productions—General Tire, Toy Guidance Council, Carling Brewing, U. S. Air Force, Federal Civil Defense Administration.

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RKO Television

1440 Broadway, New York 18, N. Y.
Phone: LOngacre 4-8000

President.....Thomas F. O'Neil
Vice Pres. .....Robert Manby
Gen. Sales Mgr.....Peter Robeck
Sta. Sales Mgr.....William Finkeldey
Mgr. West'n Div.....William Gorman
Mgr. East'n Div.....Max Bradbard
Dir. of Traffic.....Richard Sassenberg
Dir. of Research.....Robert Galen

Services Offered—Distribution of feature films, library films, 15-minute and half-hour film subjects.

Productions—TV Syndications: Greatest Drama, Uncommon Valor, Gangbusters, Animated Fairy Tales, Aggie, Sailor of Fortune, The Big Idea, War in the Air, Screen Directors' Playhouse.

•

Hal Roach Studios

8822 W. Washington Blvd., Culver City, Calif.
Phone: VErmont 9-2311
N. Y. Phone: CI 5-4135

President.....Hal Roach Jr.
Sec'y-Treas.....C. H. Meacham
Vice-Pres., Sls., N. Y.....H. R. Gelbspan
Vice-Pres. & Gen. Mgr.....S. S. Van Keuren

Services Offered—Production of filmed TV commercials and programs. Screen Director's Playhouse; The Gale Storm Show, The Charlie Farrell Show, Stories of John Nesbitt.

•

Rocket Pictures, Inc.

6108 Santa Monica Blvd., Hollywood 38, Calif.
Phone: HOllywood 7-7131

President.....J. Richard Westen
Exec. Vice-President.....Harlow Wilcox
Production Manager.....Don Bartelli

Services Offered—Producers of industrial, institutional and sales training motion pictures and slide films, and TV progarms.

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Frederick K. Rockett Co.

6063 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 4-3183

Owner-Manager.....Fred K. Rockett
Production Manager.....Alfred Higgins
Photographic Department.....Jay Adams
Stage Mgr. .....Jerome Lipari

Services Offered—Complete production facilities including large sound stage, Western Electric sound truck and long-experienced permanent personnel for any type film production. Film writers. Nothing for sale, lease or rent. All productions are the property of sponsors, and we retain no equities in films produced.

•

Roy Rogers Productions

1041 N. Formosa Ave., Hollywood 46, Calif.
Phone: HOllywood 7-5111

Executive Producer.....Roy Rogers
Producer .....Jack Lacey
Cameraman .....Joe Novak

Services Offered—Produces TV westerns.

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Ross-Danzig Productions

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 2-6464

Partners.....Frank K. Danzig, Bart Ross
Exec. Asst.....Betsy Boyd
Producer .....Al Burton
Assoc. Prod.....Gordon Hunt

Services Offered—Package production of live and filmed television programs.

Productions—Beat Mr. Genius, The Walter O'Keefe Show, Spotlight On Youth, First Meeting, Court Martial.

•

Danny Rouzer Studio

7022 Melrose Ave., Hollywood 46, Calif.
Phone: WEbster 6-2494

President & Owner.....Danny Rouzer

Services Offered—Complete 16mm. production service, including Kinescopes, audition tests, commercials, equipment and stage rental.

•

Ruby TV Film Productions, Inc.

729 7th Ave., New York 19, N. Y.
Phone: CIrcle 5-5640

Production Mgr.....Edward Ruby
Technical Mgr.....Jack Rieger
Camera Dept.....Sidney Nannes
Editorial Dept.....Charles Diana
Office Mgr.....Jean Freeman

Services Offered—Complete production facilities for every type of motion picture for television, science and industry.

Productions—New York City Police Dept. series with former Chief Inspector Conrad Rothegast; in co-production with Guild Films.

Sack Television Enterprises
213 S. Pearl Ex'way, Dallas, Tex.
Phone: RI 8-3069
General Manager.....Alfred N. Sack
Services Offered—Distributor of nego cast features.

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Barnard L. Sackett Television Productions
(See Program Producers)

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Joseph S. Salzburg
33 West 60th St., New York 23, N. Y.
Phone: CO 5-2180
Owner.....Joseph S. Salzburg
Services Offered—Film editing, lab expediting, coordination of all film services.

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Sarra, Inc.
200 E. 56th St., New York, N. Y.
Phone: MUrray Hill 8-0085
President .....Valentino Sarra
Vice Pres.....Morris D. Behrend
Sales Mgr.....John Henderson
Head Creative Dept.....Rex Cox
Brance Office
16 E. Ontario St., Chicago, Ill.
Phone: WHitehall 4-5151
Production Mgr.....Michael Stehney
Services Offered—Production of TV commercials, industrial and sales films.
Productions—Pet Milk, 7-Up, Prudential Life Ins.

•

Walter Schwimmer, Inc.
75 E. Wacker Dr., Chicago 1, Ill.
Phone: FRanklin 2-4392
President .....Walter Schwimmer
Sales Manager.....Bernard Crost
Program Director....Arthur E. Pickens, Jr.
527 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-4616
Manager .....Jack Arden
East'n Sales Mgr.....Peter Manners
Services Offered—TV and radio package programs.
Productions—Championship Bowling, Eddy Arnold Time, It's Baby Time, All-Star Golf.

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Screencraft Pictures, Inc.
15 West 44th St., New York 36, N. Y.
Phone: MUrray Hill 7-5011
Branch Offices:
5746 Sunset Blvd., Hollywood, Calif.
Phone: HOllywood 2-4448
Congress Hotel, Chicago, Ill.
Phone: HArrison 7-9660
President .....Ed Berkson
Vice-President .....Myron Mills
V.P.—Sales.....Peter M. Piech
Services Offered—Distributor and syndicator of Judge Roy Bean; features and westerns for TV.

Screen Gems, Inc.
711 Fifth Ave., New York 22, N. Y.
Phone: PLaza 1-4432
Management
V.P., Gen. Mgr.....Ralph M. Cohn
Business Affairs.....Burton Hanft
Adv. & Prom.....Henry S. White
Fiscal Affairs.....Seymour Malamed
Legal .....Daniel Glass
Merchandising .....Edward Justin
Program Dev.....Steven Krantz
Dir. Sta. Ops.....Robert Salk
Publicity .....Phil Cowan
East'n Production.....B. Berenberg
Comptroller .....M. Klein
Sales
V.P. in Chg. Sales.....J. H. Mitchell
National Sales.....S. L. Adler, Jack House, Lowell Jackson, David Porter, Charles Reeves
Dir. Sta. Ops.....Robert Salk
Dir. Syndicated Sls.....Jerome Hyams
Ass't Dir., East'n Area Mgr.....Ben Colman
Central Area.....Henry Gillespie
West'n Area.....Richard Dinsmore
South'n Area.....Frank Browne
Sales Dev.....Pierre Marquis
Canadian Sales.....Jos. Dunkleman, Lloyd Burns
British, European Sales .....Jack Cron
Lat.-American Sales .....John Manson
Coordinator .....James Dodd
Production
1334 N. Beachwood, Hollywood, Cal.
Phone: HOllywood 2-3111
V.P.—Production.....Irving Briskin
Vice Pres.....Fred Briskin
Vice Pres.....Milton Pickman
Services Offered—Production and distribution of TV films and commercials.
Productions—Ford Theater, Father Knows Best, Captain Midnight, The Adventures of Rin Tin Tin, 77th Bengal Lancers, Circus Boy, Damon Runyon Theater, The Patti Page Show, Tales of the Texas Rangers, Celebrity Playhouse, Cowboy Theater, Jungle Jim, Playhouse 90, George Sanders Myster Theater.

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Seaver-Leftwich, Inc.
16 E. 40th St., N. Y., N. Y.
Phone: MU 4-1705
President.....Frank A. Seaver
Treasurer.....Alexander Leftwich
Secretary.....J. Gerson Shaff
Services Offered—Motion picture production: industrial, TV commercials, series, closed circuit production.

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Simmel-Meservey TV Producers
9113 W. Pico Blvd., Los Angeles, Calif.
Phone: CRestview 4-6156
President .....Louis Simmel
Services Offered—Producers and distributors of film series and shorts.

Al Simon Productions

General Service Studios
1040 N. Las Palmas, Hollywood 38, Calif.
Phone: HOllywood 4-2141

President .....Al Simon

Services Offered—Productions of filmed shows and commercials.

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Skibo Productions, Inc.

165 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-2265

President-Treas.....Patrick E. Shanahan
Secretary .....George Blake

Services Offered—16m. and 35mm. sound films for TV rental. Educational, comedies, novelties, musicals, features and short subjects.

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Charles E. Skinner Productions, Inc.

6226 Yucca St., Hollywood 28, Calif.
Phone: Calif.: HO 2-6555

President, Exec. Prod...Charles E. Skinner

Services Offered — Creators, producing contractors, adapters, and consultants to package show producers, advertising agencies or sponsors.

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Stephen Slesinger, Inc.

247 Park Ave., New York 17, N. Y.
Phone: ELdorado 5-2544

President .....Hugh Sears

Services Offered—TV films, based on the following properties: "Red Ryder," "King of the Royal Mounted," "Ozark Ike," and "Winnie-the-Pooh."

•

Fletcher Smith Studios, Inc.

321 E. 44th St., New York 17, N. Y.
Phone: MUrray Hill 5-9010

President .....Fletcher Smith
Vice-President .....Charles Schettler
Secretary-Treasurer .....Peter Caldera

Services Offered—Producers of TV commercials and industrials.

Productions — Commercials for Young & Rubicam; McCann-Erickson; Fuller, Smith & Ross; Kester, Farrell, Chesley & Clifford; Morse International; Donohue & Coe.

Industrial for Westinghouse, Gen. Electric, Gen. Foods, Hewitt-Robins, Bolex, Quality Bakers of America.

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Walter Harrison Smith Productions, Inc.

136 East 57th St., New York 22, N. Y.
Phone: EL 5-7212

President.....W. H. Smith
V.P., Treas.....E. T. Smith
Exec. Producer.....Bruce Thomas

Services Offered — Live and filmed television commercials, programs and syndicated shows; educational, industrial and editorial shorts. Distributors of packaged TV shows.

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Song Ad Productions

6000 Sunset Blvd., Hollywood 28, Calif.

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Sound Masters, Inc.

165 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-6600

Chairman of Brd.....W. F. Githens
President.....Harold E. Wondsel
Vice Pres.....John T. Dunphy
V.P., Sect.....F. C. Wood, Jr.
Treasurer .....Walter Kullberg

Services Offered—Production of industrial and training films, TV commercials, slide films; complete editing, cutting room and sound recording (film & tape) and projection. Studio services available to clients and producers.

Productions—Assignment in Venezuela, for Creole Petroleum; Tailor-Made Brass, for Western Brass; Calling All Ducks, for Winchester; Assignment Research, for American Newspaper Publishers; TV commercials for General Electric, Borden, Nestle, Alcoa.

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Specialty Television Films, Inc.

1501 Broadway, New York 36, N. Y.
Phone: LO 4-5592

Pres., Gen. Sales Mgr.....Jules B. Weill
Ass't Gen. Sls. Mgr.....Sam Greller
Chief Booker.....Monty Raphaelson

Services Offered—Motion picture film, features for television broadcasting.

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Splendex Enterprises

38 E. 57th St., New York 22, N. Y.
Phone: PLaza 8-3360

General Partner.....Charles Wick

Services Offered—Financing TV films.

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Square Deal Pictures Corp.

Pines Bridge Road, Ossining, N. Y.
Phone: OSsining 2-2617

V.P., Gen. Mgr.....Donn Marvin
Production Mgr.....David Carpenter
Sales Mgr.....K. M. Hyde
Dir. of Cinematography.....Tom Maley

Services Offered—Producing films for own release.

Productions — Religion in the Family, Pastorale, Psalmody, Sons of God, The Miracle of Christmas.

Stage 5 Productions
1040 N. Las Palmas, Hollywood, Calif.
Phone: HOllywood 7-3111
Producer, Dir.....Ozzie Nelson
Associate Producer.....Leo Pepin
Cameraman .....Lionel Linden
Music Director.....Buzz Adlam
Services Offered—Producing the television series," "Adventures of Ozzie and Harriet."

•

Al Stahl Productions Animated Productions, Inc.
1600 Broadway, New York 19, N. Y.
Phone: COlumbus 5-2942
President .....Al Stahl
Art Director.....Tony Garcia
Director .....Jack Weisburg
Production Mgr.....Don Lang
Services Offered—Complete production facilities and service for filming live action, animation, TV shows and commercials; also produce training, industrial and public relations films in black-white & color.

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Standard Television
321 S. Beverly Drive, Beverly Hills, Calif.
Phone: CR 4-6869
President .....Bob Berger
Film Booker.....Shirley Daniels
Services Offered — Distributor of feature films for TV.

•

Standard Television Corp.
745 Fifth Ave., New York 22, N. Y.
Phone: ELdorado 5-7566
President.....A. A. Mayers
Office Manager.....R. Sokol
Services Offered—Major feature films and shorts.

•

Star Entertainment Corp.
214 W. 42 St., New York 36, N. Y.
Phone: LA 4-3450
President .....Max Wolff
Associate .....Al Roth
Services Offered — Talent representatives, casting, production, and packaging of films.

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Station Distributors, Inc.
1407 Broadway, New York, N. Y.
Phone: WIsconsin 7-2055
President.....Robert S. Gettinger
Services Offered—Film production for TV; sales & distribution of package shows.

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Sterling Television Co., Inc.
205 East 43rd St., New York 17, N. Y.
Phone: OXford 7-2520
President .....Saul J. Turell
V.P. in Chg. of Sales.....Bernice Coe
Sec., Treas.....Robert E. Rhodes
Advertising Mgr.....Herman Edel
Services Offered—Producer and distributor of TV features, shorts and film series, TV stock shots. Distributor for independent producers.
Productions — Bowling Time, Movie Museum, King's Crossroads, Crusade in the Pacific, Jungle Adventure, Animal Crackers, I'm the Law, American Wit and Humor.

•

Wilbur Streech Productions, Inc.
135 West 52 St., New York 19, N. Y.
Phone: JUdson 2-3816
President .....Wilbur J. Streech
Vice-Pres. Sls.....Joseph C. Bowman, Jr.
Production Mgr.....Harry Wuest
Services Offered—Production of all types of motion pictures including animation, live action, stop motion and special effects. Specialists in TV film commercials.

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Studio City TV Productions, Inc.
4020 Carpenter, North Hollywood, Calif.
Phone: PO 3-8807; N. Y.: JU 6-1700
Services Offered—Production of commercials and half-hour series for television.
President.....Mort W. Scott
Secretary-Treasurer.....Lester J. Nelson
Services Offered: — Production of commercials and half-hour series for television.
Productions—Stories of Century, The Adventures of Dr. Fu Manchu, Frontier Doctor.

•

Superman, Inc.
7324 Santa Monica Blvd., Los Angeles, Calif.
Phone: OLdfield 4-8000
Producer .....Whitney Ellsworth
Directors.....Harry Gerstad, George Blair
Casting Director.....Bub Miley
Chief Cameraman.....Harold Wellman
Services Offered — Production of the "Superman" television series.

•

Swift-Chaplin Productions, Inc.
1136 North Highland Ave.
Hollywood 38, Calif.
Phone: HO 2-0761
President .....Charles F. Chaplin
Vice President.....Howard Swift
Services Offered — Producers of custom built filmed television commercials.

•

Taylor-Made Productions
161 W. 18th St., New York 11, N. Y.
Phone: WAtkins 9-2675
President.....John T. Henderson, Jr.
Vice Pres.....Barbara Brahm
Sec'y-Treas. .....H. Conviser
Services Offered — Radio and television packaging; strip film presentations; recording and editing of taped shows; free-lance writing.
Productions—Hotel for Pets, Strange.

•

T-bar-V Productions, Inc.
5208 Kelvin Ave., Woodland Hills, Calif.

President .....Donna Fargo
Vice Pres.....Lois Landon
Sec'y., Treas.....H. B. Baumeister
Services Offered—Specialize in western, indian, outdoor, animal packages.

●

The TeeVee Company
211 S. Beverly Drive, Beverly Hills, Calif.
Phone: Crestview 5-1076
President .....Gifford Phillips
Vice-Pres.....Ludlow Flower Jr.
Services Offered—Producers, distributors.
Productions—Little Theatre, Invitation Playhouse, Camera's Eye, This Is Charles Laugton.

●

Telecast Films, Inc.
247 W. 46th St., New York, N. Y.
Phone: JUdson 6-5480
President.....W. K. Hedwig
Secty.-Treas.....G. W. Hedwig
Vice Pres.....E. L. Hedwig
Ass't to Pres.....Wm. Murray
Services Offered—Production and distribution of films for TV.

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Telefilm Enterprises
38 East 57th St., New York 22, N. Y.
Phone: PLaza 8-3360
General Partner.....Charles Wick
Services Offered—Financing and production of TV series, commercial filmed in Europe.
Productions—Fabian of Scotland Yard.

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Telemated Cartoons
70 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 6-8933
Prod.-Dir. .....Saul Taffel
Services Offered—Production of motion pictures; TV filmed commercials in animation or live action; animated and optical effects in color or black and white; 35mm and 16mm production.

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Telenews Film Corporation, Inc.
850 10th Ave., New York, N. Y.
Phone: JUdson 6-2450

●

Tele-Pictures, Inc.
10125 W. Washington Blvd., Culver City, Cal.
Phone: VE 9-2293
President.....E. J. Baumgarten
Exec. for Operations..William J. Magginetti
Services Offered—Syndication of motion picture features.

●

Telepix Corporation
1515 N. Western Ave., Hollywood 27, Calif.
Phone: HOllywood 4-7391
President.....Robert P. Newman
Vice President.....Martin Weiner
Secretary.....Robert M. Wiley
Services Offered — Complete production facilities, including sound stage, sound mixing and dubbing, editing, and screening. Full package or rental production arrangements; live action and animation. TV, industrial, and commercials.
Productions—The Story of Profit Sharing, for Sears-Roebuck; Toro — The Modern Power Tool, for BBD&O; Bonus Sales Program, for Helene Curtis; The New Frontier, for Aerojet General; The Lighted Window.

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Teleprompter Corporation
(See Equipment Section)

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Telerama Productions
(See Television Films of America for personnel listing.)

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Telecine Film Studios, Inc.
100 S. Northwest Highway, Park Ridge, Ill.
Phone: TA 3-1418
President.....Byron L. Friend
Sec'y, Treas.....June A. Friend
Prod. Mgr.....Bryan Wright
Chief Cameraman.....Jack Richards
Unit Mgr.....Stan Vrba
Services Offered—Motion pictures for television in color or black & white, TV commercials, studio and location work, complete packaging service, 16 mm editing and re-recording, animation, stop, motion.
Productions—Zoo Parade; Cooking Magic, Waa Mu Show.

●

Telescene Film Productions Co.
287 10th Ave., New York, N. Y.
Phone: CH 4-0122
President .....Robert Tobias
Office Manager.....Arthur Blackman
Services Offered—Fifteen minute television film series, Pulse of the City; "Judge's Chambers.

●

Television Exploitation
1407 Broadway, New York, N. Y.
Phone: WIsconsin 7-2055
President.....Robert S. Gettinger
Services Offered—In the television field, distributes, purchases, and produces full length features and short subjects.

●

Television International Co.
25 West 45th St., New York 36, N. Y.
Phone: PLaza 7-0100
General Manager.....Paul N. Robins
Services Offered—Lease and/or sale of TV rights domestic, foreign. Material includes serials, shorts of all types.

Television Features of America

37 West 46th St., New York 36, N. Y.
Phone: JU 2-5130
Exec. Dir.....Oliver W. Nicoll
Associate Director.....Sandra Munsell
Services Offered—Television film programs productions, package and syndicated films shows, script, talent, consultation, international film service.

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Television Films of America

Box 805, Beverly Hills, Calif.
Phone: DUnkirk 3-2918
Exec. Producer.....Jack Parker
Exec. Director.....Ross Van Nibroc
Production Mgr.....Ray Bond
Services Offered—Package shows, complete films to order, open end films, TV film commercials, 2 to 3 minute fillers, amusement shorts, TV newsreels.

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Television Library, Inc.

3 East 57th St., New York, New York
Phone: PL 3-4840
President.....C. F. Vetter, Jr.
Services Offered—Producers and distributors of TV film.

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Television Programs of America, Inc.

477 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-2100
Chairman of the Board.....Edward Small
President.....Milton A. Gordon
Exec. V.P.....Michael M. Sillerman
V.P.—TPA Int'l.....Vincent Melzac
Asst. V.P.....Kurt Blumberg
Vice-Pres., N. Y.....W. H. Fineshriber, Jr.
Treasurer.....Wm. A. Wolfson
V.P.—East'n Div.....Hardie Frieberg
Cent'l Div. Mgr. .....Walt Plant
V.P.—West'n Div.....Bruce Eells
Dir. Merch.....Murray Benson
Services Offered—Production and distribution of film for television.
Productions—Halls of Ivy, The Adventures of Ellery Queen, Captain Gallant of the Foreign Legion, Foreign Legionnaire, Susie, The Count of Monte Cristo, Fury, Science in Action, Tugboat Annie, Edward Small Features, Stage 7, New York Confidential, Last of the Mohicans, Ramar of the Jungle, Your Star Showcase, Waldo, The New Adventures of Charlie Chan.

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Television Screen Productions, Inc.

17 East 45th St., New York 17, N. Y.
Phone: MUrray Hill 2-8877
President.....Charles J. Basch, Jr.
Treasurer .....Clarence Schmidt
Secretary .....Frankie Basch
Services Offered—Film programs, film spots, industrial training and documentary films, slide films. Will rent studio facilities with, or without, cameramen, scripts, direction and cast.

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Television Snapshots, Inc.

(*See Editorial Films*)

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William Tell Productions, Inc.

10 W. 74th St., New York 23, N. Y.
Phone: SU 7-0610
President.....William T. Clemons
Vice Pres.....John Esau
Vice Pres.....Karl H. Gericke
Services Offered—Production both live and filmed of commercial programs, commercial announcements, special purpose programs.
Productions—The Hidden Treasure Show.

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Tel Ra Productions

1518 Walnut St., Philadelphia 2, Pa.
Phone: KIngsley 6-4140
Producer.....W. Wallace Orr
Director of Sales....George J. Kerrigan, Jr.
Dir. Syndicated Sls.....Bosh Pitchard
Services Offered—Complete facilities for producing TV film shows and commercials. Largest producers of film TV sports programs in the country.
Productions — Notre Dame Football, National Pro Highlights, Touchdown, Sports Spotlight, Post Time — U.S.A., Telesports Digest.

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"Texas Rasslin"

Cadiz & Industrial Blvd., Dallas, Texas
Phone: Sterling 2173
Pres.....Ed. E. McLemore
General Manager.....Maurice Beck
Services Offered—60 & 30 minute wrestling film taken actually at live show every week at Dallas Sportatorium.

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Ed Thorgersen

245 West 55th St.
Phone: *CIrcle* 6-8935
Exec. Producer.....Ed Thorgersen
Services Offered—Producer, Editor and Commentator. Package programs, (news & sports). Industrial motion pictures for institutional advertising and sales promotion.

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Transfilm Incorporated

35 W. 45th St., New York 36, N. Y.
Phone: JUdson 2-1400
President .....William Miesegaes
Exec. V.P.....Walter Lowendahl
V.P.—Prod.....Robert H. Klaeger
V.P.—Sales .....William Burnham
V.P.—Slidefilms .....Pud Lane
Sec'y-Treas. .....Michael A. Palma
Dir. Pub. Rel.....Albert Boyars
West Coast Office
8255 Beverly Blvd., Hollywood 48, Cal.
Phone: WEbster 3-5953
Services Offered—Facilities for production

of live-action and animated film commercials, industrial films, sound slidefilms, TV programs and theatrical features. Complete on-premises facilities for every phase of motion picture production.

Productions—TV commercials for General Electric Radios, Borden, DuPont, Prestone Anti-Freeze; Ballantine Beer, Pontiac, Nash Rambler, RCA Victor Records, Camel, Winston, Salem, Old Gold, Noxema, U. S. Rubber Tires, Scotch Tape, Gillette Razors & Blades, Saran Wrap, Robert Hall Clothes.

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TV Department, Inc.

120 E. 56th St., New York 22, N. Y.
Phone: PLaza 1-5090
President.....William R. Deering
Treasurer.....Charles M. Amory
Secretary.....Mary M. Dillon

Services Offered—Producers of commercials with complete television department service: media, promotion, time-buying, etc.

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Trans-Lux Television Corp.

625 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-31114-5
President .....Richard Brandt
V.P. in Chg. Sls.....Richard Carlton

Services Offered—Distribution of filmed television programs; short subject and stock footage library available to networks, stations and advertising agencies.

Productions—Profile, Encyclopedia Britannica Films.

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TV Movie Club, Inc.

1501 Broadway, New York, N. Y.
Phone: BRyant 9-6734
President.....Dr. Arthur M. Epstein
Exec. Supervisor.....Richard F. O'Connell

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TV-Unlimited Inc.

17 East 45th St., New York 17, N. Y.
Phone: OXford 7-0725
President .....Herbert Rosen

Services Offered—Producers of complete films to order, package shows, full-length feature films, mood and bridge music library service for TV and 16 mm. productions, sound effect records.

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Twentieth Century Fox Television Productions, Inc.

444 W. 56th St., N. Y., N. Y.
Phone: CO 5-3320
President.....S. P. Skouras
Executive V.P.....W. C. Michel
Treasurer.....D. A. Henderson
1417 Northwestern Ave., Hollywood 27, Calif.
Phone: HO 2-6231
Exec. Producer.....Irving Asher

Services Offered—Producers and distributors of films for TV.

Richard H. Ullman, Inc.

295 Delaware Ave., Buffalo, N. Y.
Phone: CLeveland 2066
President.....Richard H. Ullman
Exec. V.P.....Marvin A. Kempner
Vice Pres.....Richard B. Ullman
Treasurer.....Minna C. Thorn
Secretary.....Edward H. Kavinoky

Branch Offices

2133 N.W. 11th Ave., Miami, Fla.
Manager.....Robert D. Buchanan
301 S. Kingsley, Los Angeles, Calif.
Managers.....Pat Cooney & Sam Ewing

Services Offered—Production of animated commercials for syndication and shows.

Productions—Ad-I-Mation; Animated series for bread, dairies, banks; new and used cars; animated weather reports; Watch the Birdie; Colonel Bleep; Kash Box; Melody Mileage.

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United Press Associations

(See Program Producers)

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UPA Pictures, Inc.

4440 Lakeside Dr., Burbank, Cal.
Phone: THornwall 2-7171
Pres., Exec. Prod.....Stephen Bosustow
Exec., V.P., Treas.....Ernest Scanlon
V.P., Sup. Dir.....Robert Cannon
V.P. W. Coast Prod.....H. Klynn

Branch Offices

60 E. 56th St., New York, N. Y.
Phone: PLaza 8-1405
V.P. in Charge.....C. D. McCormick
21 Upper Grosvenor St., London W.1., England
Managing Dir.....Leo Salkin

Services Offered—Producers of TV film commercials and programs, specializing in animation; also animation production services.

Productions—Sealy Mattres Co., 7 others.

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Unity Television Corp.

1501 Broadway, New York 36, N. Y.
Phone: LOngacre 4-8234
President .....Jerome Hyams
Vice Pres.....Robert Seidelman

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Universal Pictures Co., Inc., Television

445 Park Ave., New York 22, N. Y.
Phone: PLaza 9-8000
Gen. Sales Mgr.....Norman Gluck
Ass't Sales Mgr.....Alfred Mendelsohn
Service Mgr.....Errol Linderman
Universal City, Calif.
Phone: STanley 7-1211
In Chg. of Prod.....Geo. Bole

Services Offered—Production of television commercials and industrials from storyboard up to and including air dates. Distribution of sponsored films and industrials through United World Films.

Productions—TV commercials for Pepsi Cola, Philip Morris, RCA, DuPont, Lever

Bros., Proctor & Gamble, DeSoto, Chevrolet, Ford, Parliament, U. S. Steel, Budweiser, Campbell Soup, General Motors, Scott Paper, Scotch Tape, Eastman Kodak, Colgate-Palmolive.

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Unity Television Corp. of Calif.

9100 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 4-6955
N. Y. Phone: LOngacre 4-8234
President .....Jerome Hyams
Vice Pres.....Robert Seidelman
Coast Branch Mgr.....Richard P. Buch
Productions—"Showmanship"; "Plus 80"; Lucky 13."

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Van Praag Productions

1600 Broadway, New York 19, N. Y.
Phone: PLaza 7-2687
7417 Sunset Blvd., Hollywood, Cal.
Phone: HO 2-1141
3142 Ponce De Leon Blvd., Coral Gables, Miami, Fla.
Phone: HIghland 4-3191
2301 Dime Bldg., Detroit, Mich.
Phone: WOodward 2-4896
Pres., Exec.-Prod.....William Van Praag
Exec. Vice President.....Marc S. Asch
Production Mgr.....Gilbert M. Williams
Director of Production.....Bert Lawrence
Chief Editor.....Oscar Canstein
Business Manager.....Anita M. Palumbo
V.P.—Hollywood .....Hugh Hole
V.P.—Miami.....Harold Walsh, Jr.
Mgr., Detroit Office.....T. H. Doenges
Prod. Mgr. Detroit Office...Daniel Q. Karoff
Services Offered—Producers and distributors of film made for TV. Producers of commercials and theatrical motion pictures. Producers of video film spots; package programs for networks, agencies and local sponsors.

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Video Color, Inc.

11 East 48th St., New York 17, N. Y.
Phone: MUrray Hill 8-8190
President .....Lester Lewis
Sec.-Treas. .....Juliet Lewis
Services Offered—A group of specialists organized specifically to give manufacturers counsel on packages, products and presentations on color television.

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Video Pictures, Inc.

Executive & Sales Offices
500 Fifth Ave., New York 36, N. Y.
Phone: LAckawanna 4-2912
STUDIO: Video Pictures, Inc.
510 W. 57th St., New York 19, N. Y.
Phone: CIrcle 7-2062
Exec. Producer.....Charles L. Turner
Vice-President.....George W. Goman
Secretary.....Elsie M. Rice
Assoc. Prod. .....Mike Sage
Supervisor of Sales.....Edward J. F. Thorn
Services Offered—Complete facilities for production of motion pictures, television, commercials, programs, industrial sound stage scene construction shop.

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Video Views

7557 Sunset Blvd., Hollywood 46, Calif.
Phone: HOllywood 3-4179
President .....Bradley Kemp
Vice-President .....Irving Kahn
Services Offered—Making of complete and comprehensive Kinescope recordings of competitive products, Kinescopes of Live TV shows, audition Kinescopes and pilotfilms.
Productions—Operation Tomorrow.

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Videart, Inc.

343 Lexington Ave., N. Y., N. Y.
Phone: LE 2-7378
President.....Joe Zuckerman
Secretary .....Florence Hartman
Services Offered—Optical photography, art work, animation, titles, maps, charts, mattes, split screen, montage, 35 mm., 16 mm. color, black and white.

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Vidicam Pictures Corp.

210 E. 5th St., New York 3, N. Y.
Phone: ALgonquin 4-7102
President .....Al Justin
Head of Prod.....Jim Rose
Ass't Head of Prod.....Dave Reisman
Prod. Ass't.....Morton Dubin
Set Designer.....William Shriner
Studio Mgr.....Joe Valenti
Supervising Ed.....James McLean
Staff Eds...M. Fallick, L. Plasterick, R. Gold
Traffic Mgr.....Russ Kone
Art Director.....Martin Thall
Services Offered—Production of filmed TV commercials, industrials and public relations films in black and white or color. Two complete sound studios.

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Visual Drama, Inc.

129 N. Vermont Ave., Los Angeles 4, Calif.
Phone: DUnkirk 8-0525
N. Y. Phone: LOngacre 4-8000
Producer.....William J. Faris
Production Mgr.....Mack Wright
Director .....Bill Karm
Cameraman.....Guy Rose A.S.C.
Services Offered—Sound, studios, camera and background projection.

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Volcano Productions Inc.

1040 N. Las Palmas, Hollywood 38, Calif.
Phone: HOllywood 7-3111
President.....James A. Bank
Vice Pres.....Gerald Schnitzer
Comptroller.....Phillip Leonard
Supervising Ed.....Dick Fritch
Services Offered—Production of TV shows, commercials and industrial films.

Roger Wade Productions

15 West 46th St., New York 19, N. Y.
Phone: CIrcle 7-6797

Owner.....Roger W. Wade
Art Dir., Acc't Sup.....R. L. Strickland
Studio Manager.....G. Heidemann
Prod. Co-ordinator.....Ann Koller

Services Offered—Production of TV commercials, sound slidefilms, industrial motion pictures, slides, telops and balops. Roger Wade Productions is featured in NAM's TV show Industry on Parade, featuring the latest in animation techniques.

Productions—Advertising that Speaks for Itself, for Seagram; Washington, Shrine of American Patriotism, for B & O R.R.; Song of the Iron Road, for Associated Railroads of N. J.; The Epic Story of Agent Plus, for Equitable Life.

•

George Wallach Productions

14 Lawrence St., New Hyde Park, N. Y.
Phone: Floral Park 4-6795,
N. Y. CIrcle 5-4042

Producer Director.....George Wallach
Assoc. Prod.....Joe Popkin
Ass't Director.....Maxwell Henry
Dir. of Photography.....Kenneth Peach

Services Offered—Planning, supervision, production and creation of films for television, industry and theatrical release. Facilities for New York, Hollywood and foreign production.

Productions—It Happened in Havana, The Criminal.

•

Ward Acres Studios, Inc.

435 North Ave., New Rochelle, N. Y.
Phone: NE 3-7244

President.....Jack B. Ward
Vice-Pres., Gen. Mgr.....Olaf Olsen
Stage Manager.....C. J. Hylick
Secretary, Treas.....L. D. Haldimand

Services Offered—Studio rental with full facilities for all film production.

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Warner Bros. Pictures, Inc. TV Division

4000 W. Warner Blvd., Burbank, Calif.
Phone: HO 9-1251

Exec. Producer.....William T. Orr
Ass't. to Exec. Prod.....Hugh Benson
Story Editor.....Jack Emanuel
Producer of Cheyenne.....Art Silver
Producer of Conflict.....Roy Huggins
Production Mgr.....Oren Haglund
Supervising Ed.....James C. Moore
Casting Director.....Edward F. Rhine
Art Director.....Perry Ferguson

Productions—Cheyenne and Conflict.

Adrian Weiss Productions

655 No. Fairfax Ave., Los Angeles 36, Calif.
Phone: OLive 3-4440

Producer .....Adrian Weiss
Exec. in Chg. of Production.....Louis Weiss

Services Offered—Producers of all types of television film programming and theatrical films.

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Louis Weiss & Co.

655 No. Fairfax Ave., Los Angeles 36, Calif.
Phone: OLive 3-4440

Distribution Director.....Adrian Weiss
Asst. Distr. Director.....Louis Weiss

Services Offered—Production and distribution of all types of television film programming.

Productions—Craig Kennedy, Criminologist; Thrill of Your Life; Little Story Shop; Canine Comments.

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Western Television Corporation

Subsidiary of C & C Super Corp.
460 Park Ave., N. Y., N. Y.
Phone: MU 8-5365

President.....Matthew M. Fox
Executive V.P.....Martin Robinson
Vice-President.....Charles O'Brien
Treasurer.....Martin Schildkraut
Secretary.....George Wise

Services Offered—Owners of motion pictures for television.

•

Wick Films, Inc.

38 E. 57th St., New York 22, N. Y.
Phone: PLaza 8-3360

President .....Charles Wick

Services Offered—Producing The Adventures of the Big Man, a TV series filmed in Europe.

•

Wilding Picture Prods., Inc.

385 Madison Ave., New York, N. Y.
Phone: PL 9-0854
1345 Argyle St., Chicago 40, Ill.
Phone: LO 1-8410

President.....C. H. Bradfield, Jr.
Exec. V.P.....L. S. Thompson
V.P., Gen. Mgr.....J. A. Kellock
V.P., Sales.....J. A. Rheinstrom
Production Mgr.....Walter Tinkham
V.P., N. Y. Sales.....T. H. Westermann
Sec., Treas.....C. B. Hatcher

Services Offered—Creation and production of all audio-visual media—sound motion pictures, sound slidefilms, graphic materials, complete sales training programs, announcement shows, etc.

William Films, Inc.

15 E. 48th St., New York 17, N. Y.
Phone: PLaza 8-1024
Pres. & Treas.....William L. Snyder
Vice-Pres. .....Peggy Snyder
Secretary.....Robert M. Davis
Services Offered—Producers and distributors of films for television, specializing in children's programming.
Productions—Fairy Tale Series.

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Raphael G. Wolff Studios, Inc.

5631 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 7-6126
President, Treasurer.....Raphael G. Wolff
Vice.-Pres., Dir. Creative Dept. .....MacDonald MacPherson
Exec., Editorial Dept.....David Lurie
Studio Super.....Arthur W. Treutelaar
Supervisor, Dir.....James Moore
Mgr. Animation Dept...Richard H. Blundell
Services Offered — Business Industrial,, training and institutional motion pictures, sound and color; television programs and commercials.

•

World Video, Inc.

(See Program Producers)

•

Emerson Yorke Studio

245 W. 55th St., New York 19, N. Y.
Phone: COlumbus 5-7040
Owner, Exec. Producer.....Emerson Yorke
Services Offered—Producer of TV and other types of films.

Ziv Television Programs, Inc.

488 Madison Ave., New York, N. Y.
Phone: MUrray Hill 8-4700
Chairman of the Board.....Frederic W. Ziv
President.....John L. Sinn
V.P. in Chge. Sales.....Maurice J. Rifkin
V.P Chg. West Coast .....Maurice Unger
V.P. Chg. Midwestern Div. .....Al Unger
Syndicated Sales Dept.
N.Y.C. Sales Mgr. .....Len Firestone
Midwestern Div. Mgr. .....Ed Broman
West Coast Div. Mgr.....Allen Martini
East Coast Div. Mgr. .....Jack Gregory
National Sales Dept.
Sales Manager .....Walt Kingsley
Midwestern Div. Mgr. .....James Shaw
Services Offered — Custom-built films for national and regional release, and syndicated shows; Studio facilities, TV commercials.
Production — Harbor Command, The New Adventures of Martin Kane, Men of Annapolis, West Point, Dr. Christian, The Man Called X, Highway Patrol, Science Fiction Theatre.

•

Zorro Productions

2400 West Alameda Ave., Burbank, Calif.
Phone: TH 2-6131
Producer .....William Cottrell

•

Maurice H. Zouary

550 5th Ave., New York 19, N. Y.
Phone: COlumbus 5-1818
Owner.....Maurice H. Zouary
Services Offered—Production of filmed programs, packages and commercials.

FOR LISTINGS OF IMPORTANT

PROGRAM PRODUCERS AND PERSONNEL

SEE PAGE 929

PLAY AND STORY BROKERS

Los Angeles, Calif.

Bentel, George R.
5617 Hollywood Blvd.....HOllyyood 7-8608

Bergerman Agency
141 El Camino Dr., B. H....CRestview 6-9667

Elwood, Maren, Agency
4949 Hollywood Blvd.....NOrmandy 4-4786

French, Samuel, Inc.
7623 Sunset Blvd.....HOllywood 3-3146

Irwin, Lou
9165 Sunset Blvd.....CRestview 1-7131

Kohner, Paul, Inc.
9169 Sunset Blvd. (46).....BRadshaw 2-4062

Morris, William, Agency
151 El Camino Dr., B. H....BRadshaw 2-4111

Music Corp. of America
9370 Santa Monica Blvd., B. H.
BRadshaw 2-3211

Orsatti & Co.
300 S. Beverly Dr., B. H....CRestview 6-6241

Ring, S. E.
1654 Cherokee Ave.....HOllywood 7-6412

Swanson, H. N., Inc.
8523 Sunset Blvd.....CRestview 1-5115

New York, N. Y.

American Play Co.
522 Fifth Ave.....MUrray Hill 2-0156

Ashley, Ted, Associates
579 Fifth Ave.....MUrray Hill 8-8330

Bartsch, Hans
1501 Broadway .....BRyant 9-6933

Brandt & Brandt
101 Park Ave.....MUrray Hill 3-5890

Brown, Curtis, Ltd.
347 Madison Ave.....MUrray Hill 6-6170

Century Play Co., Inc.
522 Fifth Ave.....MUrray Hill 2-0156

Cowl, Carl
516 Fifth Ave.....MUrray Hill 7-6782

Fishbein, Frieda
353 W. 57th St.....CIrcle 7-4398

French, Samuel
25 W. 45th St.....JUdson 2-4706

Gaines, Blanche
350 W. 57th St.....PLaza 7-0537

Hayward, Leland
655 Madison Ave.....TEmpleton 8-5100

International Literary Bureau, Inc.
11 W. 42nd St.....LOngacre 4-5576

Jay Garon-Brooke Associates, Inc.
56 W. 45th St.....MUrray Hill 7-3236

King, Eleanor
19 W. 44th St.....MUrray Hill 2-6390

Matson, Harold
30 Rockefeller Plaza.....CIrcle 6-2750

Morris, William, Agency, Inc.
1740 Broadway .....JUdson 6-5100

Pauker, Dr. Edmond
1639 Broadway.....COlumbus 5-1726

Reynolds, Paul R. & Son
599 Fifth Ave.....MUrray Hill 8-4767

Roberts, Flora
545 Fifth Ave.....MUrray Hill 7-4137

Salisbury, Leah
234 W. 44th St.....LAckawanna 4-8628

Sanford, Jay
17 E. 48th St.....PLaza 5-1127

Talent Associates, Ltd.
41 E. 50th St.. .....PLaza 3-1030

Taylor, Ethel C.
55 W. 55th St.....CIrcle 5-8620

Williams, Annie Laurie
18 E. 41st St.....MUrray Hill 5-7565

Writers Literary Agency
117 W. 58th St.. .....JUdson 6-2470

Writers Workshop, Inc.
280 Madison Ave.....LExington 2-9878

WHO'S WHO
OF
TELEVISION FILM PRODUCERS AND DISTRIBUTORS

BIOGRAPHICAL SKETCHES OF TOP-LEVEL FILM EXECUTIVES

1957

TELEVISION FILM PRODUCER AND DISTRIBUTOR PERSONALITIES

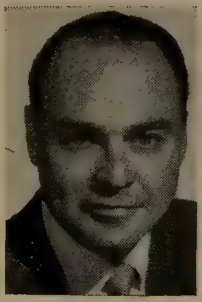
NAME	PAGE
Alexander, Arthur	1048
Alexander, Max	1048
Asher, Jack	1058
Bader, David A.	1053
Barnett, William H.	1062
Barry, Charles C.	1051
Beck, Maurice	1057
Bonafield, Jay	1060
Brandt, Richard P.	1060
Branton, G. Ralph	1055
Bray, John R.	1059
Brown, Harry J.	1062
Cohn, Ralph M.	1057
Collins, Earl	1050
Culhane, Shamus	1058
Dand, Charles	1052
Edelman, Louis F.	1092
Fairbanks, Jerry	1054
Fedderson, Don	1054
Fleischman, Harry	1049
Fox, Matthew	1046
Friedheim, Robert W.	1057
Gallu, Samuel	1061
German, William J.	1052
Gladden, George S.	1057
Gluck, Norman E.	1055
Gold, Melvin L.	1059
Goldman, Harold	1055
Goldstein, Emmanuel	1061
Goodman, Harry S.	1051
Goodson, Mark	1060
Gordon, Milton A.	1058
Gross, Jack J.	1048
Guedel, John	1055
Hackett, Harold L.	1046
Harris, Leslie T.	1046
Henry, Martin P.	1050
Hersh, Sam	1047
Hochhauser, Edward, Jr.	1057
Howard, Bernard	1055
Hudson, Hal	1062
Hunt, G. Carleton	1050
Hout, Louis	1050
Hyman, Kenneth	1046
Jeffee, Saul	1057
Jewell, Jim	1057
Kahn, Daniel H.	1063
Kaufman, Reub	1046
Kearney, Donald L.	1055
Keever, H. Weller	1059
Kelleher, Helen	1049
Krasne, Philip N.	1050
Landau, Ely A.	1045
Lawrence, Robert	1059
Leduc, Marcel	1063
Leeds, Martin N.	1054
Levitt, Robert D.	1045
Levy, Maurice	1053
Lewis, Herschell G.	1062
Lewis, Tom	1054
Lewis, Warren	1052
Lind, Lloyd L.	1063
Lipman, Harold R.	1049
Love, James A.	1063
Mahlstedt, Fred J.	1047
Manby, C. Robert	1046
Mayers, Arthur A.	1058
Michelson, Charles	1051
Miesegaes, William L. P.	1053
Mitchell, John H.	1063
Morgan, Raymond R.	1054
Moyse, Kern	1063
Nathan, Wynn	1052
Niles, Fred A.	1061
Orr, W. Wallace	1058
Piel, David	1056
Porter, Del	1061
Raibourn, Paul	1056
Reed, Roland	1059
Reid, Robert E.	1053
Rein, Edythe	1062
Reiner, Manny	1049
Rich, W. Robert	1053
Rifkin, Maurice J.	1047
Rissenour, J. Richard	1052
Roach, Hal, Jr.	1061
Rynd, Charles E.	1056
Salzburg, Milton J.	1056
Sande, Robert L.	1047
Schaeffer, Armand Ludwig	1047
Schwartz, Mickey	1056
Schwimmer, Walter	1051
Scarpe, Don W.	1048
Shupert, George T.	1045
Sillerman, Michael M.	1045
Sinn, John L.	1045
Small, Edward	1052
Smith, Fletcher	1060
Solow, Eugene H.	1048
Stahl, Al	1060
Streech, Wilbur J.	1054
Sutton, David W.	1045
Thorgersen, Ed	1048
Todman, William Selden	1056
Turner, Charles L.	1059
Unger, Maurice	1049
Unger, Oliver A.	1053
Valentino, Tom	1060
Van Keuren, Sidney S.	1061
Van Praag, William	1058
Weis, Pierre	1047
Wick, Charles Z.	1049
Wrather, Jack	1050
Zucker, Nathan	1051

LANDAU, ELY A., President, National Telefilm Associates, Inc., and NTA Film Network. B. 1920, New York City. Following Army Air Force service in World War II, entered television as account executive in 1947. Organized Ely Landau, Inc., 1951 and produced television film shows. Formed NTA in Jan. 1954. Pioneered use of top feature films for television with Selznick and Fox pictures. Organized NTA Film Network which began operations in Oct., 1956. NTA Film Network became a commercial reality in April, 1957.

SUTTON, DAVID V., Vice Pres. in Charge, MCA TV. B. 1912, Clarksburg, W. Va. Attended U. of W. Va., U. of Va., L.L.D. 1935. M. Louisa Powell; daughter, Marlin, Age 15. Entered broadcasting as salesman, WBBM, Chicago, 1940. Eastern Sales Mgr., WBBM, 1942. Captain, U.S. Marine Corps, 1943. Genl. Sales Mgr., KMOX, St. Louis, 1946. CBS Network Sales Staff, 1947. Sales Mgr., CBS-TV network, 1949. V.P. in Charge of Sales, CBS-TV network, 1951. V.P. in Charge, MCA TV, 1952. Board of Directors, MCA TV, 1954.

LEVITT, ROBERT D., president and dir. of California National Productions, Inc., NBC subsidiary. B. New York City. Educated at Rollins College and Columbia University Law School. 1940 was named promotion dir. of N. Y. Journal American after several years of edit. and prom. work for that newspaper. Joined CNP as gen. mgr. in July, 1956, after serving as director of national sales at Screen Gems, Inc. 1951-55, was V.P. and dir. of Hearst Publ. Co.

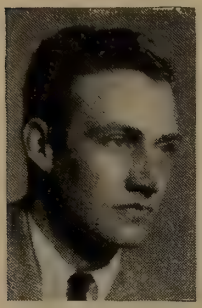
SINN, JOHN L., President of Ziv Television Programs, Inc. Born 1915 Cincinnati, O. Attended University of Cincinnati. M. Joan Beck 1936; children, Patricia, 1940, Steven, 1945. Entered broadcasting as radio script writer for WCPS, Cincinnati, 1934. Worked at WLW, Cincinnati, 1935-36, President of Ziv Television Programs, Inc. since its inception, 1948.



SILLERMAN, MICHAEL M., Exec. V.P., Television Programs of America, Inc. Attended Johns Hopkins University. M. Estelle Levande, 1943; children, Michael Tracy, 1946, Robert, 1948. Entered advertising with Alvin Austin Associates; Fairchild Publications; I. Miller Shoes; V.P., John D. Boyle and Biow ad agencies; Owner-producer, Hamilton Radio Productions, 1932-35; Station relations & Sales director, Sesac, 1935-40; Founded Keystone Broadcasting System, 1940; Joined Ziv Television, 1946; V.P., TPA, 1953. Member RTES.

SHUPERT, GEORGE T., President of ABC Film Syndication, Inc. B. 1904, Alpena, Michigan. Attended University of Michigan, 1926. M. Evlyn LaLonde; children: Sally, George Jr., Joanne (Mrs. J. David Quinby). Investment banking, Detroit, Mich., 1926-1938; founded George T. Shupert & Co., 1936; entered film business as director of sales, commercial film div., Paramount Pictures, 1940-42; TV dept., 1942-1951; v.p. Peerless TV Inc.; gen. mgr. United Artists Television Corp. President ABC Film Syndication since inception in August, 1953.

HYMAN, KENNETH, Executive V.P. Associated Artists Productions, Inc. B. 1928, New York, N. Y. M. Ellen Rubin 1953; child Gregory James, 1956; entered television in sales division of AAP., Ltd., one of the industry's pioneer feature film distributors, 1947; served in U. S. Marine Corps 1949-51; after Marine Corps service joined a production unit of Monogram Pictures as assistant director, 1952; rejoined AAP in 1953; member of NARTB, also Variety Clubs International.



HARRIS, LESLIE T., Executive, B. Bradenton, Fla., March 10, 1916. E. Washington and Lee U., Columbia School of Journalism. Staff dir., CBS; then announcer WOR; radio director, Benton and Bowles; nat'l prog. dir., NBC radio network; radio-TV dir., Colgate - Palmolive; partner Bernard L. Schubert package film org.; now vice president CBS TV Film Sales.

MANBY, C. ROBERT, RKO Teleradio Pictures, Inc., vice president in charge of RKO Television. B. Battle Creek, Mich. Educated at Hillsdale College and Harvard Graduate School of Business, where he obtained his M.B.A. Served with the Coast Guard during World War II. Associated with WJW, Cleveland, WONS now (WGTH) Hartford, and Yankee regional network before joining RKO Teleradio in 1953. M. to former Pauline Chapple. Children, Charles Robert, Jr. and John Thomas.

FOX, MATTHEW, pres. of C & C Television, and on board of directors of C & C Super Corp. From end of 1941 to middle of 1943 was with the planning committee of the War Production Board in Washington. From 1943 to the end of the war was in the Army, as a volunteer, and was in charge of photographic coverage of the European Theater of Operation for SHAEF until Aug. 1944. 1950 went into the TV business and is owner of Motion Pictures for Television, Inc. 1954 formed Skiatron TV, Inc.

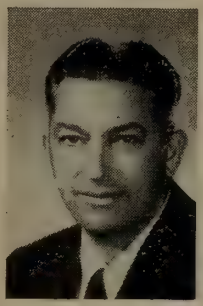
KAUFMAN, REUB, president of Guild Films, Inc. B. Russia, 1903. Attended University of Chicago. M. one son, Curtis, 1929. From 1940-46 was advertising vice-president, Lieber Company, Chicago. 1946-50, president Kaufman and Associates, Chicago advertising agency. 1950-52 sales manager Snader Telescriptions. In 1952 organized Guild Films, Inc. and was appointed president.

HACKETT, HAROLD L., president and chairman of the board, Official Films, Inc. B. New York, New York. Graduate University of Michigan. M. Father of two daughters. Entered on business career with The Outdoor Advertising Co., 1923-25. Writer-director for NBC radio 1925-32. Vice-president in radio-TV, MCA, 1932-53. 1953, joined Official Films, Inc. as president. Elected to chairman of the board, 1955.

RIFKIN, MAURICE J., Vice President in Charge of Sales, Ziv Television Programs, Inc., New York, N.Y. Born, 1915, Marinette, Wisconsin. Attended University of Southern California, Bachelor of Arts, 1936, M.A., 1937. M. Theodora Levin, 1948; children, Joan Shelly, 1950. He entered the broadcasting industry in 1938 with Station WKBN, Youngstown, Ohio. Joined Frederic W. Ziv Co. as Account Executive 1939.

MAHLSTEDT, FRED J., Director of Operations and Production, CBS Television Film Sales, Inc., Attended Pratt Institute and Columbia University. M. Helen McCann, 1942. Joined CBS in 1937 as Manager of Sales Presentations. Subsequently Director of Research and General Service Manager CBS Radio Spot Sales; Director of Sales Promotion, Program Sales and General Services for CBS Television Spot Sales. Organized CBS Television Film Sales in 1950.

WEIS, PIERRE, Gen. Mgr. of Economee Television Programs, Ziv. B. 1911, Lille, France. Attended Sorbonne University, Paris, France. B. of Mathematics and Philosophy. M. Marjorie Sweet, 1942; children, Anne, 1944, Ellen, 1945. Came to U. S. in 1937. Gen. Mgr. Ozaphane Corporation of Amer. Served in World War II as Lieut. in French Army in 1940 and served also in the U. S. Army, Lieut. 1943 to 1946. Assumed present post Nov. 1956.



SCHAEFER, ARMAND LUDWIG, television film executive, Flying A Prods. B. Tavistock, Ont., Canada, 1898. Student Spokane pub. schs. M. Audrey Burroughs, 1929. Dau. Jill Elaine (Mrs. Ernest Wm. Shepherd), 1933. Entered motion pictures 1924 Mack Sennett as property man. 1943-47 executive-producer Republic. 1947-53 pres. Gene Autry Prod., Columbia release, Gene Autry features. 1950-57 pres. and executive-producer Flying A Pictures, Inc. prod. TV films: Member: Alliance of TV Film Prod., Inc. (President '55).

SANDE, ROBERT L., president and founder of Song Ad Film-Radio Productions, Inc., Hollywood, Calif. Attended Univ. of Cal. at Santa Barbara. M. Katherine Kingsbury 1942; children, Jeanine, 1950, Dale, 1952. Entered show business as professional musician, singer, in 1936, song and special material writer from 1940, special services for bond sales and troop entertainment in World War II. 1950 started Song Ads Company. Member Advisory Committee on Naval Affairs.

HERSH, SAM, president of Family Films, Inc. Formed Family Films, Inc. in 1948. Company has produced more than 250 religious films for both the TV and church markets. Firm is the largest producers and distributors of religious pictures in the world. Family Films recently signed a 20-year lease covering their exclusive use of Keywest Studios in Hollywood. Hersh has been in the film business for the past twenty years.

SHARPE, DON W., President, Sharpe-Lewis Productions. B. 1912, Livingston, Montana, M. Betty Moran, 1946; children, Donna, 1941 (by previous marriage), Kathleen, 1947, Deborah, 1950, Tina, 1954. 1930, Northwestern University. 1936, started writing scripts for radio; 1939, head-writer of Kate Smith radio hour, scripts for Cavalcade of America; 1941, became agent for Frank Vincent Talent Agency; 1943, sold first radio package, "Private Life of Josephine Tuttle", 1947, formed own agency.

GROSS, JACK J. a native New Yorker, entered entertainment field as a movie-house usher. Became executive producer at RKO. After a series of outstanding movie successes, joined with Philip N. Krasne to form Gross-Krasne, Inc. Produced over 100 "Big Town" TV shows, 39 "Lone Wolf" telefilms. With Rawlins-Grant, co-produced "Mayor of the Town" starring Thomas Mitchell. In 1952 acquired California Studio as home lot.

SOLOW, EUGENE H., President of Solar Productions, Inc., Vice-president of Authors Playhouse, Inc., Wesmor Productions, Inc. and Fort Delivery, Inc. B. 1904, Salem, Massachusetts. Attended Harvard University, B.A cum laude, 1925. Bachelor. Entered newspaper business after college as reporter on Brooklyn Eagle, special feature writer on New York World, and Associate Drama critic on New York Times. Migrated to Hollywood in 1933 and authored or co-authored forty-three feature films.

ALEXANDER, MAX, vice-president, M & A Alexander, was born in Germany. He is single. He first entered the motion picture field in Berlin in a production capacity. After working in the motion picture field in Europe he arrived in Hollywood and joined Abe and Julian Stern. In 1931-32 he was associated with Phil Goldstone in several ventures. In 1949 he and his brother, Arthur, formed M & A Alexander Productions.

ALEXANDER, ARTHUR, president of M. & A. Alexander Productions, was born in Germany, 1909. He is married and the father of one son, Burton, 20. His schooling was completed in Kassel, Germany and he started his career in the department store field. In switching to the motion picture field he joined Universal Studios, Frankfurt and in 1929 arrived in Hollywood as an assistant director. In 1930 he joined his brother Max in organizing an independent firm.

THORGERSEN, ED, veteran news and sports commentator, opened his own offices in 1953 to produce and participate as a TV personality in live and filmed programs, for both sports and industrial exploitation and sales promotion. He began back in 1927 as an announcer with NBC, broadcasting news, sports, and special events. Six years later Ed joined the expanding editorial staff of Movietone News where his face and by-line acquired national prominence.

UNGER, MAURICE, vice president in charge of West Coast operations for Ziv Television Programs, Inc., was born and raised in Cincinnati. He joined Grandpa Brands Inc., a liquor firm in 1934, and remained there until 1947. He also served as president of its Tom Collins Corp. From 1947 to 1950, he was president of the Charles A. Maish Company. Then, in 1950, he joined the Frederic W. Ziv Co.

FLEISCHMAN, HARRY, president of Louis G. Cowan, Inc., producers of "The $64,000 Question," is a native New Yorker, but grew up in Portsmouth, N. H. Received his degree from Boston U., following which he was associated with Gilbert Miller for over a decade and a half. In April, 1951, he joined the Louis G. Cowan, Inc., organization, and four years later, in August of 1955, became president of the production firm.

REINER, MANNY, head of International Division of Television Programs of America. He was formerly vice president of Guild Films, Inc., and had also been vice president in charge of sales at PSI-TV, Inc. He joined Warner Bros. back in 1933, and then was associated with MGM, Monogram Pictures, Paramount and David O. Selznick.

LIPMAN, HAROLD R., television film manager at Audio Productions, Inc., New York, is a graduate in Mechanical Engineering at Rutgers University. He has been engaged in motion picture production for nearly 20 years. He joined Audio Productions, Inc., in 1936. During the war years he was assigned to the film production unit covering the Burma campaign. In 1946 he returned to Audio Productions.

WICK, CHARLES Z., evecutive head of Splendex Enterprises, producers of color telefilm. He studied law at Western Reserve University, was admitted to the bar in 1943, then organized a band to play in a Cleveland hotel at night, and set up a day time law practice. In 1943 Tommy Dorsey engaged him to handle legal and business affairs for his orchestra, and to write musical arrangements.

KELLEHER, HELEN "BIJOU", president of the Empire Broadcasting Corporation, entered the recording business following the death of her husband, Gerald. Business acumen was gained at Marymount College, and by the receipt of a Masters degree from Fordham University. The firm has grown from four recording machines to 30. Empire does chiefly the mechanical work for ad agencies and stations.

COLLINS, EARL, president and general manager of Hollywood Television Service, Inc., is a veteran of 26 years of experience in the sales and distribution end of the motion picture industry. The HTS organization today has a sales representation in 32 key cities across the nation. Company plans to produce a number of TV filmseries.

HUNT, G. CARLETON, president of General Film Laboratories Corp. was born in 1908 in Bridgeport, Conn. He is married and the father of two sons. He started with the Hunt theatre chain and moved to Warner Theatres in 1929. He is a governor of the Academy of Motion Picture Arts and Sciences. He entered the TV field in 1951 through acquisition of Paramount Pictures' film laboratory.

HENRY, MARTIN P., president of Video Pictures and West Coast Sound Studios, was born in Lebanon, Indiana on June 4, 1904. He was educated at the University of Florida. He began his career as an assistant director in 1924 and worked for Famous Players, Lasky, Paramount and Fox. He opened West Coast Sound Studios in 1932, with George Goman and Al Manchee. Martin serviced West Coast Productions, shooting screen tests, second units, and backgrounds.

WRATHER, JACK, president of Wrather Television Productions, Inc., and former part owner of station WNEW, New York, has business interests ranging from the oil industry to the resort field. In television, his firm is the producer of "The Boss Lady," and the owner of all rights to the "Lone Ranger," acquired from Trendle & Associates for a reported $3,000,000. Jack started out in the then new field of TV with the purchase of KOTV Tulsa.

KRASNE, PHILIP N., partner with Jack Gross in Gross-Krasne, Inc. B. Norfolk, Neb. A graduate of the University of Michigan, he obtained his law degree from the University of Southern California and practiced law, specializing in motion picture production. Produced the famous "Charlie Chan" series, followed by "The Falcon" series. With Fred Ziv, he acquired rights and began filming "The Cisco Kid". In 1950, he switched to TV and produced 39 color Cisco Kid films.

HUOT, LOUIS, vice-president in charge of client relations for Five Star Productions of Hollywood, has had wide experience both in newspaper work and film production. For five years he was vice president and European manager for Press Wireless, Inc. He represented the Chicago Tribune in Europe for two years, headquartering in Paris, and has worked for numerous other papers, including the Montreal Gazette.

FRIEDHEIM, ROBERT W., Vice President of Ziv Television Programs, Inc. and World Broadcasting System, Inc., Born 1908, Memphis, Tennessee. Attended Westminster College, Fulton, Missouri. Married Helen B.; children, Steve B. and Anne. Entered broadcasting as writer WMBH, Joplin, Missouri, 1932. Assistant General Manager WMBH, Joplin, 1934-1937. Joined National Broadcasting Company Radio Recording Division 1937, worked as salesman, Sales Manager and became Director of Division 1948. Joined WBS in 1949.

ZUCKER, NATHAN, President of Dynamic Films, Inc. B. 1914, N. Y. A graduate engineer of Yale and Columbia. M. Helen Bellford, 1941; children, Ruth, 1944, William 1946, Laura, 1950, and Paul, 1953. Formerly top audio-visual writer with Bendix-Aircraft. Was co-founder of Dynamic Films, Inc., in 1948. Has acted as producer and director of such award winning television series as, "On Stage With Monty Woolley" and "Let's Make Music."

BARRY, CHARLES C., Executive. B. Newton, Mass., July 1, 1911; Advertising dept. of Boston Globe; copywriter, Montgomery Ward; radio announcer NBC, Washington, D. C.; night mgr. WRC and WMAL, Washington, D. C., 1938; asst. prog. mgr. Blue Network, 1941; v.p. charge of AM and TV prog. ABC, 1947-50; v.p. chg. of AM-TV prog. NBC; vp. charge program sales, NBC; TV exec., Wm. Morris Agency, 1955; v.p. chg. MGM-TV April 1956.

GOODMAN, HARRY S., general manager of Harry S. Goodman Productions; pres. and gen. mgr. of Banker's Thrift Corp., Chicago; pres. of Radio TV Representatives, Inc., 1920-1930 (financial advertising). 1931, taught sales psychology — N. Y. Life Ins. Co. 1931 to present, gen. mgr. of Harry S. Goodman Prods. 1948 to present, pres. of Radio-TV Reps. Inc. — N. Y. — Chicago — Los Angeles — San Francisco — Atlanta. Married, five children, Everett F., Daniel R., Dorelle Frances, Hollis Lee and Denise Loraine.

SCHWIMMER, WALTER, owner, Walter Schwimmer Company, President Radio Features, Inc. B. 1904, Chicago, Illinois. Attended Northwestern University, B.A., 1924. M. Daisy Seltzer, 1927; children, Philip, 1932, Bettina, 1938. Organized advertising agency of Schwimmer and Scott with R. J. Scott, February 1933. Organized Walter Schwimmer Company, 1946 for production and syndication of Radio-Television programs. Chairman 1956 Advertising Division, Combined Jewish Appeal.

MICHELSON, CHARLES, president of Charles Michelson, Inc. B. 1909, New York. Attended Columbia University, M. Vivian Worth 1941; children: Robert, 1944, Stephen, 1950. Entered broadcasting as export manager, radio division, Michelson & Sternberg, Inc., 1936. Established Charles Michelson, Inc., 1938. Pioneer radio transcription program distributor; established sound effect record division 1939; retained as U.S.A. representative 1949 by Grace Gibson Productions, Sydney, Australia.

SMALL, EDWARD, co-founder and chairman of the board of Television Programs of America, has worked as a performer, and as a producer and manager. In 1942 he he went to Hollywood and established himself as the leading manager in Hollywood. Still under contract to United Artists as an independent feature producer, Small has made over 150 feature films, 27 of which make up the Edward Small Feature package.

NATHAN, WYNN, vice president, MCA TV, Ltd., started his career in the casting department at Universal in 1941. After serving in the Army Air Force as a film director during the war, he worked as an agent for the William Morris Agency and for Century Artists Ltd. He joined United Television Programs, Inc., in 1950, and in 1953, when Gross-Krasne took over UTP, he was named sales manager. MCA TV absorbed UTP late in 1954, and Nathan was then appointed vice president.

LEWIS, WARREN, Executive vice pres. Sharpe-Lewis Productions. B. 1911, Boston, Mass., M. Lillian Chaise, 1938; children, Lynn, 1944, Leslie C., 1946, Michael David, 1947. Entered broadcasting as freelance radio and script writer for CBS and NBC 1939-40. Hollywood, 1941. Army Air Force 1941-45, M/Sgt. In 1951 general program supervisor Don Sharpe Television Enterprises. In 1954 tv film producer "Henry Fonda presents The Star & The Story" series.

RITENOUR, J. RICHARD, general manager of the TV division of Modern Talking Picture Service, joined the company in 1946, and was promoted to his present position in January, 1951. Before joining Modern, Ritenour was in Naval air photography as a lieutenant, and served in the Pacific Theater. Prior to entering the service, he was manager of the distribution department for Wilding Pictures. Ritenour is a graduate of Penn State.

DAND, CHARLES, Director of the Films and Publications Division of British Information Services in New York City, received his education at Glasgow University. From 1929-35, he worked as a scenario editor for London's Associated Sound-Film Industries, and as a writer and director of documentary and instructional films. In 1937 he entered British government services as Public Relations Office, Edinburgh. He returned to London in 1949 with the Central Office of Information and came to New York in 1952.

GERMAN, WILLIAM J., distributor of Eastman professional motion picture films, organized two companies, W. J. German, Inc., one chartered in Delaware, the other in California, to handle the firm's trade. Bill's initial association with Eastman was in 1906 in Rochester. After filling several posts he came to N. Y. in 1921 as manager of the G.M. Labs. in Long Island City as well as of the Paragon studios and labs and San Jacq Film Printing Corp. at Fort Lee, N. J.

MIESEGAES, WILLIAM L. P., President of Transfilm Incorporated. B. 1906, London, England. Attended Harrow, England, 1920-24, Institut le Rosey, Switzerland, 1924-25. M. Mary T. Blackwood, 1952; daughter, Mary Jane, 1955. Joined A. C. Fraser & Co., Rotterdam merchant shippers as jr. executive in 1926; Meyer & Co., Amsterdam shipping agents in 1927; was executive with Maclaine Watson & Co., merchant shippers of London from 1928-32 and, for the most time, was located in Indonesia. Founded Transfilm, April 9, 1941.

LEVY, MAURICE, President, Eastern Effects, Inc. (Motion Picture Opticals). M. Alice Kahn, 1940; children, Diane Barbara, 1945, Sandra Lynn, 1950. Pioneered Optical Effects for TV commercials. Helped organize Eastern Effects, Inc., 1952. Elected President, 1952. Member of Society of Motion Picture Engineers. Addressed New York Chapter concerning Optical Effects, December 1956. Member Musicians' Locals Nos. 802 N. Y. and 526 N. J. Musical Instrument Instructor Park Ridge, N. J. High School, 1947-49.

REID, ROBERT H., Manager, International News Service — International News Photos Television Division. Born: January 17, 1908, New York City. Married: Danise Weiskopf, 1944. No children. Attended Cornell, 1926. Wall St. to 1938. Joined INS 1940, Salesman. Captain, AAF, 1942-45. Two years Alaska duty. Assistant Sales Manager, INS, to 1947. Set up and managed TV Dept. 1948 to present.

UNGER, OLIVER A., executive vice president of National Telefilm Associates and NTA Film Network. B. 1914, Chicago, Ill. Attended Syracuse University, B.A., 1935. Upon graduation entered motion picture field with Hoffberg Productions, Inc. Served as Eastern Div. Mgr., Monogram Pictures. Organized Distinguished Films, Inc., 1945. Organized Snader Telescription Sales, Inc., 1949. Became partner Television Exploitations, 1951. In 1953 organized Comet Television Films, Inc. Came to NTA in 1954 and named executive V.P.

BADER, DAVID A., Vice-President in Charge of Sales of Atlantic Television Corporation. B. 1908, N. Y. C. Columbia University (N.Y.) School of Journalism; University of Southern California (Los Angeles), Business Administration Courses. Prior to entering television in 1948 was specialist in 16mm production and distribution, as well as publisher of three different publications having to do with 16mm and television. Charter member National Television Film Council, member of RTES and Sales Executives of New York.

RICH, W. ROBERT, General Sales Manager Associated Artists' Productions, Inc.; Oberlin College, B.A.; M. Florence Lovell 1942; children, Linda, 1943, Robert, 1944, Joan, 1946, Ronald, 1949; entered broadcasting at NBC Cleveland station while at Oberlin; news editing and special events stints for NBC San Francisco and NBC New York stations, 1939-40; during war served as captain of tank company; joined AAP, 1955; member RTES; T.R.A.C., Philadelphia.

MORGAN, RAYMOND., President Raymond R. Morgan Company. Television Producer "Queen For A Day" and others. B. 1896 Knights Ferry, Cal. Attended University of California A.B. 1917. M. Virginia Wiles 1923. Child, Raymond R. Morgan Jr. 1925. Entered broadcasting as program idea man. Chandu The Magician, Detectives Black and Blue, Strange As It Seems, Breakfast in Hollywood, Queen For A Day etc. President Raymond R. Morgan Advertising Agency.

FEDDERSON, DON, president of Don Fedderson Productions, was born in Beresford, So. Dak. in 1913. He is married and the father of four children. He was graduated from the Kansas City School of Law. He is the creator of two popular CBS-TV series, "The Millionaire" and "Do You Trust Your Wife," as well as the long running "Life With Elizabeth." Don had a long and successful career in radio before turning his talents to TV.

FAIRBANKS, JERRY, president, Jerry Fairbanks Productions, Inc. of California was born in San Francisco, 1904, is married and the father of a daughter. He started his career as a cameraman in motion pictures and is a winner of two Motion Picture Academy Awards. He is a developer of the Multi-Cam System and is now one of the leading commercial film makers in the industry.

STREECH, WILBUR J., president of Wilbur Streech Productions, the TV commercial and animated film production firm, received early training as an animation artist for the Walt Disney studios. After Pearl Harbor, Wilbur served as a Captain in the Signal Corps. Right after the war he became a partner in Triangle Films. In 1951, the UCLA graduate formed the present company on his own.

LEEDS, MARTIN N., executive vice-president of production at Desilu Productions, Inc. is a native New Yorker, born there in 1915. He is married and the father of two sons. He received a BS and LLB from NYU and is a member of the California bar. He joined Desilu in 1953 coming there from his former position with CBS-TV as business affairs director.

LEWIS, TOM, president, Lewislor Productions Inc., was born in Troy, N. Y. He is married to Loretta Young and has one daughter. After graduation from Union College he worked for NBC, Young & Rubicam, and during World War II created the armed forces radio service. In 1953 he formed Lewislor Enterprises, Inc. and produced "The Loretta Young Show."

GUEDEL, JOHN, John Guedel Productions. Los Angeles, Calif. Attended UCLA, no degree. Originated radio's first audience stunt show and singing commercials. Producer and director of Art Linkletter's Houseparty, CBS-TV and radio, "People Are Funny," NBC-TV and radio and "You Bet Your Life" starring Groucho Marx. Writer Hal Roach studios on Our Gang comedies and Laurel and Hardy shorts. Entered broadcasting writing dramas for Forest Lawn Memorial Park.

HOWARD, BERNARD, President, Academy Film Productions, Inc., Chicago. B. 1917, Libau, Latvia. M. Edith Rousky, 1943; children, Richard Philip, 1951, Laurel Jean, 1954. Writer-director, Radio Council, Chicago Board of Education 1938-40. Writer, WLS Schooltime, 1940-41. Army 1941-43. Continuity writer, WBBM-CBS, 1943. Script Chief, W. E. Long Agency 1943-44. Ass't Radio Director, Arthur Meyerhoff Agency, 1944-48. Head of own firm—Howard Radio-TV Productions, 1948-49. Founded Academy Film Productions 1950.

GOLDMAN, HAROLD, vice president in charge of sales for National Telefilm Associates. B. 1915, New York City. Attended Winon Military Academy, N. J. Entered broadcasting with Amalgamated Radio Network. Served in Army Air Forces during World War II. In 1948 became associated with Snader Telescription Sales, Inc. as Eastern sales manager. Joined in formation of Television Exploitations, Inc. In 1953, joined Oliver Unger in organizing Comet Television Films, Inc. Joined NTA in 1954.

GLUCK, NORMAN E., Sales mgr. Universal Pictures Co. Television Dept. Vice President and Director of United World Films, Inc. (Universal subsidiary). B. 1914 Racine, Wisc. Started in Show Business as usher, managed motion picture theatres for Skouras & RKO various parts of country. Joined Universal in 1946. Member of Board of Governors Radio-TV Executive Society 1956-57.

BRANTON, G. RALPH, V. P. and Director Allied Artists Pictures, President Interstate Television Corporation, (Allied Artists Subsidiary), prod. TV films. Circuit executive with old Finklestein & Ruben circuit, Minnesota and the Dakotas; Mgr. Publix New England circuits; upon decentralization, dir. Iowa, Neb., Ill. territories; Gen. Mgr. Tri-States Theatre Corp.; res. late 1950 to enter TV via M.P. Television Prod. Hollywood.

KEARNEY, DONALD L., Vice Pres. chg. of Sales, director, ABC Film Syndication, Inc. B., 1918, Yonkers, N. Y. Fordham Univ., A.B., 1939. M. Josephine Calvelli, 1948; children, James, 1949, George, 1951. Entered broadcasting sports announcer 1936, staffs of WNYC, N.Y., WFAS, White Plains, WHAM, Rochester, WAGE, Syracuse. Radio Director, USO, 1941; US Army 1942-1946. Joined ABC Film Syndication, 1953. Elected v.p. and director, 1954. Member, Overseas Press Club of America, RTES.

TODMAN, WILLIAM SELDEN, partner with Mark Goodson in Goodson-Todman Productions, was born in New York City on July 31, 1916. He received degrees from Johns Hopkins University and from N. Y. U. Following his first job as a copy writer for a New York advertising agency, he began writing and directing for a number of BBD&O radio shows. Later, he joined the Biow Company as N. Y. Producer.

SCHWARZ, MICKEY, president of ATV Film Productions, Inc., got his first professional job with the Meyer Reiger Film Laboratory in New York. In 1937 he became a charter member of the Society of Motion Picture Film Editors. He also worked with the Major Picture Studios, and Universal. During the war he served in the Air Force, and returned to produce live television programs, edited TV film shows, and in 1952 entered the film commercial field by forming his own company.

SALZBURG, MILTON J., president of Cornell Films, Inc., and of Pictorial Films, Inc., launched his career at the Roxy Theatre in New York and went on to the production end of films as an assistant film editor, then on to the production of his own films, making many outstanding documentaries. In 1953, he formed Award Television Corporation, of which he is president, to produce package film programs for use on television stations.

RYND, CHARLES E., president and chairman of the board of Audio & Video Products Corporation, helped develop the technique of delayed network broadcasting via Ampex Tape Recordings. A graduate of Massachusetts Institute of Technology, and Hamilton College, Charlie entered radio with NBC, later moving over to ABC to become vice-president and assistant secretary before leaving to form his own firm.

RAIBOURN, PAUL, vice president and member of the Board of Directors of Paramount Pictures Corporation, is also Chairman of the Board of International Telemeter Corporation, of Chromatic Television Laboratories, member of the board of the NARTB, treasurer and director of the Allen B. DuMont Laboratories, Inc., and President of TV station KTLA, Los Angeles. He has been associated with Paramount since 1921.

PIEL, DAVID, independent producer of commercial productions, TV spots, sales training films, slide films. His children's "spectacular," "Golden Time" (in color) was produced for NBC-TV with Simon & Schuster for Christmas - time viewing. Has to his credit many documentaries, two of which won awards at the Venice Film Festival; one of his training films was awarded first prize by N.A.V.P.

BECK, MAURICE, together wtih Ed E. McLemore produced a film series entitled "Texas Rasslin'" which was one of the highest rated sports shows on TV. A native Texan, he accepted a job at the Federal Reserve Bank in Dallas. Leaving banking he acquired an interest in one of the largest power laundry and dry cleaning plants in Texas and operated this business for seven years, before entering the entertainment field.

HOCHHAUSER, EDWARD, JR., vice president of Muzak Corporation, vice-president and general manager of its Associated Program Service Division, and vice-president and director of merchandising for Muzak Corporation Franchise Division, initially joined APS as a field representative in 1951. He started in local radio in 1941, and in '46 joined the newly formed Transcriptions Sales, Inc The 38-year-old Hochhauser is an alumnus of the University of Virginia.

COHN, RALPH M., vice-president and general manager of Screen Gems, Inc., television subsidiary of Columbia Pictures, was born May 1, 1914. In 1941 he became executive producer of Darmour Productions. After service in the Signal Corps during the war, he formed Triangle Productions and later Pioneer Telefilms, which became the Columbia subsidiary, Screen Gems, in 1951.

JEWELL, JIM, president of Jewell Radio and Television Productions, Chicago, began his radio career in New York in 1926 with Channon Collinge. In 1939, Jim moved to WWJ as program and production director. In Hollywood he was director and writer to Warner Brothers. In 1941, Jim went to Chicago as vice president of Stack-Globe Advertising Agency, and later joined MacFarland-Aveyard & Company. In 1945, he founded his own business.

GLADDEN, GEORGE S., executive vice-president for Academy Pictures, Inc., joined the firm in 1954. In 1931 he joined General Motors and rose to become the head of the Public Relations Motion Picture Department. In 1938 he joined Audio Productions and simultaneously acted as Eastern color director for Technicolor, Inc. Starting in 1940, he served for 14 years with the J. Walter Thompson Agency.

JEFFEE, SAUL, president of Movielab Film Laboratories, started in the industry over a quarter of a century ago. Always mechanically inclined, Saul has combined business and pleasure in his hobby of tinkering in his home machine shop, and has developed many modifications which have contributed to the advancement of film processing. Saul's firm has finished up an expansion program th ıs increased the firm threefold.

ORR, W. WALLACE, President Tel Ra Productions, Philadelphia, Pa. Attended Ohio State University, M. Dorothy Cosgrove, 1934, children, Cynthia Jane, 1939, William Wallace, 1944. Entered advertising as co-ordinator for N. W. Ayer & Son, Inc., 1930-1935, Account Executive 1935-1944, Vice-President of N. W. Ayer & Son, Inc., 1944-1948. Founded Tel Ra Productions, 1948. President Merion Park Civic Association 1950-1952; House Committee Philadelphia Country Club 1953—; Poor Richard Club; Racquet Club.

GORDON, MILTON A., President of Television Programs of America, Inc. Born, 1908, Chicago, Illinois. Attended University of Chicago, Ph.B. 1929; J.D. 1931. Married. Elinor Loeff, 1937; Children, Stephen, 1942, Leslie Susan, 1945. V.P. Walter E. Heller & Co., Chicago, 1946-1953. President of Television Programs of America, Inc., 1953-present.

VAN PRAAG, WILLIAM, President of Van Praag Productions New York-Detroit - Miami - Hollywood. B., 1920, New York, New York. Attended Columbia University. M. Rosalind Marcus, 1943; children, Eugene S. and Raymond M., 1946. Feature shorts and documentary motion pictures as production manager, film editor, actor and director. OWI, 1940. Army, 1942. United Artists, 1946. NBC, 1947. Executive Vice President of Television Features, 1948. Founded Van Praag Productions, 1950.

CULHANE, SHAMUS, Pres. of Shamus Culhane Productions, Inc., N. Y., N. Y. Married Maxine Marx and in 1950 launched Shamus Culhane Productions, Inc. Children, Bryan 2 yrs., Kevin 6 mos. Full-fledged director at 19, and in 1935 joined the Walt Disney Studios as a pantomime specialist. Worked exclusively on Pluto, later on Snow White and Pinocchio, etc. Has supervised production of more than 1000 TV commercials. Offices in New York and Hollywood.

ASHER, JACK, president of Lab-TV. B. 1902, Brooklyn, N. Y. Attended C. C. N. Y. M. Celeste Morel 1932. In the industry for over a quarter of a century. Has been associated with the Gevaert Co., and for 8 years with the Photographic Advertising page of the old New York Sun. Has also been a photographic buyer and consultant for the U. S. Navy Ships Stores. Has been an active Mason for many years and is a member SMPTE.

MAYERS, ARTHUR A. "ARCHIE", general manager of Standard Television Corp. Was at one time gen. mgr. of Colorfilm and while in that post helped establish the present Cinecolor. 1942 became assistant to Jules Levy, pres. of Mayfair Prods. 1950, organized and headed as president, Unity Television Corp., and also served as general manager. 1955 disposed of all interests in Unity, and latter part of '55 became gen. mgr. of Standard.

REED, ROLAND, president of Roland Reed Productions. B. Middletown, N. Y. 1922 headed for Hollywood. Made his first commercial picture in 1930 for Westinghouse. Later made a feature length Technicolor picture. 1950 made first TV series, "Stu Erwin Show". Series which followed include "Waterfront," "My Little Margie," "Rocky Jones, Space Ranger," "Beulah" and "Mystery Theater." TV film series for which pilots have been made, "Alarm," and "The Great Mouthpiece."

BRAY, JOHN RANDOLPH, Pres. Bray Studios, Inc., N. Y. B. Aug. 25, 1879, Addison, Mich. Attended Mich. Coll. M. Margaret Till 1905. 1 son, Paul A. Newspaper Artist. Contributed cartoons to foremost American and European humorous magazines. Introduced first animated cartoons in theatres 1912. Invented and developed the animated motion picture processes, and patented processes 1914. Organized Bray Studios, Inc. to produce cartoons in quantity 1914. Began making films for schools 1915.

GOLD, MELVIN L.: President of Mel Gold Productions, Inc., N.Y.C. B. Chicago, Illinois, Sept. 3, 1909. 1930 joined MGM, in Chicago, as assistant office manager. To Reinheimer Circuit in 1932 to operate theatres, in Hammond, Indiana. In 1940, he organized own advertising agency, Sales, Inc., in Hammond, Indiana. Joined Filmack Trailer Co. in 1941 as advertising manager. Formed Mel Gold Productions, Inc. in June, 1954. Member Publicity Club of New York.

TURNER, CHARLES L., executive producer of Video Pictures, Inc. B. Nov. 29, 1915 Washington D.C. Attended Yale, Harvard, Columbia, George Washington and American Universities, B.A. M. Joan Fremont Hull 1942. Children, Shelley Hull, 1944, Sara Juliet, 1946, Star Fremont, 1948, John Charles Fremont, 1952. 1939-1941, with NBC. 1941-45, U.S. Army. 1946 directed shorts Universal Pictures. 1952-55, vice pres. of Owen Murphy Prods., Inc. 1956 to present in charge of Video Pictures.

KEEVER, H. WELLER (Jake), director of sales, NBC Television Films division of California National. Born in Chicago. Graduate of Yale University. Has served as national sales manager for NBC Television Films since January, 1955. Joined NBC as a film division salesman in 1951. Was named central sales supervisor in 1953. Before joining NBC he was associated with the food brokerage firm of J. A. Weller, Jr. Co.

LAWRENCE, ROBERT, pres. of Robert Lawrence Productions, Inc., N. Y., Canada and Hollywood. Graduate of West Point, came out of U.S. Army in 1947 and entered the film business. Associated with RKO Pathe and Jerry Fairbanks Productions. Formed Robert Lawrence Productions in 1952. Recently acquired Loucks and Norling Studios, Inc., N. Y. Produces filmed commercials for television and films for industry and government.

SMITH, FLETCHER, president of Fletcher Smith Studios, Inc., producer of TV films, commercials and industrial films, entered the animation field through doing special effects for M-G-M studios, then began developing industrial accounts. In 1938, he set up his own sales organization and branched into live action films. During World War II, he devoted himself exclusively to shooting educational films for the government. With the end of the war and the advent of TV, he went into production of filmed TV commercials.

BONAFIELD, JAY, independent producer, was formerly general manager of RKO Pathe, a division of the RKO Radio Pictures, Inc., entered the motion picture field as a reel boy in the cutting department of Fox Movietone News. In 1931 he joined Pathe as newsreel film editor. He was transferred to the short subjects department, where he became head of the editing department, and then to production manager.

BRANDT, RICHARD PAUL, vice president of Trans-Lux Pictures, vice president of Brandt Theatres and president of Trans-Lux Television Corp., graduated from Yale in 1948. Worked with Donahue & Coe, Worthington Air Conditioning Co., Joe Hornstein, Inc., and RKO Pictures. He joined Trans-Lux Theatres in 1950 and Brandt Theatres in 1952. From 1948 until 1950 he was involved in a special training program which he and his father, Harry Brandt, organized. He is married and the father of two children.

GOODSON, MARK, partner with Bill Todman in Goodson-Todman Productions. B. Sacramento, Calif. Began career as a child actor in stock companies. Entered radio at KJBS, San Francisco, as a disc jockey in 1936. He moved to the Don Lee network in 1937. He came to New York in 1942 where he emceed "Battle of the Boroughs" and "Jack Dempsey Sports Quiz." Also wrote and directed dramatic spots on the "Kate Smith Show," and co-produced the first of the "Stop the Music" series.

VALENTINO, TOM, head of T. J. Valentino, Inc., has been supplying the radio, theatre, and television world with sound effects and mood music for the past 20 years. He broke into radio as a piano tuner, and while working around studios he noticed the first crude attempts at sound effects—which led him to form his present company. From a modest beginning, Tom has gone on to create sounds for shows on Broadway, and theatres across the nation.

STAHL, AL, president of Animated Productions, became, in succession, an animator for Max Fleischer and story-gag editor for Terrytoons, then continued in technical animation work for the Army Signal Corps during World War II. He opened his own studios after V-J Day. His firm has created and produced TV animated and live advertising for leading agencies. Al developed slide-motion and multi-plane animation for NBC-TV. He is a member of the board of National Television Film Council.

PORTER, DEL, V.P. and creative director of Song Ad Prod., Inc. Worked way thru Oregon State by playing saxophone in local dance band. Joined Foursome Quartet and did several seasons on Broadway in Girl Crazy, Anything Goes — many movies and phonograph records. Also many TC radio shows. 1941-46 as material writer, musician, singer with Spike Jones. Joined Song Ads in 1951. Has written scads of commercials.

NILES, FRED A., president of Fred A. Niles Productions, Inc., Chicago-Hollywood film company. B. 1918, Milwaukee, Wisconsin. Graduated U. of Wisconsin, B.A., 1940. Newscaster KVFD, Ft. Dodge, Iowa, 1941. Joined WAAF Radio as news editor, Chicago, 1942. Captain in U. S. Air Force, World War II, 1942-1945. Rejoined WAAF, 1945-1947. Joined Kling Studios, founded film division. Formed own film company, Dec. 12, 1955.

ROACH, HAL, JR., Owner-President and Exec. Producer of Hal Roach Studios. Born June 15, 1918, L. A. Attended Culver Military Academy, was graduated in 1937. Began motion picture career as assistant in short subjects, part-time in 1930, full-time as assistant director on Laurel & Hardy feature films in 1938, then director of same; later producer-director of feature films on Roach lot. Commissioned to produce training films for Signal Corps unit during WW II.

VAN KEUREN, SIDNEY S., Vice-President and Gen'l Mgr. of Hal Roach Studios and Roach Studios Commercial Division. Born Sept. 19, 1901, Pittsburgh, Penna. Attended Penn State and B.S. from Stanford Univ. Joined Hal Roach Studios in 1931 and served in every department on the lot. Associate producer of 22 "Our Gang" short subjects, "Topper" pictures, "Of Mice & Men" and other Roach Studios feature productions. U. S. Air Force, 1942-1945.

GOLDSTEIN, EMANUEL H., Vice-President in charge of associated interests for Hal Roach Studios. Native of Pittsburgh, Penna. Began a 25-year motion picture career as salesman for Universal Pictures. Seventeen years with Universal advancing to Assistant to President, Carl Laemmle and as Treas.-Gen'l Mgr. of the corporation. Later affiliations with Republic Pictures, Columbia Pictures as Studio Manager. Joined Hal Roach Studios in 1951.

GALLU, SAMUEL, president of Gallu Productions, Inc. B. 1918, Philadelphia, Pa. Attended Pennsylvania State University, B.A., 1940. M. Harriet Trangmar, 1942; children, Christopher Trangmar, 1944, Elizabeth Jane, 1950. Entered broadcasting as radio director for Fred Waring, 1941-42. Radio script writer for comedian Henry Morgan, 1946, and for "It Pays to Be Ignorant" series, 1947. Supervised "Garry Moore Show" for CBS-TV, 1952-53. Formed Gallu Productions, 1955.

REIN, EDYTHE, vice president and secretary of National Telefilm Associates and vice president of NTA Film Network. B. Wilkes Barre, Pa. Graduate of Wilkes College, Wilkes Barre, Pa. Served as production assistant to Phillips H. Lord. Joined Ely Landau, Inc., in 1953 and has been with NTA since its inception as secretary, assistant treasurer and a member of NTA's Board of Directors.

EDELMAN, LOUIS F., Motion Picture and Television Producer. President of Louis F. Edelman Enterprises, Inc. Born — New York City, 1900; attended Harvard University, B.A., 1924. M. Rita Adelson, 1933; children, Rosemary, 1935, Kate, 1939. Entered Motion Picture Industry as salesman for Paramount, 1926. Metro - Goldwyn-Mayer producer, 1928-1932; Warner Brothers producer, 1932 through 1953.

BROWN, HARRY JOE, Producer, Director, B. Pittsburgh, Pa. Sept. 22, 1893, E. U. Michigan, U. Syracuse LL.B: Actor on Stage in stock various Cities & Tour: Entered m.p. with Equity Pictures: Independent Producer with Chas. R. Rogers — 30 Features: Producer Director Universal, RKO Pathe, Paramount: Producer Warner Bros., 20th Century-Fox. 1945 formed Producers-Actors Corp. (with Randolph Scott) still releasing thru Columbia.

HUDSON, HAL, Exec. V.P. Zane Grey Productions. Graduate University of Notre Dame, A.B. Entered broadcasting as announcer and writer. Dir. of Writing Dept. CBS, Chicago, 1935-1937. To Hollywood as writer Scattergood Baines for Wrigley Co. Moved to CBS Radio, Hollywood as Supervisor West Coast sponsored programs, 1940; West Coast Pgm. Dir., CBS Radio 1943-48.

BARNETT, WILLIAM H., President of Barnett International Forwarders, Inc., B. 1894, New York, New York. Attended New York public schools and Pace Institute. M. Hannah Peppes, 1918; children, Norman Barnett, 1919, Alan Barnett, 1926. Entered transportation industry 1913 as Export and Import Manager with firm he presently heads. Served as officer of corporation from 1920-until present. Elected president of B.I.F. Inc. in 1946. Member of Cinema Lodge B'Nai B'Rith and Picture Pioneers, & Variety Clubs International.

LEWIS, HERSCHELL G., President of Lewis & Martin Films Inc., President of Commercial Syndicated Films, Inc. B., 1921, Pittsburgh, Pa. Attended Northwestern University, B.S.J., M.S. 1947. M. Barbara Rosenbaum, 1947; children, Michael David, 1950, Robert Dale, 1952. Free-lance writer, 1947-8. Taught English, later Speech & Radio. Commercial Manager, WCOJ, Coatesville, Pa., 1949. Station Manager, WRAC, Racine, Wis., 1949-51. Producer-Director, WKY-TV, 1951-2. Joined Alexander & Assoc. (later Lewis & Martin Films Inc.), 1952.

KAHN, DANIEL HERBERT, treasurer and sales manager of Olympia Film Productions, Inc., has a broad background in film and television. He entered the United States Naval Academy at Annapolis. He was graduated an Ensign in 1949, in time to serve through the Korean War. In 1953, he became Media Director and account executive at the Lester Harrison Advertising Agency. He joined the staff of Olympia Films early in 1955.

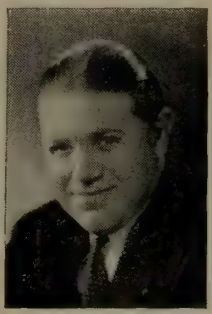
LOVE, JAMES A., president of Lally and Love, film producers, has been in one form of show business or another all his life. Jim joined Warner Brothers in their booking department upon leaving school. While doing military service in The Coast Guard, he entered the production field as a film editor. Later, he was the founder of Cineffects Productions for Nat Sobol. When that organization was disbanded, he formed Lally and Love.

LIND, LLOYD L., vice president and general sales manager of Interstate TV Corporation has been with Allied Artists Pictures, Corp., Interstate's parent organization for over 21 years. He served as assistant to the president, Steve Broidy, for several years and was supervisor of all Allied exchange operations. In 1939, Lind made his first feature sale for TV, and NBC purchased a full length feature for telecasting in New York.

MITCHELL JOHN H., vice-president and sales manager of Screen Gems, Inc., started with Erwin, Wasey, & Co., then spent six years with the Mutual Network. Following his war service, he joined the Honel Corp. In 1948, as United Artists television vice-president and general manager, John helped organize UA's TV department. In 1952 he joined Screen Gems, Inc., the TV production and sales subsidiary of Columbia Pictures.

LEDUC, MARCEL, president of Inter-TV Films Ltd., Montreal, and International TV Film Services, Ltd., New York, has a wide variety of experience in business. In 1953 he formed TV Cooperative Film Sales Co., Inc., distributors of television film. This company was dissolved when International TV Film Services was organized in 1954. In 1955 Inter-TV Films Ltd. was formed in Montreal, P. Q.

MOYSE, KERN, president of Peerless Film Processing Corporation. Graduated from Harvard, and from St. Lawrence Law School. In 1934 Kern became vice-president of Peerless, and in 1946, president. He is a director of the Association of Cinema Laboratories, and of the National TV Film Council, as well as a member of the Motion Picture and TV Engineers Society, and of the Radio and Television Executives Society.



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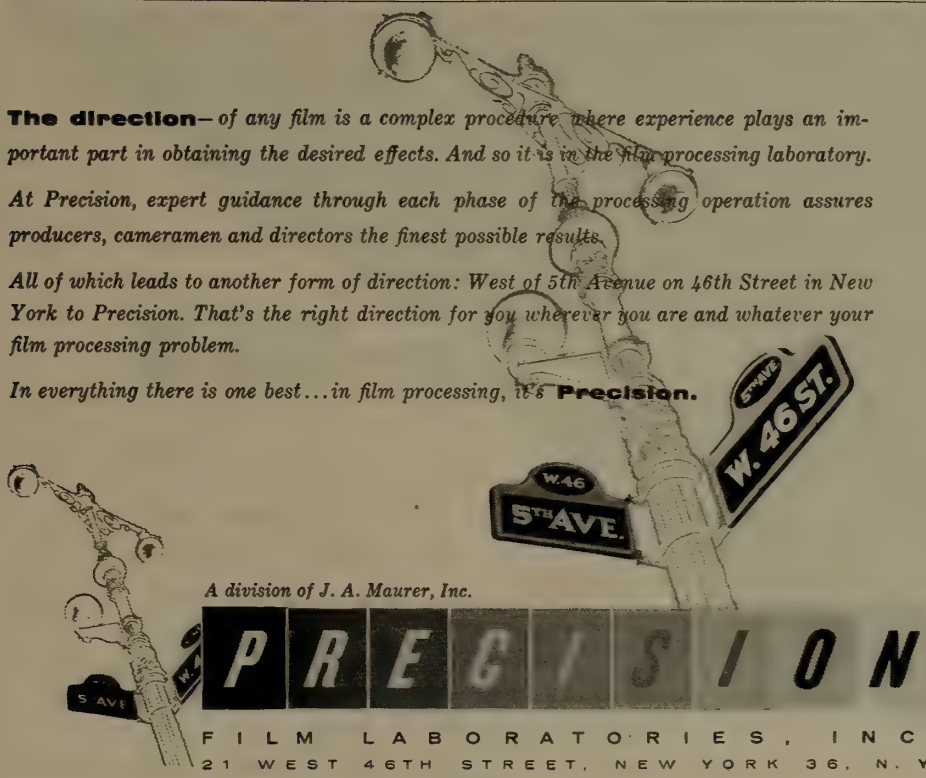

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Little Rock, Arkansas Democrat: **Jim Young**
Little Rock, Arkansas Gazette: **Martha Douglas**
Pine Bluff Commercial: **Bill Miles**

CALIFORNIA

Bakersfield, Californian: **George De Armand**
Bakersfield, The Press: **Mary Gregg**
Brawley News: **Ray Barnes**
Crescent City American: **Howard Griffin**
El Centro, Post-Press: **Dave Galloway**
Fresno Bee: **John Anderson**
Fresno Guide: **Bill Spaulding**
Hanford Sentinel: **Ruth Gomes**
Hollywood TV-Radio Life: **Jack Holland**
Hollywood, Citizen-News: **Zuma Palmer**
Los Angeles Examiner **Jack Lait**
Los Angeles Herald-Express: **Bob Hull**
Los Angeles, Mirror-News: **Hal Humphrey**
Los Angeles Times: **Walter Ames**
Marysville, Appeal-Democrat: **Bill Monohan**
Modesto Bee: **Jack Crose**
Modesto Tribune: **Don Sutton**
Monterey Peninsula Herald: **Fred Sorri**
No. Hollywood, Valley Times: **Allen Rich**
Oakland Shopping News: **Tom Tyrell**
Oakland, Tribune: **James Abbe**
Ontario, The Daily Report: **Quay House**
Oxnard Press Courier **Tom Grimes**
Pasadena, Independent-Star News: **Bill Bird**
Salinas, The Californian: **Dorothy Meyenberg**
San Bernardino Sun-Telegram: **Dee Phillips**
San Diego, Independent: **Don Prior**
San Diego, Tribune: **Dave McIntyre**
San Diego, Union: **Don Freeman**
San Francisco, Call Bulletin: **Lynn Ulm**
San Francisco, Call Bulletin: **Paul Speegle**
San Francisco, Chronicle: **Terrence O'Flaherty**
San Francisco, Examiner: **Dwight Newton**
San Francisco, News: **Guy Wright**
San Mateo Times: **Bob Foster**
San Jose, Mercury: **Frank Freeman**
Santa Cruz Sentinel: **Gordon Sinclair**
Sonora, Union Democrat: **Ed Souza**
Stockton, Linden Diamond: **Ray Golden**
Tuolumne, The Prospector: **Tom Hunter**
Ventura, Star Free Press: **Carl Greenfield**

COLORADO

Colorado Springs, Free Press: **Pat Kelly**
Denver Post: **Thompson R. Watt**
Durango, Herald News: **Art Ballantine**
La Junta, Arkansas Valley Journal: **Milton Booth**
Longmont Ledger: **Jerry Archuleta**

CONNECTICUT

Bridgeport Herald: **Leo Miller**
Bridgeport Herald: **Harry Neigher**
Danbury, News-Times: **Steve Collins**
Hartford Courant: **Doris Kozma**
Hartford Courant: **M. Oakley Stafford**
Hartford Courant: **John Fitzgerald**
Hartford Times: **Anthony Davenport**
Hartford Times: **Jane Farrell**
Hartford Times: **Art McGinley**
Waterbury Rep. & American: **E. Christy Erk**

DELAWARE

Wilmington, Journal **Phil Crossland**
Wilmington Morning News: **Florence E. Kask**

DISTRICT OF COLUMBIA

Washington Daily News: **Dave Reque**
Washington Evening Star: **Bernie Harrison**
Washington Post-Times Herald: **Lawrence Laurent**

FLORIDA

Clearwater Sun: **James Beardsley**
Cocoa Tribune: **John Pound**
Cocoa, Sentinel Star: **Carl Hundsinger**
Daytona Beach, News Journal Papers: **Eva Broadhurst**
Ft. Lauderdale News: **Orville Revelle**
Hollywood Herald: **Vince J. Fiorino**
Hollywood, Sun Tattler: **Audrey Feagan**
Jacksonville Journal: **Ray Knight**
Melbourne Times **Sammy Rowell**
Miami Daily News: **Herb Rau**
Miami Daily News: **Pearl Weiss**
Miami Herald: **Larry Coy**
Miami Herald: **Jack Anderson**
Miami Herald: **Marion Aitchison**
Miami Herald: **Jack Bell**
Miami Herald: **Tony Patrus**
Miami Beach Sun: **Juliet Moore**
Orlando Sentinel: **Ray St. John**
Orlando, Sentinel-Star: **Betty Lear**
Pensacola News-Journal: **Tom Patterson**
Plant City Courier: **Clay Codrington**
Sarasota, The News: **Phil Harris**
Sarasota Herald-Tribune: **Jim Fiverson**
Sarasota Journal: **Bill Copeland**
St. Petersburg, Independent: **Harold Ballew**
St. Petersburg Times: **Anne Rowe**
Tallahassee, Democrat: **Marian Sawyer**
Tampa, Times: **Mary Ann Brown**
Tampa, Tribune: **Phil Barney**
Vero Beach Press-Journal: **Bob Curzon**

GEORGIA

Atlanta Constitution: **Grace Perry**
Atlanta Constitution: **Paul Jones**

Atlanta Daily World: **Lucille Scott**
Atlanta Daily World: **Marion Jackson**
Atlanta Journal: **Norman Shavin**
Camilla Enterprise: **Thomas Burson**
Columbus Ledger-Enquirer: **Robert Brown**
Gainesville, Daily Times: **Sylvan Meyer**
Hogansville Herald: **Cecil Hambey**
LaGrange News: **Phil Harrison**
Newnan Times-Herald: **Ida Thomasson**
Pelham Journal: **J. B. Chism, Jr.**
Sylvania, Screven County News: **L. S. Stegins**
Toccoa Record: **R. W. Graves**
Vidalia Advance: **R. E. Ledford**

IDAHO

Caldwell, News-Tribune: **Pete Harkworth**
Grangeville, Idaho County Free Press: **Bob Anderson**
Kellogg Evening News: **Wendell Brainard**
Pocatello, Intermountain Enterprise: **Eli Oboler**
Wallace, North Idaho Press: **Jane Cantrell**

ILLINOIS

Aurora Beacon News: **Bob Budler**
Bloomington, Pantagraph: **Lawrence Shroyer**
Champaign News-Gazette: **Larry Stewart**
Chicago American: **Janet Kern**
Chicago Daily News: **Ethel Daccardo**
Chicago Sun-Times: **Lucia Carter**
Chicago Sun-Times: **Irv Kupcinet**
Chicago Tribune: **Larry Wolters**
Decatur, Herald-Review: **Lawrence Shroyer**
Eldorado Daily Journal: **Charles Branum**
Harrisburg, Daily Register: **Curt Small**
Hillside Proviso-Times: **James Osberg**
Lawrenceville, Lawrence County News: **Sam Jones**
Marion Daily Republican: **Homer Butler**
Moline Daily Dispatch: **Renee Capelle**
Olney Daily Mail: **Harry Hillis**
Ottawa, Daily Republican Times: **LeRoy Clemens**
Pekin Daily Times: **Dean McNaughton**
Peoria Journal Star: **Wm. Littleton**
Robinson, Argus: **Victor Smith**
Robinson Daily News: **George McCarthy**
Rock Island, Argus: **Charles Sanders**
South Beloit, Borderline News: **Bob Tilley**
Springfield, Illinois State Register: **Carol Miller**
Springfield, Illinois State Journal: **Nancy Burger**

INDIANA

Anderson, Bulletin: **Juliet Crittenberger**
Anderson Herald: **Paul Lane**
Connersville News- Examiner: **Emmett Jackson**
Evansville Courier: **Dorothy Young**
Evansville Press: **Sally Kincaid**
Fort Wayne, Journal Gazette: **Jean Franke**
Fort Wayne, News Sentinel: **Peg O'Connor**
Indianapolis News: **Jackie Freers**
Indianapolis News: **Jacqueline Stahl**
Indianapolis Star: **Julia Dougherty**
Indianapolis Times: **Casey Svengros**
Indianapolis Times: **Sandy Farr**
Jasper, Dubois County Daily Herald: **Simon Stemle**
Laporte Herald-Argus: **Gwen Northrup**
Mt. Vernon Democrat: **Orvin Hall**
Muncie Evening Press: **Bob Parkinson**
Muncie Evening Star: **John Pettibone**
New Albany Tribune: **Guy Keller**
Peru Republican: **Gerry Anderson**
South Bend Tribune: **James McNeile**
Warsaw Times-Union: **Wm. Mollenhour**

IOWA

Bettendorf, Labors Daily: **Mary Murphy**
Cedar Rapids Gazette: **Nadine Subotnik**
Davenport Daily Times: **Ina Wickhan**
Davenport Morning Democrat: **Don Jones**
Des Moines Register: **Mrs. Marge Hummel**
Dubuque Telegraph Herald: **Bill Croker**
Dubuque Telegraph Herald: **Carl Ochs**
Muscatine Journal: **Walter Russell**
Ottumwa Courier: **Janette Stein**
Sioux City, Journal-Tribune Publications: **Willis Forbes**
Waterloo Courier: **Ted Stevens**

KANSAS

Atchison Daily Globe: **John Buckley**
Dodge City Daily Globe: **Don Peoples**
Garden City Telegram: **Paul Murphy**
Kansas City Kansas: **C. H. Nohe**
Kansas City Star: **Bob Hoyland**
Manhattan Mercury: **William Colvin**
McPherson Daily Republican: **Mark Anson**
Wichita Beacon: **Bill Anderson**
Wichita Eagle: **Lovenia Lindberg**

KENTUCKY

Ashland, Daily Independent: **John McGill**
Bowling Green, Park City Daily News: **J. Ray Gaines**
Elizabethtown News: **Watts Franklin**
Elizabethtown, Hardin County Enterprise: **George Wright**
Frankfort, State Journal: **Jim Hawkins**
Henderson, Gleaner & Journal: **Hugh Edward Sandefur**
Jackson, East Kentucky Publishing Co.; **Manuel Strong**
Lebanon, Marion Falcon: **Paul Owens**
Louisville, Courier-Journal: **Bill Ladd**
Louisville Times: **Eugene Lees**
Owensboro Messenger and Inquirer: **Larry Hager**
Pikeville, Pike County News: **Jim Turley**
Richmond Daily Register: **Randall Fields**
Winchester Shopping Guide: **Jim Kearney**
Winchester Sun: **Bill Caywood**

LOUISIANA

Alexandria, Town Talk: **Adrus LaBorde**
Baton Rouge Morning Advocate: **Chas. Magee**
Baton Rouge, State-Times: **C. P. Liter**
Bogalusa Daily News: **Lou Major**
Franklinton Era Leader: **Joe O. Poole**
Jennings Daily News: **Harvey Laing**
Kinder Progress: **Bud Deaton**
New Orleans Item: **Ted Liuzza**
New Orleans States: **Bob Sublette**
New Orleans, Times Picayune: **Ed Brooks**
Paducah, Sun-Democrat: **Virginia Hogan**
Shreveport Journal: **Doug Attaway**
Shreveport Journal: **Larry Ronson**
Shreveport Times **Pericles Alexander**
Shreveport Times: **James T. Briggs**
Welsh Citizen: **Edwin Howard**

MAINE

Augusta, Daily Kennebec Journal: **James McClay**
Lewiston, Sun: **Beatrice Moulton**
Portland Press Herald: **Harold Cail**
Portland Press-Herald: **Joe King**
Rumford, Times: **Roger Woodcock**
Waterville, Sentinel: **James McClay**

MARYLAND

Annapolis, Capitol-Gazette: **Ham Elliott**
Baltimore News-Post: **Aldine Bird**
Baltimore News-Post: **Ann Westbrook**
Baltimore Sun American: **Audry Bishop**
Baltimore, Sun Papers: **Donald Kirkley**
Hagerstown, Daily Mail: **Garvin Hager**
Hagerstown, Morning Herald: **Joseph Harp**

MASSACHUSETTS

Boston, American: **Anthony La Camera**
Boston, Christian Science Monitor: **Maybelle Joyce**
Boston Daily Record: **Bill Buchanan**
Boston Daily Record: **George Clarke**
Boston Globe: **Elizabeth Sullivan**
Boston Herald: **Arthur Fetridge**
Boston Record: **John Long**

Boston Record-American: **Anthony LaCamera**
Boston Traveler: **Joe Levine**
Boston, Tribune Pub. Company: **Elizabeth Goodman**
Brockton Enterprise: **Malcolm Dalton**
Hyannis, Cape Cod Standard-Times **John Rogers**
Pittsfield, Berkshire Eagle: **Ed Farrell**
Springfield, Republican-Union-News: **Don McPhee**
Wellesley Townsman: **A. Edwin Larssin**
Worcester Evening Gazette: **James Gourgouras**
Worcester Sunday Telegram: **Don Williams**
Worcester Telegram: **Fred Rushton**

MICHIGAN

Ann Arbor News: **Bill Mullendore**
Bay City Times: **Milton Hughes**
Detroit Free Press: **Dick Osgood**
Detroit Free Press: **Bettelou Peterson**
Detroit News: **Herschell Hart**
Detroit News: **Betty Hyde**
Detroit Times: **Frances D'Hondt**
Detroit Times: **Andy Wilson**
Flint Journal: **Ralph Coulter**
Grand Rapids Herald: **Sue Rogers**
Grand Rapids Press: **Florence Kasprzak**
Iron Mountain News: **L. D. Tucker**
Iron River Reporter: **Gene Moore**
Ishpeming Daily Mining Journal: **Charles Gabel**
Muskegon Chronicle: **Donna Smecina**
Port Huron, Times Herald: **Al Haugner**
Saginaw News: **Leslie Wahl**

MINNESOTA

Alexandria, Park Region Echo: **Gordon Duenow**
Detroit Lakes, Becker County Record: **Roger Martin**
Detroit Lakes Tribune: **Wes Meyer**
Minneapolis Star: **Cedric Adams**
Minneapolis Star: **Jay Edgerton**
Minneapolis Star: **Forest Powers**
Minneapolis Tribune: **Will Jones**
Owatonna, Daily People's Press: **Ben Darby**
Owatonna, The Photo News: **Don Reigel**
St. Cloud Daily Times: **Alda Theisen**
St. Paul Dispatch Pioneer Press: **Bill Diehl**

MISSISSIPPI

Clarksdale, Press-Register: **Bill Skelton**
Columbus Commercial Dispatch: **Norman Mathews**
Corinth, The Daily Corinthian: **Frederick Jay**
Jackson Daily News: **Frank Haines**
Jackson, State Times: **Norman Shavin**
Jackson State Times: **Norman Shavin**
Natchez Democrat: **Jimmy Lambert**
Natchez Times: **Marie Grover**
Starkville News: **Morris and Henry Meyer**
Vicksburg Evening Post: **Burrell Conway**
Waynesboro, News Publishing Co.: **Harvey Hurt**

MISSOURI

Brookfield, Daily News Bulletin: **Tom Hartman**
Independence, The Daily News: **Wendell Burns**
Kansas City Times & Star: **Bob H. Hoyland**
Sikeston Standard: **Maxine Scott**
Springfield Leader-Press: **Dale Freeman**
St. Clair Chronicle: **Dorothy Moore**
St. Joseph News Press & Gazette: **Merrill Chilcote**
St. Joseph News Press & Gazette: **Don Thornton**
St. Louis Globe-Democrat: **Pete Rahn**
St. Louis Post-Dispatch: **Gene Frentzel**
St. Louis Post Dispatch: **Warner Schoyen**
Washington Missourian: **Wm. Miller**

MONTANA

Billings, Yellowstone News: **Chet Shore**
Miles City Daily Star: **Robert Scanlan**

NEBRASKA

Lincoln Star & Journal: **Lucigrace Switzer**
North Platte, The Telegraph-Bulletin: **Charley Craig**
Omaha World-Herald: **Denman Kountze Jr.**

NEVADA

Reno, Nevada State Journal: **Frank Sullivan**

NEW HAMPSHIRE

Littleton Courier: **Jack Coley**
Manchester, Union-Leader: **Paul Tracy**

NEW JERSEY

Atlantic City, Jersey Times: **Tom Birckhead, Jr.**
Atlantic City Press: **William McMahon**
Atlantic City Reporter: **Alma Freas**
Camden, Courier Post: **Bud Strech**
Newark Evening News: **Joe Storch**
New Brunswick, Daily Home News: **Bob McGarvy**
Trenton Times: **Larry Hulack**
Trenton, Trentonian: **Barbara Wolfe**

NEW MEXICO

Albuquerque, Tribune: **Faye Emerson**
Clayton, Union County Leader: **Paul Payton**
Eunice News: **Barney Dial**
Hobbs Daily News Sun: **Robert McGrath**
Santa Fe, The New Mexican: **Peggy Felt**
Truth or Consequences, Hot Springs Herald: **Paul Tooley**

NEW YORK

Albany, Knickerbocker News: **Walter Hawver**
Batavia The Daily News: **Paul Bostwick**
Binghamton Press: **Tom Cawley**
Binghamton Sun: **Dave Rossie**
Boonville Herald: **Al O'Donnell**
Buffalo, Courier Express: **E. Donald Schlaerth**
Buffalo Evening News: **Sturgis Hedrick**
Cortland, Herald-Journal: **Margaret Miner**
Cortland, Post-Standard: **Robert Holland**
Endicott Daily Bulletin: **Hal Hancock**
Garden City, Newsday: **Jo Coppola**
Jamaica, Long Island Daily Press: **William Cotter**
Jamaica, Long Island Press: **Walter Kaner**
Jamaica, Long Island Press: **Dick Ornauer**
Jamestown Post-Journal: **Charles Stewart**
Jamestown Sun: **Ed Byrne**
Lockport, Union-Sun & Journal: **Dorothy Smith**
Middletown, Daily Record: **Wm. DeMesa**
Middletown, Times-Herald: **Edw. Dougherty**
New York, Associated Press: **Charles Mercer**
New York, Daily Mirror: **Nick Kenny**
New York, Daily News: **Rudy Bergman**
New York, Daily News: **Kay Gardella**
New York, Daily News: **Ben Gross**
New York, Daily News: **Matthew Messina**
New York, Daily News: **Sid Shalit**
New York, Herald Tribune: **Hy Gardner**
New York, Herald Tribune: **John Crosby**
New York, Herald Tribune: **Sid Bakal**
New York, Herald Tribune: **Ruth Gilbert**
New York, Herald Tribune: **Josephine Jablons**
New York, Herald Tribune: **Marie Torre**
New York, Herald Tribune: **Tony Gentile**
New York, International News Service: **Bob Reid**
New York, Journal American: **Jerome J. Karpf**
New York, Journal American: **Louis Reid**
New York, Journal American: **Jack O'Brian**
New York, Journal American: **Danny Brooks**
New York, Pittsburgh Courier: **Josephine Schuyler**
New York, Post: **Al Cusick**
New York, Post: **Jay Nelson Tuck**
New York, Times: **Val Adams**
New York, Times: **Charles Crafft**
New York, Times: **George Gent**
New York, Times: **Jack Gould**
New York, Times: **J. P. Shanley**
New York, Times: **Dick Shepard**
New York, United Press: **John J. Madigan**
New York, United Press: **William Higginbotham**

New York, United Press: **William Ewald**
New York, World Telegram & Sun: **Fred Biancolli**
New York, World Telegram & Sun: **Harriet Van Horne**
New York, World Telegram & Sun: **Ed Leamy**
New York, World Telegram & Sun: **Julius Warzybok**
Niagara Falls Gazette: **Edward Reilley**
Niagara Falls Gazette: **Dick Utts**
Olean Times-Herald: **Gilbert Stinger**
Oneonta Star: **Robert DiPiante**
Patchogue Advance: **Don Moog**
Patchogue, Main Street Press: **Frank Mooney**
Plattsburg Press Republican: **Michael McMahon**
Poughkeepsie-New Yorker: **La Claire I. Tice**
Rochester, Democrat & Chronicle: **Harold Nichols**
Rochester, Times Union: **Jack Hadley**
Rome Daily Sentinel: **Margaret McCarthy**
Syracuse, Herald-Journal: **Bob Sokolsky**
Syracuse, Post-Standard: **Peg Stevens**
Ticonderoga, Sentinel: **Tom Shea**
Utica Daily Press: **Charles King**
Walton Reporter: **John R. Clark**
Watertown Times: **Dominick Pepp**

NORTH CAROLINA

Asheville Citizen: **Earl Freeman**
Asheville Times: **Porter Crisp**
Brevard, The Times: **Jack Briggs**
Charlotte News: **Emery Wister**
Charlotte, Mecklenburg Times: **John Brock**
Charlotte Observer: **Dick Banks**
Fayetteville, Observer: **Bob Gray**
Forest City, The Courier: **Clarence Griffin**
Fuquay Springs, The Independent: **Todd Caldwell**
Hendersonville, The Times News: **Jim Fain**
Hendersonville, The Tribune: **Noah Hollowell**
Lenoir News Topic: **Kearney Pearce**
Raleigh, News and Observer: **Jane Hall**
Raleigh Times: **Lucy Daniels**
Rocky Mount, Evening Telegram: **Ed Rimer**
Rutherfordton, The News: **Tom Wingate**
Selma, Johnstonian Sun: **Tom Davis**
Shelby Daily Star: **William Greene**
Smithfield Herald: **Peter Hulth**
Spindale, The Sun: **Glenn James**
Winston-Salem, Journal & Sentinel: **Tom Whicker**

NORTH DAKOTA

Devils Lake Daily Journal: **Russel Dushinski**
Devils Lake World: **Gordon Stefonowicz**
Fargo Forum: **Del Johnson**
Jamestown Sun: **William I. Wright**

OHIO

Akron, Beacon Journal: **Art Cullison**
Canton Economist: **Morton Frank**
Canton Repository: **Louise Meeks**
Cincinnati, Enquirer: **Magee Adams**
Cincinnati, Enquirer: **James Devane**
Cincinnati, Post: **Mary Wood**
Cincinnati Times-Star: **William R. Vale**
Cleveland News: **Maurice Van Metre**
Cleveland Plain Dealer: **George Condon**
Cleveland Plain Dealer: **Tom O'Connell**
Cleveland Press: **Jim Frankel**
Columbus Citizen: **Jo Bradley Reed**
Columbus Dispatch: **Robert Connors**
Columbus, Ohio State Journal: **Ed Barmann**
Dayton, Daily News: **Gee Mitchell**
Dayton, Journal-Herald: **Brainard Platt**
Dover Reporter: **Harry Yockey**
East Liverpool Review: **Arthur Thomas**
Findlay, The Republican-Courier: **Allen Dudley**
Ironton Tribune: **Jay Brushart**
Jackson Sun Journal: **Ed. Clark**
Mansfield, Smart Shopper: **I. N. Seeds**
Marietta Daily Times: **Andy Elliott**
Martins Ferry, Times-Leader: **Robert Fordyce**
Massillon Independent: **Fred Becker**
Middletown Journal: **Bob Carrier**
Newark Advocate: **Donald M. Smith**
Portsmouth Times: **Dave Scheen**
Sandusky Register-Star News: **Willis B. Kelley**
Steubenville, Herald-Star: **Joseph Michl**
Toledo Blade: **Ray Oviatt**
Toledo Times: **Ruth Elgutter**
Toledo Times: **Roco Pizza**
Warren Tribune-Chronicle: **Cletus Jones**
Woodsfield, Spirit of Democracy: **Jim Young**
Youngstown, Boardman News: **Jack Darnell**
Youngstown Vindicator: **Adrian Slifka**
Zanesville, Times Recorder & Signal: **Virginia Middag**

OKLAHOMA

Frederick Leader: **Bob Cull**
Frederick Press: **Pat Perkins**
Grandfield: Big Pasture News: **Perry White**
McAlester, Democrat: **Hiram Impson**
Muskogee Morning News: **Mark Wakefield**
Okmulgee Daily Times: **Don Dodd**
Ponca City News: **Ivy Coffee**
Tulsa Tribune: **Jim Downing**

OREGON

Astoria, Astorian Budget: **John Mellor**
Bend Bulletin: **Phil Brogan**
Coos Bay Times: **Ken Johnson**
Cottage Grove, Sentinel: **W. C. Martin**
Dallas, Itemizer-Observer: **Wesley Sherman**
Eugene, Register-Guard: **Jack Craig**
Grant's Pass Daily Courier: **Gerald Acklen**
McMinnville, Daily News-Register: **Julian Prescott**
Medford, Mail Tribune: **Harry Chipman**
Portland, The Journal: **William Moyes**
Portland, The Oregonian: **Francis Murphy**
Portland, Radio TV Prevue: **Isabel Hoyt**
Salem, Capital Journal: **Vic Fryer**
Salem, Oregon Statesman: **Conrad Prange**
Tillamook, Shopping Smiles: **Loren McKinley**

PENNSYLVANIA

Allentown Call-Chronicle: **Art Gerhardt**
Altoona Mirror: **Pat Hinton**
Altoona, Tribune: **Leo Carroll**
Ambler Gazette: **Phil Strasburg**
Bradford, The Era: **F. P. Tascone**
Butler Eagle: **Bill Faust**
Chester Times: **Matt Zabitka**
Coatsville, Record: **George Heintzleman**
Conshohocken Gazette: **Harold McCune**
Coudersport, Potter Enterprise: **Walter Taylor**
Erie Daily Times: **Bill Fowler**
Erie Dispatch: **Arley Livingston**
Hazleton, Plain Speaker: **Dominick Antonelli**
Lewistown, Sentinel: **Chris Rowland**
Latrobe Bulletin: **Mary Lou Yurick**
Martinsburg, The Herald: **Blair Bice**
Philadelphia, Bulletin: **Elmer Cull**
Philadelphia, Bulletin: **Bob Williams**
Philadelphia Daily News: **Ernest L. Schier**
Philadelphia Daily News: **L. Schwartz**
Philadelphia, Evening & Sunday Bulletin: **Frank Brookhouser**
Philadelphia Inquirer: **Harry Harris**
Philadelphia Inquirer: **Jean Kuniak**
Philadelphia Inquirer: **Samuel Singer**
Phoenixville, The Daily Republican: **John B. Norris**
Pittsburgh Post-Gazette: **Win Fanning**
Pittsburgh Press: **Fred Hemington**
Pittsburgh Sun Telegraph: **Wilbur Clark**
Pittsburgh Sun-Telegraph: **Karl Krug**
Pittsburgh Sun-Telegraph: **Len Mendlowitz**
Pittsburgh Sun-Telegraph: **Jim Pennock**
Pittsburgh Sun-Telegraph: **James Pettican**
Pottsville Republican: **Charlie Rose**
Reading Eagle: **Robert Schoenert**
Reading Times: **Louis Schlossburg**
Roaring Spring, The Cove News: **Bill Barnhart**
Scranton Times: **Sid Benjamin**
Scranton Tribune: **Patrick McGlynn**
St. Marys, The Daily Press: **Jack O'Brien**
Sunbury Daily Item: **Malcolm E. Arter**
Warren, Observer: **Bob Walsh**
Warren, Times-Mirror: **Ed Lowrey**

Washington, Observer and Reporter: **Guy Day**
West Chester, Daily Local: **Miriam Peacock**
Williamsport, Grit: **John Davis**

Zelienople, Butler County News Record: **James Coffroth**

RHODE ISLAND

Pawtucket Times: **Joseph Costello**
Newport Daily News: **Clara Emerson**
Providence Journal & Evening Bulletin: **Ted Holmberg**

SOUTH CAROLINA

Beaufort, Gazette: **Howard Cooper**
Cheraw Chronicle: **Mac Secrest**
Greenville News: **Hurley Badders**
Greenville Piedmont: **Paul Barrett**
Greer Citizen: **E. A. Burch**
Orangeburg, The Times & Democrat: **Frank Myers**
Spartanburg, Shoppers Guide: **J. Wilson Harrison**

SOUTH DAKOTA

Brookings Booster: **Harold Schoepp**
Rapid City Daily Journal: **Gene Brooks**
Sioux Falls, Argus-Leader: **Wally Lutz**

TENNESSEE

Cookeville, Citizen: **John Mott**
Dickson County Herald: **L. G. Ishmael**
Jackson Sun: **Dorothy Smith**
Knoxville Journal: **Juanita Glenn**
Knoxville News-Sentinel: **Hugh Allen**
Maryville Enterprise: **Bob Lynch**
Memphis, Commercial Appeal: **Henry Mitchell**
Memphis, Press Scimitar: **Bob Johnson**
Murfreesboro, Daily News Journal: **Douglas Sparks**
Nashville Banner: **Red O'Donnell**
Pulaski Citizen: **George Martin**
Winchester Chronicle: **Mrs. David Lynch**

TEXAS

Amarillo Daily News; Globe-Times: **Bill McReynolds**
Austin American-Statesman: **John Bustin**
Bay City, Daily Tribune: **Orville Barton**
Beaumont Enterprise: **Merita Mills**
Beaumont Journal: **Gladys Quilliam**
Big Spring Herald: **Bob Whipkey**
Corpus Christi, Caller-Times: **John Stallings**
Dallas Morning News: **John Rosenfield**
Dallas Times-Herald: **Walter Kempley**
Dallas Times-Herald: **Doug Hawley**
Dublin Progress: **Coy Perry**
Fort Worth Press: **Jack Gordon**
Fort Worth Star-Telegram: **Elston Brooks**
Greenville Banner: **Matt Sheeley**
Hamilton Herald News: **Roy J. Curtis**
Houston, Chronicle: **Ann Hodges**
Houston Post: **Mary Blount**
Houston Post: **David Westheimer**
Houston Post: **Irene Wilson**
Jefferson, Jimplicute: **R. O. Hicks**
Longview, News: **Ellie Hopkins**
Longview, News Journal: **George W. Howell**
Lubbock, Avalanche-Journal: **R. C. Hankins**
Lubbock Sunday Sun: **M. I. Hall**
Lufkin Daily News: **W. R. Beaumier**
Lufkin, Nacogdoches Daily Sentinel: **Vic Fain**
Marshall, News Messenger: **Millard Cope**
Odessa American: **Brad Carlise**
Pampa Daily News: **Joel Coombs**
Paris, Lamar County Echo: **Thos. Steely**
Paris News: **Ray Sissel**
San Angelo, Standard Times: **Jack Allard**
San Antonio, Express & News: **Fern Chick**
San Antonio, Light: **Paul Trench**
Taylor Daily Press: **Harry Gaines**
Taylor Daily Press: **Joe Hegar**
Texarkana Gazette: **J. Q. Mahaffey**

UTAH

Logan Herald Journal: **Ray Nelson**
Murray Eagle: **Jim Cornwell**
Salt Lake City, Deseret News-Telegram: **Howard Pearson**

VERMONT

Burlington Daily News: **Robert Cronin**

VIRGINIA

Arlington, Citizen: **Doug Bailey**
Danville, Commercial Appeal: **Watt Miles**
Danville, The Bee: **Arlon W. Johnson**
Marion, Smyth County News: **James Tindall**
Norfolk, Ledger Dispatch: **Clarence Walton**
Norfolk, Virginian Pilot: **Warner Twyford**
Orange Review: **Duff Green**
Orange, Richmond Times Dispatch: **Betty Parker Ashton**
Portsmouth Star: **C. W. Walters**
Richmond News Leader: **Vic Dorr**
Richmond Newspapers, Inc.: **John Stratton**
Richmond Times Dispatch: **Norman Rowe**
Roanoke Times: **Jesse Chapman**
Virginia Beach Sun News: **Al Mailhes**

WASHINGTON

Port Angeles, Evening News: **Frances Gallagher**
Seattle, Post-Intelligencer: **Wm. Jahn**
Seattle Times: **Louise Bresky**
Seattle Times: **Lewis Guzzo**
Seattle Times: **Matt Sayres**
Tacoma News Tribune: **Helen Rogers**
Toppenish Times: **Elmer King**

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Charleston Daily Mail: **Arnold Knapp**
Charleston Gazette: **Nancy Brady**
Clarksburg News' **Glenn Peterson**
Fairmount Newspaper Pub. Co.: **H. Arthur Pearce**
Huntington, Herald Advertiser: **Chas. Collett**
Huntington Advertiser: **Ernie Salvatore**
Keyser, Mineral Daily News: **John Barger**
Logan Banner: **Don Pritchard**
Morgantown, Dominion News: **Alice Baggott**
Moundsville, Daily Echo: **Sam Shaw**
New Martinsville, Wetzel Republican: **Charles Rhodes**
Parkersburg News: **Richard Suter**
Weirton Daily Times: **Earl V. Wittpenn**
Wheeling Intelligencer: **Howard Meagle**
Wheeling, News Register: **Russell Rafferty**

WISCONSIN

Beloit Daily News: **Betty Wyatt**
Chippewa Herald Telegram: **Hollie Maier**
La Crosse Tribune: **Marge Lelocken**
Madison, Wisconsin State Journal: **William Doudna**
Manitowoc, Herald-Times: **Roy F. Valitchka**
Milwaukee Journal: **Don Dornbrook**
Milwaukee Sentinel: **Buck Herzog**
Milwaukee Sentinel: **Robert Riordan**
Sturgeon Bay, Green Bay Press Gazette: **Mary Ellen Gothberg**
Wausau, Record-Herald: **Win Fruend**
Wisconsin Rapids Daily Tribune: **Carl E. Otto**

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Wyo. Tribune (Cheyenne): **Kirk Knox**
Rawlins Daily Times: **Paul R. Wieck**
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January 1, 1956 to January 1, 1957

THE 35 SONG HITS WITH THE LARGEST RADIO AND TELEVISION AUDIENCES ARE LISTED BELOW IN ORDER OF THE TOTAL ACI POINTS RECEIVED IN THE ACI SURVEYS DURING THE YEAR. (Songs in STAGE, FILM or TV productions are indicated. Songs currently active are marked with an asterisk. Songs whose activity began in the fall of 1955 are noted by the date . . . (1955).

Total ACI Points	Number of Weeks in ACI Survey	Song Title	Production	Publisher
38423	38	*I COULD HAVE DANCED ALL NIGHT	(My Fair Lady)	Chappell
35976	38	*On the Street Where You Live	(My Fair Lady)	Chappell
27162	27	Poor People of Paris		Connelly
26086	25	Lisbon Antigua (1955)		Southern
24758	24	Standing on the Corner	(Most Happy Fella)	Frank
24386	25	Theme from Three Penny Opera (Moritat)	(Three Penny Opera)	Harms
24049	19	Rock and Roll Waltz		Sheldon
23489	24	Canadian Sunset		Meridian
23432	21	Hot Diggity		Roncom
22522	26	*True Love	(High Society)	Buxton Hill
19724	35	*I've Grown Accustomed to Your Face	(My Fair Lady)	Chapell
19400	14	Memories Are Made of This (1955)		Montclare
18960	31	Mr. Wonderful	(Mr. Wonderful)	Laurel
18697	36	Allegheny Moon		Oxford
17828	17	No Not Much		Beaver
16497	27	Whatever Will Be Will Be	(Man Who Knew Too Much)	Artists
15521	10	Sixteen Tons (1955)		American
15473	26	Wayward Wind		Warman
15013	18	*Friendly Persuasion	(Friendly Persuasion)	Feist
14485	29	Too Close for Comfort	(Mr. Wonderful)	Laurel
14295	16	Great Pretender		Panther
14231	14	Blue Suede Shoes		Hi-Lo-Hill & Range
14089	11	*Love Me Tender	(Love Me Tender)	Presley
13244	15	Band of Gold (1955)		Ludlow
12916	20	Picnic	(Picnic)	Columbia Pic.
12118	13	Tender Trap (1955)	(Tender Trap)	Barton
11916	16	Tonight You Belong to Me		Bregnan-Vocco-Conn
11600	14	*Just Walking in the Rain		Golden West
11347	24	How Little We Know		E. H. Morris
11223	18	Happiness Street		Planetary
11176	15	My Prayer		Shapiro-Bernstein
10852	15	Ivory Tower		Melrose
10747	17	Hound Dog		Presley-Lion
10660	14	*Cindy Oh Cindy		E. B. Marks-Bryden
10594	21	Can You Find It in Your Heart		Witmark

Issued with copyrighted ACI SURVEY for week ending January 3, 1957.
Office of Research, Inc.

A. S. C. A. P.

By PAUL CUNNINGHAM
President

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Pinkard Publications, Inc.
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Pleasant Music Pub. Corp.
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Popular Music Co.
Portilla Music Corp.
Presser, Theodore, Company
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Riverside Music Publications
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Rowell-Kelly Enterprises, Inc.
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By CHARLES A. WALL
President and Treasurer

ASSOCIATED MUSIC PUBLISHERS, INC., a wholly owned subsidiary of Broadcast Music, Inc., serves the radio and television industry in the field of serious music. It is recognized at the present time as one of the principal publishers and exploiters of contemporary music in the United States and controls a very extensive and expanding catalog of orchestral, band, chamber, instrumental and choral works by foremost American and foreign composers. In addition AMP also represents exclusively in the United States many of the most famous serious music catalogs of Europe such as Breitkopf & Haertel and Schott of Germany, Schott and Universal Edition of England, Universal Edition of Austria and Switzerland, Eschig and Enoch of France, Union Musical Espanol of Spain, Suvini Zerboni and Sonzogno of Italy, and many others.

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BROADCAST MUSIC, INC.

By CARL HAVERLIN
President

BECAUSE it expresses our philosophy in 1956 just as emphatically as it did in 1955, we are repeating below our statement in last year's RADIO ANNUAL AND TELEVISION YEARBOOK:

During each day of the seventeen years of its existence Broadcast Music, Inc., has adhered steadfastly to one basic principle—competition is healthy and necessary. Because of this credo, BMI operates as a competitive force in the field of performing rights. Because it believes in competition, BMI operates in a manner intended to benefit all composers, all writers, all music publishers, all users of music.

The result has been to establish an open door and an open market place for all creators of music and for all publishers of music. Benefits of the BMI policy continue to flow not only to well established publishers and writers but to the newcomers who have come into the field since the creation of BMI.

In order to maintain a constantly growing source of music and to provide a steady challenge to the progressive composer, writer, and publisher, BMI has devoted its attention to all types of music. As a result, national, indeed world-wide, interest has been focused on fields of music once considered geographically limited or intellectually esoteric. The resultant democratization of musical elements has developed a truly American music, one which is made up of many forces, popular, country and Western, rhythm and blues, concert. Because of this, the creators and the developers of these musical forces have found new opportunities.

Today, BMI is proud of the fact that so many publishers, composers and writers have found inspiration and remuneration in the open market place.

BMI begins its eighteenth year of existence as it did its first . . . dedicated to the one basic principle—competition in music is as healthy and necessary as in any other field of American endeavor.

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Piccadilly Music Corp.
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Selroy Music Pub. Co.
Sensational Music Pub. Co.
Seven Seas Music Pubs.
Seven-Eleven Music Pub.
Shaw Music
Shealy Music Pub. Co., Inc.
Sheldon-Mitchell Pub Corp.
Sheldon Music, Inc.
Shell Music Co.
Sheridan Music Corp.
Shermack Music Co.
Sherman Music Co.
Sherwood Music Pub. Co.
Shirgus Publishing
Shopa Music Publications
Shutt, Albert Music Publisher
Signet Music Co.
Simon House, Inc.
Singer, Murray, Music Pub.
Skrivanek Music
Skyway Records & Music Pub.
Slate Enterprises, Inc.
Smith Publications
Snyder, Fenton Publications
Society of Jewish Composers, Publishers and Songwriters
Song Ads Inc.
Songs of the Hills Music Pub. Co.
Song-Ranch Publications
Sonorous Music Co., Inc.
Sooner Music Inc.
Sophisticate Music, Inc.
Sound Music Pub. Co.
Space Songs
Spanish Music Center
Spin Music, Inc.
Spitzer Songs, Inc.
Starrite Pub. Co.
Stella Music Co., Inc.
Stenton Music Inc.
Stern Music Publishing Co.
Steven, Arthur Publications
Stevens Music Corporation
Stratton Music, Inc.
Stuart Music, Inc.
Studio Music Co.
Sunbeam Music Corp.
Sundial Songs
Sunrise Music Company
Surf Music Corp.
Susquehanna Prod., Inc.
Swansongs Publications
Swing & Tempo Music Co.

T-C Publishing Corp.
Tamasa Music Co.
Tannen Music, Inc.
Taps Agency
Tarry-Town Music Co.
Tawny Publishing Co.
Temerity Music Inc.
Tennessee Music Corp.
Terrace Music
Terrific Tunes
Thomas Cole Publishing Co.
Thornwood Music Pub. Co.
Tiffany Music Company
Timberland Publishing Co.
Time Music Company
Tollie Music, Inc.
Tono Record Co.
Topik Tunes
Trans Music Corp.
Travis Music, Inc.
Trend Music
Triad Music Company
Trianon Publications
Trinity Music Co., Inc.
Trio Music Company
Triumph Publications, Inc.
Tropical Song Counter
Tubb, Ernest, Music Inc.
Tune Towne Tunes

U. S. Music, Inc.
Una Publishing Co.
Unger Music
Unique Music Publishers
Universal Music Sales
Uranus Music Company
Urban, Max & Co.

Val Music Corporation
Valentine Music Pub.
Valiant Music Company, Inc.
Valley-Hill Music Co.
Valley Publishers, Inc.
Valley View Music, Inc.
Valner, Kurt
Van Brunt Publishing Company
Vanguard Songs
Van's Music Co.
Variety Music Company
Vetter, Jack, Music Corp.
Vidor Publications
Village Music Co.
Villanova Music Co.
Vincent Music Co., Inc.
Vogue Music Corporation
Volunteer Music Sales Co.

W. F. A. Enterprises
Wade Franklin, Publications
Ward, Clara, Publications
Ward & Sears Music, Inc.
Warman Music
Warner Studio
Warren Publications
Waterloo Music Co.
Webster Music Company
Weddington Music, Inc.
Weiss & Barry, Inc.
Wemar Music Corporation
Westbrook Publications
Westbury Music Co.
Whimsy, Ltd.
White, Elmore, Music
Wilcox Music Publishing Co.
Willet, Slim, Songs
Winchester Music Inc.
Winneton Music Corp.
Winthrop, G. & Company
Wise Music Publications
Wonder Music Pub. Co.
Wonderland Music Co., Inc.
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SESAC, INC.

By PAUL HEINECKE
President

MUSIC, apparently, not only "hath charm" but also the eggshell quality of an atom bomb—and like atomic energy, requireth skillful and delicate handling.

During the past few years the world at large has been made acutely aware of the performance licensing organization. This is good. It's about time the curtain was raised and the music user be made to see what part such an organization plays in his professional life.

The shortsightedness on the part of music users stems from a lack of understanding as to what the music industry and specifically the performance licensing organization is all about. Creative works have always been subject to highjacking by the unscrupulous—those who are prone to exploit and profit without being willing to pay—in short, those who want to dance but not pay the fiddler.

The copyright system under which the United States presently operates is the result of thinking several hundred years old, and which eventually became manifest in this country in the copyright laws passed by twelve of the original states. The basic thinking in each was the encouraging of the arts and reserving to the creator the rewards of his accomplishment. Finally, Congress realized that it would have to do something about the protection of all American art forms and, so, followed the present Federal Copyright Act. The purpose of this law is to grant to the creator, a reward for his talent and ability, as well as to stimulate and encourage others equally talented. The law takes a definite stand and allows the creator and/or the copyright owner the privilege of protecting his work from unauthorized use.

While performing rights of musical works were first recognized in 1897, the first performing rights organization in the United States was formed in 1914, approximately five years after the establishment of the present Copyright Law.

When radio came into existence there was naturally a great demand for music. This industry, like restaurants, cabarets and hotel owners, took the position that they were not publicly performing copyrighted music for profit. It became apparent that without such groups as SESAC, the individual user would have to, if he were going to use a copyrighted work in public performance for profit, contact the individual copyright owner, who was in many cases the composer and/or publisher, in order to secure permission to use the work. These individual contacts would involve detailed paper work, and increased personnel. Secondly the performance cost would undoubtedly be higher if such fees had to be arrived at between the copyright owner and the user. The performance licensing organization eliminated all the obstacles and based costs upon natural and sound economic phenomena.

We've got to realize that today we're faced with the problem of protecting those works which have already been created and of encouraging the creation of new material to augment the old. This is not done without effort. Talent to begin with is rare. When it is realized it is a treasure and when finally put to work it becomes a blessing. So don't ever expect to get it for nothing.

Abernathy Pub. Co.
Accord, Edition
Accordion Music Publishing Co.
Adamus, A.
Adamus, Zenobiusz
Albright Music Company
Alford, Harry L.
Amsco Music Publishing Co.
Andrea Music Co., Inc.
Arct, M.
Arct Wydawnictwo Muzyczne
Ashmall, Wm. E., Company
Augsburg Publishing House
Avalon Music Publishing Co.
Aztec Music Company
Babwin Publications
Barnes, A. S., & Company, Inc. Inc.
Barnhouse, C. L., Company
Bartlett, E. M.
Barwicki, K. T.
Bass Co., The
Bava's, John, Music
Beazley, Samuel W., & Son
Beirly, Alfred, Co.
Bendix Publishing Corp.
Berge Music Co.
Bienstock, Siegfried
Blake, Whitney, Music Publishers
Braun Music Co.
Braun Organization, The
Breuer, Harry
Broadcast Music Publishers
Broadman Press, The
Brumley, Albert E., and Sons
Bryant Music Company
Calbo, N.
Capitol Music Co.
Cardilli, M. V.
Carlton Music Pub.
Catholic Music Co.
Central Music Co.
Century Music Publishing Co.
Cerruti, John M.
Chandler-Ebel Music Co.
Chantry Music Press, Ltd.
Choral Press
Church Music Co.
Clayton, Norman J.
Clef Music Corp.
Coanacher, B.
Coleman, Robert H.
Coleman, Robert H., Publishing Co.
Colin, Charles
Composers Press, Inc., The
Concord Music Publishing Co., Inc.
Concordia Pub. House
Cooper, W. Oliver
Craig, Ivy E.
Crawford, Percy B.
Cummings, M. Homer
Czytelnik
Daniel, John, Quartet Song Pub.
Darom, Edition
Davis, Marion, Company, The
Dawson, William L.
Dean, Emmet S.
Dean & Edmiaston
Dean & Evridge
Dean & Franklin
Dean & Hensley
Dean & Morgan
Dean & Sebren
Deiro, Pietro, Publications
Denison, T. S., & Company
Denson Trio Music Co.
Denson-Parris Music Co.
Di Bella, O., Music Co.
Diamant, Abraham
Edel, Yizchak
Edition Accord
Edition Darom
Edition Gil-Ron
Edition Hazemer
Edition Jastrzab
Edition Olympia
Edition Pizmon
Edition Pro Arte
Ellis, V. B. (Vep)
Eulenburg, Ernst, Ltd.
Europa Music Co.
Evangel Music Co., Inc.
Fairbank, H. W., Company
Ferrill, J. W.
Firm Foundation Publishing House
FitzSimons, H. T., Co., Inc.
Forberg, Rob.
Fouts, S. G.
Fouts-Payne Music Co.
Future Music
Gebethner & Wolff
Georgi & Vitak Music Co.
Gilbert Music Company
Gil-Ron, Edition
Goddard Publishing Co.
Gornston, David
Gospel Music Publications
Gospel Songs, Inc.
Grabczewski, F.
Grammer, Frank
Gregorian Institute of America
Hall Music Co., The
Hall & McCreary Co., Div. of Schmitt Pub., Inc.
Hanson, Eddy
Hartford Music Co., The
Hart's Music Company
Hathaway, Franklin Earl, Mus. Pub.
Hazemer, Edition
Heinrichshofen's Verlag
Henson, J. M., Music Co.
Heritage Music Publications, Inc.
Hoffman, Raymond A., Co.
Holbrooke, Josef
Huffer, Fred K.
Humphries, Bruce, Inc.
Hymntime Publishers
Idzikowski, Leon
Idzikowski, M.
"IPA," Israel Publishers Agency
"Iscam," Israel Society of Composers, Authors & Music Publishers
Jastrzab, Edition
Jaworsky-Pandy Music Publishing Co.
Jeffress Music Company
Jewell, Fred, Music Co.
Kanner Music Publishing Co.
Keene, Hank, Inc.
Kelman Music Corp.
Keyboard Publishing Co.
King, K. L., Music House
King Music Publishing Corp.
Kjos, Neil A., Music Co.
Krachtus, John, Co.
Krone, Max and Beatrice
Kuthan, E.
Lillenas Publishing Co.
Lister, Mosie, Publications
Littig, Frank, Music Publishing Co.
Liturgical Music Company
Liturgical Music Press, Inc.
Ludwig Music Publishing Co.

Maciejowski, ZB.
Markiewicz, Adam
Master Music Press, Inc.
McKinley Publishers, Inc.
McLaughlin & Reilly Co.
Mercury Music Corp.
Modern Music Library
Moniuszko Publishing Co.
Moore, David
Morris-Henson Music Co.
Music Press
Music Press, Inc.
Music Products Corp.
Musical Melody Publishers
National Music Company
National Music Company, Inc.
Nattrass-Schenck, Inc.
Nazarene Publishing House
Nemmers, M. L. Publishing Co.
Network Music Publishers
Northwestern Press, The
Nowa Scena
Nowacki, Henryk X.
Olympia, Edition
Pace, Adger M.
Pagani, O., & Bro., Inc.
Pallma, Frank, Music Publisher
Pallma Music Products Corp.
Panella, Frank A.
Panella Music Co.
Paragon Music Publishers
Parks, J. A., Company, The
Parris Music Co.
Parris, O. A.
Perry, F. Clark, Co.
Perry's Sons, A. W., Inc.
Pioneer Music Press
Pizmon, Edition
Podgorski, I.
Polonia Publishing Co.
Polskie Towarzystwo Muzyki Wspolczesnej
Polskie Wydawnictwo Muzyki Wspolczesnej
Poltawski, Aleksander
Pomaranski, Zygmunt
Popular Music Publications
Princess Publications
Pro Art Publications
Pro Arte, Edition
Puritan Publishing Co.
"PWM," Polskie Wydawnictwo Muzyczne
"PWP," Przedstawicielstwo Wydawnictwo Polskich (Association of Polish Publishers)
Quartet Music Company
Quincke, Walter A.
Radio City Guitar Studio
Rainbow Music Co.
Ramola Music
Ramsey, Will M.
Ramsey & Parker
Revival Music Company
Ricart & Cia, Luis, S. L.
Roat, Chas. E., Music Co.
Rolseth Pub. Co.
Rozan Publishing Co.
Rudnicki, Walery
Rynczak, J.
Rzepecki, J.
Sacred Music Foundation, The
Sajewski, W. H., Music and Publishing Co., Inc.
Samely, Sam
Schmidt, Arthur P., Co., Inc., The
Schmitt, Paul A., Music Company
Schmitt Pubs., Inc.
Scholin, C. Albert, & Sons, Inc.
Schuberth, Edward, & Co., Inc.
Sebren, George W., Music Co.
Select Music Company
Selmer, H. & A., Inc.
Seyfarth, G.
Sherwood Music Co.
Showalter, A. J., Company, The
Showalter, G. H. P.
Simon, Frank
Singenberger, John
Singenberger, Otto
Singspiration
Singtime Publishing Co.
Sisk Music Company, The
Slaski, H.
Slater, Will W.
Smith, Alfred B.
Southern Music Plate Co.
Stamps-Baxter Music & Printing Co.
Stamps Quartet Music Company, Inc.
Stamps, V. O., Music Company
Standard Music Company
Standard Songs
Stanphill, Ira
Stirling Music Publishing Co.
Sunday School Board of the South Baptist Convention, The
Target Music Co.
Tav-Rina, Edition
Teddlie, Tillit S.
Tennessee Music & Printing Co.
Thomas, Alvis O.
Thomas, J. E.
Thompson Music Company
Top Music Publishers, Inc.
Tovey, Herbert G.
Towarzystwo Wydawnicze Muzyki Polskiej
Treasure Chest Publications, Inc.
Triangle Music Co.
Trio Music Co.
Universum
Varner, Wallace B.
Vaughan, James D., Music Publishers
Vitak-Elsnic Co.
Volpe Music Co.
Walls, W. M.
Warde, Harry
Warner, F. Eugene
Weaner-Levant Publications
Weaner, Maxwell
Wells, Kenneth H.
Western Accordion Music Company
Wheelwright, Lorin F.
Whitney Blake Music Publishers
Wiehler, Zygmunt
Wilensky, Moshe
Windsor Music Company
Winsett, R. E., Music Co.
Witczyk, Stanislaw
"W|R"
Wohl, Jehuda
Wydawnictwo Muzyczne Arcta
Wynert, Johnny
"Zaiks," Zwiazek Autorow, Kompozytorow i Wydawcow
Zak, Czeslaw
Zalewski, B. J.
Zaremba, Alojzy

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C. Wright Mills
Puck, the Comic Weekly

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Magdalena E. Wolbrecht
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Thomas Crowell

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Howard W. Sams

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Merlin Press

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Hastings House

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Television Production Standards

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The Writer

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by Ellen Pennell
Burgess Publishing Co.

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Reinhold Publishing

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Dept. of Health, Ed. & Welfare

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Longmans, Green

Television in School, College, And Community
by Jennie Waugh Callahan
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American Council on Education

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Pub. by Television Code Review Bd.

The Judges and the Judged
by Merle Miller
Doubleday

Radio and Television Law
by Harry P. Warner
Matthew Bender

Ed Herlihy

BEHIND THE MIKE

BEFORE THE CAMERA

1957

WILLIAM KEENE

SU. 7-5400

West Coast Rep.
Thelma White
CRestview 6-3189

RADIO-TV ARTISTS

their work during 1956

— A —

AAKER, LEE
Rin Tin Tin
ABC-TV

ALAMPI, PHIL
Farm News
NBC

ALDA, ROBERT
Can Do
NBC-TV

ALEXANDER, BEN
Dragnet
NBC-TV

ALLEN, GRACIE
Burns and Allen Show
CBS-TV

ALLEN, STEVE
B. Dec. 26, 1921, New York City. Tonight, NBC

ALLISON, FRAN
Kukla, Fran & Ollie
ABC-TV

ANDERSON, EDDIE "ROCHESTER"
B. Sept. 18, 1905, Oakland, Cal. The Jack Benny Show, CBS-TV

ANDERSON, WARNER
The Line-Up
CBS-TV

ANDREWS, JOHNNY W.
B. April 1, 1917, Boston, Mass.

ANSARA, MICHAEL
Broken Arrow
ABC-TV

ARDEN, EVE
Our Miss Brooks
CBS

ARNAZ, DESI
I Love Lucy
CBS-TV

ARNESS, JAMES
Gunsmoke
CBS-TV

— B —

BACKUS, JIM
I Married Joan
NBC-TV

BAILEY, CHARITY
Sing A Song
NBC-TV

BAILEY, JACK
Truth or Consequences, Queen For A Day; NBC-TV, MBS

BALL, LUCILLE
I Love Lucy
CBS-TV

BARRY, JACK
The Big Surprise, Tic Tac Dough, Twenty One; NBC-TV

BAVIER, FRANCES
It's A Great Life
NBC-TV

BECK, JACKSON
B. July 23, 1912, New York City. U. S. Steel, CBS-TV; F.B.I. In Peace and War, Second Mrs. Burton, CBS; It's Time, ABC; Brady Kaye, NBC; Spots for Chrysler, Howard Clothes, Chock Full O' Nuts Coffee, Bulova

BECKER, SANDY
Young Dr. Malone
CBS

BEIR, FRED
B. Sept. 21, 1927, Niagara Falls, N. Y. Robert Montgomery Pre-

DO YOU DREAM
IN COLOR?
WE DO

Tex and Jinx

SAM

LEVENSON

JOHNNY

AND

PENNY

OLSEN

CI. 7-7517

sents, NBC Matinee Theatre, Kraft, Goodyear Playhouse, NBC; Studio One, CBS; Annapolis Series, ABC

BENDIX, WILLIAM
Life of Riley
NBC-TV

BENNY, JACK

B. Feb. 14, 1894, Chicago, Ill. The Jack Benny Show, CBS, CBS-TV

BENZELL, MIMI

B. Bridgeport, Conn. Ed Sullivan, CBS; Voice of Firestone, ABC

BERG, NANCY
Count Sheep
NBC-TV

BERGEN, EDGAR

Do You Trust Your Wife? CBS-TV

BERGEN, POLLY

Playhouse 90, G.E. Theatre, Ed Sullivan, CBS; NBC Spectacular, Max Liebman Spectacular, Producers Showcase, NBC

BERLE, MILTON

Milton Berle Show, NBC-TV

BISHOP, WILLIAM
It's A Great Life
NBC-TV

BLAIR, JANET
Caesar's Hour
NBC-TV

BOLGER, RAY
Washington Square
NBC-TV

BOONE, PAT

B. June 1st, 1934, Jacksonville, Fla. Arthur Godfrey Show, CBS-TV

BOONE, RICHARD

B. June 18, Los Angeles, Cal. Medic, Lux Video Theatre, Frontier, NBC-TV; Climax, CBS-TV

BORGE, VICTOR
Comedy in Music
CBS-TV

BOYD, WILLIAM
Hopalong Cassidy
NBC-TV

BRADDOCK, MICKEY
Circus Boy
NBC-TV

BRADY, PAT
Roy Rogers Show
NBC-TV

BRENT, GEORGE
Wire Service
ABC-TV

BRESLIN, PATRICIA
The People's Choice
NBC-TV

BROOKS, RAND
Rin Tin Tin
ABC-TV

BROWN, JAMES
Rin Tin Tin
ABC-TV

BROWN, TED
Weekday
NBC

BRYAN, ARTHUR Q.

B. May 8, 1899, Brooklyn, N. Y. Fibber McGee & Molly, NBC

BUFFANO, JULES
Texaco Star Theater
NBC-TV

BURKE, PAUL
Noah's Ark
NBC-TV

BURNS, GEORGE
Burns and Allen Show
CBS-TV

BURNS, STAN

B. Sept. 18, 1927, New York City. Kashbox Quiz, Stan, The Spinner, WINS; Nora Drake, Helen Trent, Our Gal Sunday, CBS; Cerebral Palsy Telethon, WOR-TV

MARY
MARGARET
McBRIDE

FULL NBC
RADIO
NETWORK

— o —

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New York City

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5:00-5:45 P.M. DAILY

N.B.C. MONITOR
SATURDAY and SUNDAY

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ON TV and RADIO

VOICES OF "BERT & HARRY"
(PIEL'S BEER)

•

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GOULDING-ELLIOTT-GRAHAM, INC.

Pers. Mgr.
JOHN MOSES

420 LEXINGTON AVE.
NEW YORK, N. Y.

Director:
VIC COWEN

JACK CARSON

Management: MCA

Personal Manager: Frank Stempel

BUTTRAM, PAT
Just Entertainment
CBS

BYINGTON, SPRING

B. Oct. 17, Colorado Springs, Col. December Bride, Twentieth Century Fox Hour, The Vic Damone Show, CBS-TV; The George Gobel Show, The Ford Show, NBC-TV; Armstrong Theatre

— C —

CAESAR, SID

Caesar's Hour, NBC-TV

CAMARGO, RALPH

Alcoa Hour, Kraft, Robt. Montgomery Show, Big Story, NBC-TV; Road of Life, CBS, Whispering Streets, ABC

CAREY, PHIL
The 77th Bengal Lancers
NBC-TV

CARLE, FRANKIE
Golden Touch of Frankie Carle
NBC-TV

CARNEY ART
Jackie Gleason Show
CBS-TV

CARROLL, PAT
Caesar's Hour
NBC-TV

CARSON, JACK

B. Oct. 11, 1911, Manitoba, Canada. Schlitz Playhouse, CBS-TV; Ford Theatre, NBC-TV

CARSON, JEANNIE

B. May 23, Pudsey Yorkshire, England. Hey Jeannie, CBS-TV

CESANA, RENZO
The Continental
NBC-TV

CHAPIN, LAUREN
Father Knows Best
NBC-TV

CHASE, ILKA
Masquerade Party
ABC-TV

CLARK, DANE
Wire Service
ABC-TV

CLAYTON, JAN
Lassie
CBS-TV

CLOONEY, ROSEMARY

B. May 23, 1928, Maysville, Ky. The Rosemary Clooney Show, MCA-TV

COLLIE, BIFF
MBS

COLLINS, AL
NBC

COLLINS, FRED
Production Five
NBC

COLLYER, BUD
Beat the Clock, To Tell The Truth; CBS-TV

COMO, PERRY

Perry Como Show, NBC-TV

CONRAD, WILLIAM
Gunsmoke
CBS

CONSIDINE, MILLIE
MBS

CONTE, JOHN

B. Sept. 15, Palmer, Mass. Matinee Theatre, NBC-TV

CONWAY, SHIRL
Caesar's Hour
NBC-TV

HARRY VON ZELL

with

BURNS and ALLEN

for

CARNATION

AND

B. F. GOODRICH

PRODUCER • DIRECTOR • ACTOR

LEW DANIS

THE LIBERACE SHOW—WABD
(A Bories Production)

•

ITALIAN FEATURE FILM—WATV
(A Landi Production)

•

WHERE WAS I BORN—WATV
(A Rossini Production)

•

THE LEW DANIS SHOW—WVNJ
(A Trombone-Rosen Production)

Management:
GEORGE H. HALBERT
LE 2-6610

Press Relations:
MARIO TROMBONE ASSOCIATES
WI 7-6025

Personal Representative:
HENRY MARSELLE
PL 5-8500

GEORGE SKINNER

★

George Skinner Show —WABC

★

Make Up Your Mind —ABC-Radio

★

MC — Panel Moderator
Commercials
News and Special Events

PL 7-6300

COONS, JOHNNY
Uncle Johnny Coons Show
NBC-TV

COOPER, JACKIE
The People's Choice
NBC-TV

CORE, NATALIE
Home
NBC-TV

COTTEN, JOSEPH
On Trial
NBC-TV

COX, WALLY
Adventures of Hiram Holiday
NBC-TV

COY, WALTER
Frontier
NBC-TV

CRABBE, BUSTER
Captain Gallant of the Foreign Legion; NBC-TV

CRAWFORD, BRODERICK
Highway Patrol
NBC-TV

CROSBY, BOB

B. Aug. 23, 1913, Spokane, Wash. The Bob Crosby Show, Climax, CBS-TV

CULLEN, BILL
I've Got A Secret
CBS-TV

CUMMINGS, ROBERT
CBS-TV

— D —

DALY, JOHN
What's My Line
CBS-TV

DAVIS, JOAN
I Married Joan
NBC-TV, CBS-TV

DEEL, SANDRA
Caesar's Hour
NBC-TV

DEVINE, ANDY
Wild Bill Hickock
CBS-TV

DeWITT, GEORGE
Name That Tune
CBS-TV

DIAMOND, BOBBY
Fury
NBC-TV

DODD, JIMMIE

B. Mar. 28, Cincinnati, O. Mickey Mouse Club, ABC-TV

DONAHUE, ELINOR
Father Knows Best
NBC-TV

DONALD, PETER

B. June 6, 1918, Bristol, England. Masquerade Party, Pantomime Quiz, Don McNeil's Breakfast, ABC-TV; Robert Q. Lewis Show, Arthur Godfrey Talent Scouts, CBS-TV

DOWNS, BILL
CBS

DOWNS, HUGH
Home
NBC-TV

DRAKE, CHARLES
Robert Montgomery's Summer Theatre
NBC-TV

DRAKE, GALEN
CBS

DUNN, JAMES
It's A Great Life
NBC-TV

DUNNE, STEVE

B. Jan. 13, 1918, Northampton, Mass. You're On Your Own, Ford Star Jubilee, The Millionaire, The Bob Cummings Show, CBS-TV; Truth or Consequences, Lux Video Theatre, NBC-TV

DURANTE, JIMMY

B. Feb. 10, New York City.

— E —

EDWARDS, RALPH

B. June 13, 1913, Merino, Col. This Is Your Life, NBC-TV

The Fitzgeralds . . . Ed & Pegeen

VIRGINIA GRAHAM

Colgate Palmolive-Fab
Mgt.
Lester Lewis Associates

GORDON MacRAE

ELLIOTT, BOB & GOULDING, RAY

Bob & Ray Show, NBC, Mutual

EMERSON, FAYE
I've Got A Secret
CBS-TV

ERICKSON, CORYDON A.

B. Dec. 26, 1944, New York City. Robert Montgomery Presents, Goodyear, Hit Parade, Lux Video Theatre, Omnibus, U. S. Steel Hour, I Remember Mama, Weekday, Five Star Matinee, Animation for Paramount, Commercials

ERICKSON, LAUNCELOT D.

B. Sept. 6, 1949, New York City. Commercials, Industrials, Dubbing, A Hatful of Rain, Faith for Today

EVANS, DR. BERGEN
Down You Go
NBC-TV

EVANS, DALE
Roy Rogers Show
NBC-TV

EVANS, MAURICE
Hallmark Hall of Fame
NBC-TV

— F —

FABRAY, NANETTE
Caesar's Hour
NBC-TV

FADIMAN, CLIFTON
Conversation, This Is Show Business
NBC, NBC-TV

FAIRBANKS, DOUGLAS
NBC-TV

FALKENBURG, JINX
Jinx's Diary, Tex & Jinx Show
NBC, NBC-TV

FARRELL, FRANK
WABC, New York, N. Y.

FASSETT, JAMES
New York Philharmonic Broadcasts
CBS

FISHER, EDDIE

Eddie Fisher Show, NBC, NBC-TV

FITZGERALD, ED

B. Feb. 8, Troy, N. Y. Window, WRCA-TV; The Fitzgeralds, WRCA

FITZGERALD, PEGEEN

B. Nov. 24, Norcatur, Kan. Window, WRCA-TV; The Fitzgeralds, WRCA

FOLEY, RED
Ozark Jubilee
ABC-TV

FORBES, SCOTT
Adventures of Jim Bowie
ABC-TV

FORD, TENNESSEE ERNIE

B. Feb. 13, 1919, Bristol, Tenn. Tennessee Ernie Ford Show, The Ford Show, NBC-TV; Capitol Records

FOSTER, STUART
CBS

FOX, SONNY
Let's Take a Trip
CBS-TV

FRANCIS, ARLENE
Home
NBC-TV

FRANKLIN, JOE

B. Mar. 9, 1926, New York, N. Y. Joe Franklin's Memory Lane, WABC-TV

FREEMAN, FLORENCE
Wendy Warren and the News
CBS

— G —

GARDNER, HY
NBC-TV

"Here's Looking At You"

NBC-TV

RICHARD WILLIS

HERB

SHELDON

BRYNA RAEBURN

RADIO REGISTRY

GARROWAY, DAVE
Today, Wide, Wide World, Monitor
NBC, NBC-TV

GERALD, HELEN
Adventures of The Falcon, This Is The Answer, Gangbusters, Schlitz Playhouse
WABC-TV, WCBS-TV, DuMont

GIBSON, VIRGINIA
So This Is Hollywood
NBC-TV

GLEASON, JACKIE

Jackie Gleason Shows, CBS-TV

GOBEL, GEORGE

B. May 20, 1920, Chicago, Ill. The George Gobel Show, NBC-TV

GODDARD, DON
Medical Horizons
ABC-TV

GODFREY, ARTHUR
Talent Scouts, Arthur Godfrey Time, Arthur Godfrey Show
CBS, CBS-TV

GORDON, GALE
The Brothers
CBS-TV

GRAHAM, BILLY
Hour of Decision
NBC

GRAHAM, LEE

Letter to Lee Graham, WABD

GRAHAM, NANCY ANN
Home
NBC-TV

GRAHAM, VIRGINIA

B. July 4, Chicago, Ill. Food for Thought, DuMont TV; The Falcon, ABC; Celebrity Corner, NBC

GRANIK, TED
American Forum of the Air, Youth Wants to Know
NBC-TV

GRAY, BILLY
Father Knows Best
NBC-TV

GRAY, DONALD
The Vise
ABC-TV

GRAZIANO, ROCKY
The Martha Raye Show
NBC-TV

GREEN, MITZI
So This Is Hollywood
NBC-TV

GREENE, RICHARD
Robin Hood
CBS-TV

GROVE, BETTY ANN

B. Sept. 9, 1921, Cambridge, Mass. Big Payoff, CBS-TV

— H —

HACKETT, BUDDY
Stanley
NBC-TV

HAGY, RUTH
College Press Conference
ABC-TV

HAINES, LARRY
MBS

HAMER, RUSTY
The Danny Thomas Show
ABC-TV

HAMILTON, GENE

B. Feb. 22, 1910, Toledo, Ohio. Henry J. Taylor, Gen. Motors, Dr. Norman V. Peale, Monitor, NBC; Dr. Gino Morning Show, WRCA; Operas, NBC-TV

HART, JOHN
The Lone Ranger
ABC-TV

HAUSER, GAYELORD
MBS

HAYES, HELEN
NBC

HAYES, PETER LIND
CBS-TV

FRANK LOVEJOY

JOHNNY MERCER

BOB CROSBY

HEALY, MARY
CBS-TV

HENDERSON, MARCIA
Dear Phoebe
NBC-TV

HERBERT, DON
Mr. Wizard
NBC-TV

HERLIHY, ED

NBC

HITCHCOCK, ALFRED
CBS-TV

HOFFMANN, DR. OSWALD C. J.
MBS

HOPE, BOB

B. May 29, 1903, London, England. The Bob Hope Show, NBC-TV

HORWICH, DR. FRANCES
Ding Dong School
NBC-TV

HULL, WARREN
Strike It Rich
CBS, CBS-TV

HUTTON, INA RAY
NBC-TV

— I —

IRVING, MARGARET
The People's Choice
NBC-TV

— J —

JACKSON, EDDIE
Texaco Star Theatre
NBC-TV

JACKSON, SHERRY
The Danny Thomas Show
ABC-TV

JAMES, DENNIS

Chance of a Lifetime, ABC-TV

JAMIESON, PIDGIE

B. Dec. 31, 1944. Kraft Theatre, Mr. Peepers, Hallmark Hall of Fame, Philco, Robert Montgomery Presents, NBC-TV; Danger, Mamma, CBS-TV

JEFFREYS, ANNE
Topper
NBC-TV

JORDAN, JOANNE

Commercials for Hazel Bishop, Benrus Watch, Nestles

JORDAN, MARION and JIM
Fibber McGee & Molly
NBC

— K —

KEANE, TERI
Second Mrs. Burton
CBS

KEENE, WILLIAM

B. Aug. 4, 1911, Franklin, Pa. Robert Montgomery Presents, NBC-TV; Love of Life, Secret Storm, You'll Never Get Rich, CBS-TV; Five Star Matinee, NBC; Official Detective, Mutual

KEITH, BRIAN
Crusader
CBS-TV

KIERNAN, WALTER
Weekday
NBC

KINNE, KIT
Home
NBC-TV

KINSKEY, LEONARD
The People's Choice
NBC-TV

KOVACS, ERNIE
NBC-TV

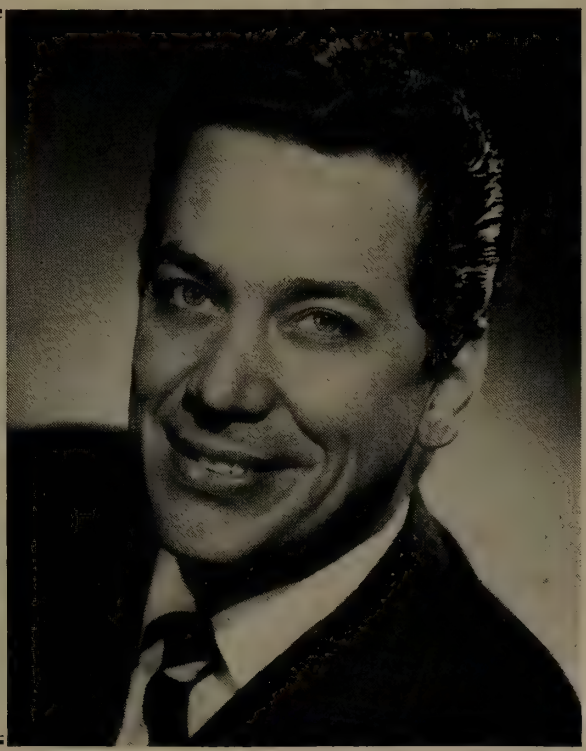
KRAMER, MANDEL J.
MBS

JOHN CONTE

Host-Star

"MATINEE THEATER"

NBC Color TV



Jim Coy

Announcer - Actor

Narrator

Registry —

MU. 8-6600

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and

THE WOOLWORTH HOUR

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CBS-RADIO

1955-56-57

AFTERNOON FILM FESTIVAL

ABC-TV

1956

Exclusive Representative

MARTIN GOODMAN

JUdson 6-1180

— L —

LA FRANO, TONY
MBS

LAWFORD, PETER
Dear Phoebe
NBC-TV

LEAHY, FRANK
Ray Anthony Show
ABC-TV

LEE, PINKY
NBC-TV

LEONARD, BILL
Eye on New York
CBS-TV

LESCOULIE, JACK
Tonight
NBC-TV

LEVENSON, SAM

B. Dec. 28, 1911, New York City. This Is Show Business, Toast of the Town, CBS

LEWIS, ROBERT Q.
CBS

LIBERACE

B. May 16, 1920, Milwaukee, Wis.; The Liberace Show, Syndicated TV

LIND, OSTRID
Window
NBC-TV

LINKLETTER, ART
House Party, People Are Funny
CBS, CBS-TV, NBC-TV

LOVEJOY, FRANK

B. Mar. 28, New York City. Climax, Playhouse 90, CBS-TV; Man Against Crime, NBC-TV

LUNDIGAN, BILL
Climax
CBS-TV

LUPTON, JOHN
Broken Arrow
ABC-TV

— Mc —

McBRIDE, MARY MARGARET
NBC

McCAMBRIDGE, MERCEDES
Wire Service
ABC-TV

McCARTHY, JOHN E.

B. June 3, 1911, Ada, Mich. Producers Showcase (Ford Comm.), NBC-TV; News Commentator, WPIX; Capt. Video, DuMont; Green Hornet, Bob Barclay, ABC

McCARTHY, JOSEPHINE
The Herb Sheldon Show
NBC-TV

McCRARY, TEX
Tex & Jinx Show
NBC

PAUL WINCHELL

and

JERRY MAHONEY

Management-Counsel:

GOLDFARB, MIRENBURG & VALLON

Public Relations:

MARVIN KOHN

Lanny Ross

WCBS-Radio

Management General Artists Corp.

RITZ BROTHERS

BOB RUSSELL

Management—Frank Cooper Associates
New York & Hollywood

Press Rep.:
Stanford & Gulman Assocs.

CLAIRE MANN

BEAUTY — HEALTH
TV — RADIO

McKAY, JIM
CBS Sports Review

McNELLIS, MAGGI

B. June 1, Chicago; Maggi McNellis Show, WABD

— M —

MACK, TED
Amateur Hour
ABC-TV

MacLAUGHLIN, DON
Road of Life
CBS, MBS

MacRAE, GORDON

B. Mar. 12, 1921, East Orange, N. J. Lux Video Theatre, NBC-TV

MADISON, GUY
Wild Bill Hickock
CBS-TV

MARCH, HAL
$64,000 Question
CBS TV

MARSHALL, SANFORD
MBS

MARTIN, MARY
Peter Pan, Born Yesterday
NBC-TV

MARX, GROUCHO
You Bet Your Life
NBC, NBC-TV

MAXEY, PAUL
People's Choice
NBC-TV

MEADOWS, AUDREY
Jackie Gleason Show
CBS-TV

MERCER, JOHNNY

B. Nov. 18, 1909, Savannah, Ga.

MERIWETHER, LEE
Today, Down You Go
NBC-TV

MERRIMAN, RANDY
Big Payoff
CBS-TV

MILLER, HOWARD
CBS
MILLER, MARVIN
The Millionaire
CBS-TV

MILLER, MITCH
CBS

MONTGOMERY, ELIZABETH
Robert Montgomery's Summer Theatre
NBC-TV

MONTGOMERY, ROBERT
Johnson's Wax Program,
Schick Television Theatre
NBC-TV

MOORE, GARRY
I've Got a Secret
CBS-TV

MORGAN, CLAUDIA
Right to Happiness
CBS

MORGAN, HENRY
I've Got a Secret
CBS-TV

MORGAN, WESLEY
Life of Riley
NBC-TV

MORRIS, HOWARD

Caesar's Hour, NBC-TV

MURRAY, JAN

Dollar a Second, Treasure Hunt, ABC-TV; Jan Murray Time, NBC-TV

MURROW, EDWARD R.
Person to Person, See It Now
CBS-TV

MYERSON, BESS
Big Payoff
CBS-TV

MAGGI McNELLIS

★

John E. McCarthy

Announcer-MC

News Commentator

MU. 8-6600

NERISSA NICKEL

PL. 7-6300

CAROL IRWIN

PRODUCER

"MAMA"

CBS-TV

"JOE FRANKLIN'S MEMORY LANE"

FIVE AFTERNOONS A WEEK; FIFTH YEAR OVER

WABC-TV, N. Y.

OFFICE: WI 7-2517

MIKE WALLACE

NBC WABD

— N —

NASH, OGDEN
Masquerade Party
ABC-TV

NELSON, DAVID
Ozzie & Harriet
ABC-TV

NELSON, HARRIET

B. July 18, Des Moines, Iowa; Adventures of Ozzie & Harriet, ABC-TV

NELSON, JIMMY

Milton Berle Show, The Jimmy Nelson Show, NBC-TV

NELSON, OZZIE

B. Mar. 20, Jersey City, N. J. Adventures of Ozzie & Harriet, ABC-TV

NELSON, RICKEY
Ozzie & Harriet
ABC-TV

NICKEL, NARISSA

B. Apr. 11, 1929. Suspense, Studio One, CBS-TV; Rocky King, DuMont; Armstrong Circle Theatre, Philco, NBC-TV; Warner-Film-Lead

NIESEN, CLAIRE
Backstage Wife
CBS

NOBLE, HARRY
MBS

NORDINE, KEN
Nightlife With Nordine
NBC

— O —

O'BRIEN, HUGH
Wyatt Earp
ABC-TV

OLSEN, JOHNNY

Rumpus Room, Mutual; Break the Bank, NBC-TV; Name That Tune, Stand Up and Be Counted, CBS-TV; Masquerade Party, ABC-TV

OLSEN, PENNY

Rumpus Room, Mutual

O'SHEA, MICHAEL
It's A Great Life
NBC-TV

— P —

PARKER, ELLEN
Caesar's Hour
NBC-TV

PARKER, WILLARD
Tales of Texas Rangers
CBS-TV

PARKS, BERT
Giant Step
CBS-TV

PARKS, HILDY
Down You Go
NBC-TV

PAUL, LES and MARY FORD

Perry Como Show, Omnibus, CBS, Red Skelton Show, Milton Berle Show, Nothing But the Best, NBC; Les Paul and Mary Ford Show, Mutual, Rinso Jingles, Les Paul & Mary Ford at Home, TV Film

PAYNE, VIRGINIA
Ma Perkins
CBS

PEALE, DR. NORMAN VINCENT
NBC

PEARL, MINNIE
Grand Ole Opry
NBC

PERKINS, R. MARLIN
Zoo Parade
NBC-TV

PETER DONALD

Polly Bergen

MCA

JOHNNY ANDREWS

WRCA-NBC

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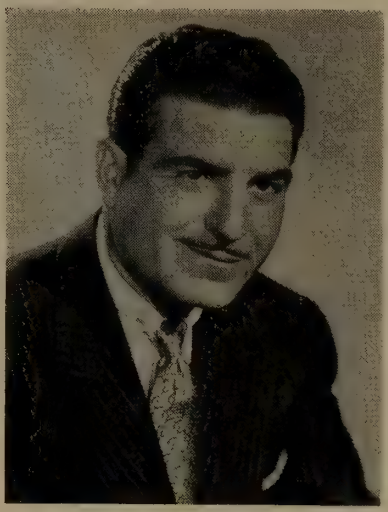

JACK STERLING

JACKSON BECK

Announcer-Narrator
Actor

AM TV

MU 8-6600

POOLE, LYNN
Johns Hopkins File 7
ABC-TV

POWELL, DICK
Zane Grey Theatre
CBS-TV

PRINCE, WILLIAM
Justice
NBC-TV

— R —

RAEBURN, BRYNA

Counterspy, Gang Busters, Treasury Agent, By the People, Official Detective, Mutual; Indictment, CBS; Mystery Time, ABC; This Is My Story, Five Star Matinee, NBC

RANDOLPH, JOYCE
Jackie Gleason Show
CBS-TV

RATHBONE, BASIL
MBS

RAYBURN, GENE
The Steve Allen Show
NBC-TV

RAYE, MARTHA
NBC-TV

REAGAN, RONALD
GE Theatre
CBS-TV

REEVES, GEORGE
Superman
NBC-TV

REINER, CARL

Caesar's Hour, NBC-TV

REYNOLDS, MARJORIE
Life of Riley
NBC-TV

RICHARDS, DR. H. M. S.
MBS

ROBBINS, FRED
Coke Time Starring Eddie Fisher
NBC-TV

RODMAN, VICTOR
Noah's Ark
NBC-TV

ROGERS, ROY

B. Nov. 5, 1905, Cincinnati, Ohio. Roy Rogers Show, NBC-TV

ROGERS, WILL, JR.
Good Morning With Will Rogers, Jr.
CBS-TV

ROONEY, MICKEY

B. Sept. 23, 1922, Brooklyn, N. Y. The Mickey Rooney Show, Syndicated

ROSS, LANNY

WCBS

ROSS, NORMAN
This Is The Day, Norman Ross Show, Tunes From Talman, Olson Travel Hour, Norman Ross Sunday Evening Show
WBKB, WGN, WMAQ

ROTH, JACK
Texaco Star Theatre
NBC-TV

ROUNTREE, MARTHA
Press Conference
NBC-TV

RUSSELL, BOB

Stand Up and Be Counted, CBS-TV; Miss Universe Pageant, Long Beach, Cal.

RUSSELL, WILLIAM
Adventures of Sir Lancelot
NBC-TV

ALLEN SWIFT
Captain of the "S.S. Popeye"
and
"The Voice Of Everything—
But Firestone"

JAY STEWART
It Could Be You—NBC-TV
(ass't to the producer)
Western Ranch Party—Screen Gems
emcee
Townhall Party
emcee
☆
JAY STEWART PRODUCTIONS
Hollywood, Calif. HO. 4-7237

ROSA RIO

Organist-Composer

SU 7-5400

ED REIMERS

Management

MCA

CORYDON ERICKSON

8-12 Years (Voice)

Your Agent

or

LE 2-1100

HELENE W. ERICKSON

LYRICO-SPINTO SOPRANO

". . . one of those light, bright, naturally focused voices, with brilliant overtones, which project in the biggest auditorium."—J. Briggs, The N. Y. Times.

LE 2-1100

— S —

SAWYER, JOE
Rin Tin Tin
ABC-TV

SCOTT, FRED
B. June 25, 1920. Liberace Show, WABD; Capt. Video Space Show, Children's Shows

SCOTT, MARTHA
Modern Romances, Weekday
NBC, NBC-TV

SHAW, ROBERT
Buccaneers
CBS-TV

SHEEN, BISHOP FULTON J.
Life Is Worth Living
ABC-TV

SHELDON, HERB
NBC-TV

SHERWOOD, BOBBY
Masquerade Party
ABC-TV

SHRINER, HERB
Two for the Money
CBS-TV

SILVERHEELS, JAY
The Lone Ranger
ABC-TV

SILVERS, PHIL
CBS-TV

SKELTON, RED
B. July 18, Vincennes, Ind. The Red Skelton Show, Shower of Stars, CBS-TV

SKINNER, GEORGE D.
B. Feb. 18, 1918, Portland, Ore. George Skinner Show, WABC; Six O'Clock Report, WCBS-TV; Monitor, NBC

SMITH, BOB
Howdy Doody
NBC-TV

SMITH, CARL
MBS

SMITH, SIDNEY
Byline
NBC

SMOLEN, VIVIAN
Our Gal Sunday
CBS

SOTHERN, ANN
Private Secretary
CBS-TV

SOVINE, RED
MBS

SPIVAK, LAWRENCE
Meet the Press
NBC, NBC-TV

SPOCK, DR. BENJAMIN
NBC-TV

STANG, ARNOLD
The Milton Berle Show
NBC-TV

STEPHENSON, JOHN
The People's Choice
NBC-TV

STERLING, JACK
B. June 24, 1915, Baltimore, Md. The Jack Sterling Show, The Big Top, CBS

STERLING, ROBERT
Topper
NBC-TV

JOANNE JORDAN
Hazel Bishop — Benrus — Nestle's

Lester Lewis Associates—11 East 48th St.

PIDGIE JAMIESON

Radio Registry — MU. 8-6600

RALPH CAMARGO

RADIO — TV
ACTOR — ANNOUNCER
NARRATOR

MU 8-6600

ARTHUR Q. BRYAN

***CONTINUED WORDS OF PRAISE FOR--**

STEVE DUNNE

* *Hollywood Reporter* 12/24/56 "Steve Dunne is a personable and highly capable emcee. He injects just the right note of friendly enthusiasm."

* *Harriet Van Horne* 12/27/56 "Steve Dunne is a first-rate M.C.!"

BOB LONGENECKER AGENCY

JIMMIE DODD

"Mickey Mouse Club"

STEVENS, JULIE
Romance of Helen Trent
CBS

STEVENS, MARK
Big Town
NBC-TV

STEVENS, WARREN
The 77th Bengal Lancers
NBC-TV

STEWART, JAY
B. Sept. 6, 1918, Summitville, Ind. It Could Be You, NBC-TV; Western Ranch Party, Screen Gems; Townhall Party, KTTV

STORM, GALE
My Little Margie,
Oh Suzanna, Comedy Hour
CBS-TV, NBC, NBC-TV

SULLIVAN, ED
CBS-TV

SWEENEY, BOB
The Brothers
CBS-TV

— T —

THOMAS, DANNY
B. Jan. 6, Deerfield, Mich. Make Room For Daddy, ABC-TV

TIBBETT, LAWRENCE
MBS

TILLSTROM, BURR
Kukla, Fran & Ollie
ABC-TV

TOMPKINS, JOAN
This Is Nora Drake
CBS

TREACHER, ARTHUR
Down You Go
NBC-TV

TRUMAN, MARGARET
Weekday
NBC

TULLY, TOM
The Line-Up
CBS-TV

— V —

VAN HORN, ARTHUR
WABC, New York, N. Y.

VON ZELL, HARRY
B. July 11, Indianapolis, Ind. Burns & Allen, CBS-TV

— W —

WAKELY, JIMMY
B. Feb. 16, 1914, Mineola, Ark. The Jimmy Wakely Show, CBS; Wide, Wide World, Steve Allen Show, NBC-TV; Town Hall Party, KTTV; Western Ranch Party, Screen Gems, Decca Records

WALKER, CLINT
Cheyenne
ABC-TV

WALLACE, MIKE
B. May 9, 1918, Boston, Mass.

Chadwick Productions
Motion Picture Photography
PRODUCTION

SUE CLARK
Chadwick Office
PUBLIC RELATIONS

ANY PLACE IN OR OUT OF THIS WORLD

OLdfield 4-4966
8313 Kirkwood Dr.
Hollywood 46, California

OLdfield 4-3348
8313 Kirkwood Dr.
Hollywood 46
California

FRED BEIR

Manager: Jane Deacy

MU 7-3365

WARING, FRED
The Chevy Show
NBC, NBC-TV

WATERMAN, WILLARD
The Great Gildersleeve
NBC-TV

WAYNE, DAVID
Five Star Matinee
NBC

WEBB, JACK
Dragnet
NBC-TV

WEISSMULLER, JOHNNY
Jungle Jim
NBC-TV

WELK, LAWRENCE

B. Mar. 11, Strasburg, N. D. The Lawrence Welk Show, Lawrence Welk and His Top Tunes and New Talent, ABC-TV; The Lawrence Welk Show, Syndicated Radio; Coral Records

WHYTE, PATRICK
The 77th Bengal Lancers
NBC-TV

WILD, EARL
Caesar's Hour
NBC-TV

WILLIAMS, ESTHER
Aquaspectacular
NBC-TV

WILLIS, RICHARD

Richard Willis Show, NBC-TV

WINCHELL, PAUL

Circus Time, ABC-TV

WINCHELL, WALTER
NBC-TV

WINTERS, JONATHAN

Jonathan Winters Show, NBC-TV

WOOD, PEGGY
Mama
CBS-TV

WOODS, DONALD

B. Dec. 2, Brandon, Manitoba, Canada. Woolworth Hour, CBS, Film Festivals, Crossroads, Sky Pilot of Cumberlands, Paratroop Padre, The Light, ABC-TV

WYATT, JANE
Father Knows Best
NBC-TV

WYMAN, JANE
Fireside Theatre
NBC-TV

WYNN, MAY
Noah's Ark
NBC-TV

WYRTZEN, JACK
MBS

— Y —

YOUNG, LORETTA
NBC-TV

YOUNG, ROBERT
Father Knows Best
NBC-TV

EDDIE "ROCHESTER" ANDERSON

ART BAKER

VOCAL ARTISTS

RADIO AND TELEVISION
—their work during 1956

— A —

AMES BROTHERS
Ed Sullivan's Toast of the Town, CBS-TV

ANDERSON, PAUL
Saturday Breakfast Party
WJTN, Jamestown, N. Y.

ANDREWS, JOHNNY W.
B. Apr. 1, 1917, Boston, Mass.

ARMS, RUSSELL
Your Hit Parade
NBC-TV

ASHBY, ALVAN
Toast 'N Coffee
WGBF, Evansville, Ind.

— B —

BAILEY, DOUG
WGAY, Silver Springs, Md.

BARKER, ROD
KOLN-TV, Lincoln, Neb.

BARNES, LARRY
Musical Review
WFMO, Fairmont, N. C.

BARNES, LEON
Cousin Al Show
WGEA, Geneva, Ala.

BAYER, PAUL
WPCO, Mt. Vernon, Ind.

BECKER, JOHNNIE
KIUP, Durango, Col.

BEE, MOLLY
Tennessee Ernie Ford Show
NBC-TV

BENNETT, TONY
NBC-TV

BENZELL, MIMI
B. Bridgeport, Conn.; Ed Sullivan, CBS; Voice of Firestone, ABC

BERNARD, DUDLEY
Early Bird Show
KLFT, Golden Meadow, La.

BIRCH, TOMMYE
Ru-s David Show
KSD-TV, St. Louis, Mo.

BLAIR, EDDITH
Mary Moore Show
WLW-A, Atlanta, Ga.

BLANCATO, FRANK & ELISA
Italian Melodies
WEBK, Tampa, Fla.

BORESON, STAN
Remember
KING, Seattle, Wash.

BOS, JUNE
Smilin' Time
WFUR, Grand Rapids, Mich.

BOURGEOIS, CHARLOTTE
East Road Rhythm Riders
WBRV, Boonville, N. Y.

BOWERS, CHUCK
Ozark Jubilee
ABC-TV

BRANDY, BOB
Cross Country Time
WRBL, WRBL-TV, Columbus, Ga.

BRENN, TOMMY
KAVE-TV, Carlsbad, N. M.

BROOKS, DALE
Frostburg Hour
WKYR, Keyser, W. Va.

BROWN, GEORGIA
Slim Wilson Show
KWTO, Springfield, Mo.

BROWN, KAY
Walter O'Keefe Show
KABC-TV, Los Angeles, Cal.

BRYAN, BETTY
WGN, Chicago, Ill.

BUSBY, BUZZ & BAYOU BOYS
WARL, Arlington, Va.

BUSCH, JUDY
KUKI, Ukiah, Cal.

— C —

CADELL, SHIRLEY
Ozark Jubilee
ABC-TV

CAHILL, BOB
WOW, Omaha, Neb.

CARL, CLIFF
Spotlight
KOMO-TV, Seattle, Wash.

CARNAHAN, BOB
Bob & Oma Show
KTTR, Rolla, Mo.

CASTLEBERRY, LEO
KBHS, Hot Springs, Ark.

CASTLEBERRY, NANCY
KSST, Sulphur Springs, Tex.

CHAMBERS, SUE
Coffee Time
WSAZ, Huntington, W. Va.

CHERNEY, GUY
KCBS, San Francisco, Cal.

JANE PICKENS

DRAMATIC SINGING STAR

NBC NETWORK

RCA VICTOR RECORDS

Personal Management

M. GALE

48 W. 48th St., N. Y.

CHIAL, JEAN
Saturday Party
WAVN, Stillwater, Minn.
CLARK, AL
KOTA, KOTA-TV, Rapid City, S. D.
CLARK, JEFF
KFSD-TV, San Diego, Cal.
CLAYTON, NORMAN
WHBF-TV, Rock Island, Ill.
CLOONEY, ROSEMARY
MBS, NBC-TV
COLE, DICK
WLOK, Memphis, Tenn.
COLE, NAT KING
NBC-TV
COLLINS, CHUCK
KVOD, Denver, Col.
COLLINS, DOROTHY
Your Hit Parade
NBC-TV
CORY, DICK
WWHG, Hornell, N. Y.
COSSELMON, BOB
Club Six
KCMC-TV, Texarkana, Tex.
COTTER, PATT
WKY-TV, Oklahoma City, Okla.
CRAWFORD, BOB
WBAP, Fort Worth, Tex.
CRAWFORD, NONNIE
WBUX, Doylestown, Pa.
CROSBIE, PHIL
Hymn Time
KHQ, Spokane, Wash.
CROWELL, SISTERS
KTFS, Texarkana, Tex.
CUNNINGHAM, GARY
Windy Jim
KTVO, Ottumwa, Iowa

— D —

DALE, DIANE
Wixie Wonderland
WXYZ-TV, Detroit, Mich.
DALE, DICK
Lawrence Welk's Top Tunes & New Talent
ABC-TV
DANE, JEFF
Variety Show
WTAR-TV, Norfolk, Va.
DATA, MARISHA
Polish Poppies
WSBC, Chicago, Ill.
DAVIES, MARY
WCCO-TV, Minneapolis, Minn.
DAVIS, MARY
Inspiration Time
WPCO, Mt. Vernon, Ind.
DEAN, LARRY
Lawrence Welk's Top Tunes & New Talent
ABC-TV
DEL RIO, PEREZ
Don Quakero Show
KIWW, San Antonio, Tex.
DENNIS, MATT
The Ernie Kovacs Show
NBC-TV
DENNIS, TED
WNNJ, Newton, N. J.
DENTON, CARMEN
KMUS, Muskogee, Okla.
DEVEY, GENE
KLO, Ogden, Utah
DE WITT, KAY
WABI-TV, Bangor, Me.
DE ZURIK, CAROLYN
It's Polka Time
ABC-TV
DOBBS, ESTELLINE
Sunday Song Stylist
KBOP, Pleasanton, Tex.
DONADIO, TONY
WSBA-TV, York, Pa.
DOUGLAS, MIKE
Adults Only
WNBQ, Chicago, Ill.
DOWNS, TOMMY
WKLO, Louisville, Ky.
DREW, DORIS
Tennessee Ernie Ford Show
NBC-TV
DUCAS, MARSHALL
WRUM, Rumford, Me.
DUDLEY, LEON
KGHF, Pueblo, Col.
DUFF, ARLIE
Ozark Jubilee
ABC-TV
DUNIGAN, JACK & GERTRUDE
WJTN, Jamestown, N. Y.
DUNN, PAT
WDAF, Kansas City, Mo.
DUNNE, JIMMY
Musically Yours
WPIK, Alexandria, Va.

— E —

EATON, ELMORE
Afternoon
KIVA, Yuma, Ariz.
ELMER, CAROLYN
KUKI, Ukiah, Cal.

ERICKSON, HELENE W.
Opera, Concert, Radio-TV, Club Dates, Dramatic Animations, Paramount Pictures

— F —

FAILE, TOMMY
Corner Store
WBT, Charlotte, N. C.

FISHER, EDDIE
Eddie Fisher Show, NBC, NBC-TV

FLOREN, MYRON
Lawrence Welk's Top Tunes & New Talent; ABC-TV
FONTENOT, RENE
KSLO, Opelousas, La.

Personal Management:
DURGOM-KATZ Assoc.
New York • Beverly Hills

FOSTER, DENISE
WFAA, Dallas, Tex.
FULLER, PHYLIS
WSLB, Ogdensburg, N. Y.

— G —

GALLION, BOB
WKAB, Mobile, Ala.
GERNERT, BILL
Puppeteer—Cartoon Carnival
WLAC-TV, Nashville, Tenn.
GHELLER, AL
Teen-Time
KVIP, Redding, Cal.
GODSEY, SANDRA
Stage 5
WCYB-TV, Bristol, Va.
GORDON, CURTIS
WKAB, Mobile, Ala.
GORDON, PHIL
WALA, Mobile, Ala.
GORDON, REV. I. H.
WLOK, Memphis, Tenn.
GORE, CHARLIE
Indiana Hoedown
WFBM, WFBM-TV, Indianapolis, Ind.
GORME, EYDIE
Tonight, The Steve Allen Show
NBC-TV
GRAY, RUDY
KMAC, San Antonio, Tex.
GRAYSON, LARRY
KFSD-TV, San Diego, Cal.
GRISE, TONY
WCCO, Minneapolis, Minn.
GUITAR, BONNIE
KTVW, Seattle, Wash.

— H —

HAGAMAN, CHARLES
Merry-go-Round
WNOX, Knoxville, Tenn.
HAGGART, BUD
The Blues Chasers
WFDF, Flint, Mich.
HALL, JIM
WFNS, Burlington, N. C.
HAMLETT, JAMES
Cartoon Carnival
KUTV, Salt Lake City, Utah
HAMMOND, PATTI
Jim Deline Gang
WSYR-TV, Syracuse, N. Y.
HANSON, BURT
WCCO, Minneapolis, Minn.
HARPER, HECK
KGW, Portland, Ore.
HARRIS, JACK
WJR, Detroit, Mich.
HARRIS, RAY & Gospel Crusaders; WFIW, Fairfield, Ill.
HEAP, JIMMY
KTAE, Taylor, Tex.
HEGAR, JOE
KTAE, Taylor, Tex.
HENSEN, HERB
KERO-TV, Bakersfield, Cal.
HILL, GENE
Hilltime
KIMO, Independence, Mo.
HILL, GOLDIE
MBS
HOAG, SISTERS (Lorrie & Carol): Focus
WBNS, Columbus, Ohio
HOFER, BARBARA
Luther Show
WDEF-TV, Chattanooga, Tenn.
HOFER, KENNY
KCRG-TV, Cedar Rapids, Iowa
HOOD, ROY
WMLV, Millville, N. J.
HOOPER, LARRY
Lawrence Welk's Top Tunes & New Talent
ABC-TV
HORNE, LIBBY
Ozark Jubilee
ABC-TV
HUGGLER, LYLE
Blue Mountain Boy
WKBI, St. Marys, Pa.
HUGHES, HERB
J lopy
WDEF-TV, Chattanooga, Tenn.
HUNT, BILL
WKZO, Kalamazoo, Mich.
HUTCHINSON, LUCIA CLAIRE
Cameo Concert
WNCT, Greenville, N. C.

— J —

JAMES, SONNY
Ozark, Jubilee
ABC-TV
JOHNSON, BEN E.
WMPM, Smithfield, N. C.
JOHNSON, CULLEN
WRVA, Richmond, Va.
JOHNSON, MERVIN
WCMY, Ottawa, Ill.
JOHNSON, POLLY
KOTA, KOTA-TV, Rapid City, S.D.
JOSEPH, BOB
Skylines
WHOP, Hopkinsville, Ky.

— K —

KELSEY, GERDA
WHLM, Bloomsburg, Pa.
KIMBRO, KYLE
WGN, Chicago, Ill.
KING, PEGGY
The George Gobel Show
NBC-TV
KINNEY, BOB
WCHN, Norwich, N. Y.
KIRBY, PAT
Tonight
NBC-TV
KIRK, RED
WKLO, Louisville, Ky.

THE MELLO-LARKS

CLUB "60"

NBC-COLOR TV

Represented by Jerry Levy — 200 W. 57th St. - N.Y.C.

KRALL, BARBARA
Focus
WBNS, Columbus, Ohio
KRONBERG, BONNIE
WOOD-TV, Grand Rapids, Mich.
KYBER, BOB
KOIN-TV, Portland, Ore.
KYBER, DORIS
KOIN-TV, Portland, Ore.

— L —

LANSON, SNOOKY
Your Hit Parade
NBC-TV

LA ROSA, JULIUS

Ed Sullivan Show, CBS-TV

LASHUA, FAMOUS
The Westernairres
WDSM, Superior, Wis.
LASSWELL, JOHNNIE
WCMY, Ottawa, Ill.
LAVERNE, JULIE
Showcase
WFEA, Manchester, N. H.
LAWRENCE, STEVE
Tonight, The Steve Allen Show
NBC-TV
LEA, TERREA
KABC, Hollywood, Cal.
LEACH, BILLY
WBBM, Chicago, Ill.
LEE, BRENDA
Ozark Jubilee
ABC-TV
LENNON SISTERS
Lawrence Welk's Top Tunes & New Talent; ABC-TV
LENWAY, FRED
Jim Deline Gang
WSYR-TV, Syracuse, N. Y.
LEVERTON, BUCK
Down on the Farm
WSAU-TV, Wausau, Wis.

LEWIS, WILLIAM

B. Nov. 23, 1931, Tulsa, Okla.; Caesar's Hour, Opera Theatre, NBC-TV

LEWIS, LARRY
WWHG, Hornell, N. Y.
LLOYD, TOMMY
Strolling Cowboys
WTOD, Toledo, Ohio

LODEN, JIMMY

B. May 1, 1932, Hackleburg, Ala.; Ed Sullivan Show, Cross Canada Hit Parade, CBS

LON, ALICE
Lawrence Welk's Top Tunes & New Talent; ABC-TV
LORD, BOBBY
Ozark Jubilee
ABC-TV
LYNN, ROBBIE
WCMS, Norfolk, Va.
LYNNE, SYLVIA
KOCS, Ontario, Cal.

— Mc —

McCORMICK, BILL
KOSA-TV, Odessa, Tex.
McRITCHIE, BARBARA
Calo Pet Exchange
KABC-TV, Los Angeles, Cal.

— M —

MACKENZIE, GISELE
Your Hit Parade
NBC-TV
MACKLEM, JILL
Magic Moments
WNOG, Naples, Fla.
MacRAE, GORDON
Lux Video Theatre
NBC-TV
MAGEE, MONTE
WALA, Mobile, Ala.
MALLOY, BARBARA
Holiday for Housewives
WRGP-TV, Chattanooga, Tenn.
MARTIN, TONY
NBC-TV
MASON, JULIE
KGO-TV, San Francisco, Cal.
MASSEY, CURT
KRCA-TV, Los Angeles, Cal.
MAUNEY, RICHARD
Musical Airs
WCGC, Belmont, N. C.
MAXWELL, GAYLE
This is Doc
WBIR, Knoxville, Tenn.

MAYO, MARY

MELBA, SANDY
KSTN, Stockton, Cal.

MELLO LARKS

Club 60, NBC-TV, Chicago

MERRILL, BUDDY
Lawrence Welk's Top Tunes & New Talent; ABC-TV
MITCHELL, CONNIE
WBBM, Chicago, Ill.
MITCHELL, MARGARET
WCLT, Newark, Ohio
MONS, JOHN
KDUZ, Hutchinson, Minn.
MORAN, MARVIN
WTMJ-TV, Milwaukee, Wis.
MORGAN, DICK
Say it with Music
WDBJ-TV, Roanoke, Va.
MORGAN, JAYE P.
NBC-TV
MORRIS, ROD
Big Mo Jamboree
KHUM, Eureka, Cal.
MOSELEY, NELL
Eventide
KTRE, Lufkin, Tex.

BETTY ANN GROVE
STARTING 5th YEAR
"THE BIG PAYOFF"
MONDAY THROUGH FRIDAY
3:00-3:30 P.M.
PERSONAL MANAGEMENT
PETER DEAN
CO 5-0790

MARY MAYO
Direction: MCA
Sidney Ascher
Public Relations

MOTEN, ETTA
I Remember When
WMAQ, Chicago, Ill.

— N —

NABORS, JIM
Holiday for Housewives
WRGP-TV, Chattanooga, Tenn.
NAGLE SISTERS
OK Roundup
KBOI-TV, Boise, Idaho
NEWTON, ROBERT
Merry-go-Round
WNOX, Knoxville, Tenn.
NORMAN, BEVERLY
KTBS-TV, Shreveport, La.

— O —

O'HEREN, DICK
WHK, Cleveland, Ohio
OLSEN, PENNY
MBS

— P —

PAGE, PATTY
NBC-TV
PATTERSON, WANDA
Buckaroo Time
KEPR-TV, Pasco, Wash.
PENDERGRAPH, RUSTY
WEHT, Evansville, Ind.
PETERS, HAZEL
KGFX, Pierre, S. D.
PETERSHAGEN, RICH
KWAT, Watertown, S. D.
PIAZZA, MARGUERITE
B. New Orleans, La.
PICKENS, JANE
Studio One, CBS-TV; NBC Network; Victor Records, RCA
POLLARD, TAL
WCEC, Rocky Mount, N. C.
PORTER, KING
WJAK, Jackson, Tenn.
PRIME, HARRY
WCAU, Philadelphia, Pa.

— R —

RAINWATER, MARVIN
Ozark Jubilee
ABC-TV
RALLES, VIRGINIA
KOLN-TV, Lincoln, Neb.
REA, KAY
Jim Bolen Show
KBIZ, Ottumwa, Iowa
RILEY, KAY
WTYC, Rock Hill, S. C.
RIVERS, JACK
KTVW, Seattle, Wash.
ROBERTS, ANDY
WTAR-TV, Norfolk, Va.
ROBERTS, JIM
Lawrence Welk's Top Tunes & New Talent; ABC-TV
ROBSON, GEORGE
Listen While You Lunch
WEBR, Buffalo, N. Y.
ROCKWELL, ROCKY
Lawrence Welk's Top Tunes & New Talent; ABC-TV
ROSNEAU, EUNICE
Gang
WAVN, Stillwater, Minn.
ROSS, STEVE
KGO-TV, San Francisco, Cal.
ROWTON, WANDA
Sounds of the day
KWTX, Waco, Tex.
RUCKER, JOAN
Station Vocalist
WTND, Orangeburg, S. C.

— S —

SABO, KAREN
Hillbilly Sweetheart
KNDC, Hettinger, N. D.
SCHURR, BARBARA
WASL, Annapolis, Md.
SHARP SISTERS
Scrapbook
WARU, Peru, Ind.
SHELTON, NELL
WOW, Omaha, Neb.
SHORE, DINAH
The Chevy Show
NBC-TV
SINCLAIR, NORMA
KMBC- TV, Kansas City, Mo.
SKINNER, JIMMIE
Home Folks Party
WNOP, Newport, Ky.
SMITH, CARL
MBS
SMITH, DICK
WFRM, Coudersport, Pa.
SMITH, JERRY
KXIC, Iowa City, Iowa
SMITH, LOLA
Hospitality House
WSPD-TV, Toledo, Ohio
SOSEBEE, TOMMY
Paul Mitchell Show
KWTO, Springfield, Mo.
SOVINE, RED
MBS
SPEAKER, MARION
Doorway to Fine Music
KPDQ, Portland, Ore.
SPELLMAN SISTERS
WDBO-TV, Orlando, Fla.
SPELLMAN, MARIAN
WLW, Cincinnati, Ohio
STACY, JEAN
KTAT, Frederick, Okla.
STALKER, KAY
Jayhawker Shindig
KARD-TV, Wichita, Kan.
STANFORD, HANK
WKYR, Keyser, W. Va.
STENGER, FAYE & PETE
WKYR, Keyser, W. Va.
STEPHENS, GINNY
The Ed Harvey Show
WCAU, Philadelphia, Pa.
SULLIVAN, DON
KIMO, Independence, Mo.
SYLVESTOR, WALLY
KDUZ, Hutchinson, Minn.

— T —

TALBOT, DAN
KBTK, Missoula, Mont.
TAYLOR, DAVID
WFAA, Dallas, Tex.
TAYLOR, JIMMIE
WLBN, Lebanon, Ky.
TEMPLE, PICK
WTOP-TV, Washington, D. C.
THERIAN, LARRY
Two for the Show
WHYN-TV, Springfield, Mass.
THOMAS, MARGARET JUNE
KHBG, Okmulgee, Okla.
TILTON, MARTHA
KRCA-TV, Los Angeles, Cal.
TRAMBLEY, MARY
Moods with Mary
WKBI, St. Marys, Pa.
TRUE, BUTCH
WKBL, Covington, Ky.
TRUMAN, RALPH
WTSL, Hanover, N. H.

— V —

VALENTINE, JUDY
A Feller and his Girl
WVDA, Boston, Mass.
VAUGHT, GEORGE
Saturday Jamboree
WMTA, Central City, Ky.

— W —

WADDELL, ROBERT
WFMY-TV, Greensboro, N. C.
WAGNER, ANN
WFBM-TV, Indianapolis, Ind.
WAGONER, PORTER
Ozark Jubilee
ABC-TV
WAIN, BEA
Andre Baruch & Bea Wain Show; WABC, New York City, N. Y.
WALKER, BILLY
Ozark Jubilee
ABC-TV
WALLACE, SAM
WEBQ, Harrisburg, Ill.
WARE, ELOYSE
The Emme & Ellie Show
WWNS, Statesboro, Ga.
WAYNE, BOBBY
WVDA, Boston, Mass.
WAYNE, KAY
Buddy & Kay Show
WCMA, Corinth, Miss.
WEAVER, COWBOY LLOYD
KCUL, Fort Worth, Tex.
WEBB, JERALD
KXRJ, Russellville, Ark.
WEBSTER, JOE
Tom Paxton Show
WKY-TV, Oklahoma City, Okla.
WELLS, BERT
Buckaroo Time
KEPR-TV, Pasco, Wash.
WHITE, LINDA
This Is Doc
WBIR, Knoxville, Tenn.
WILLIAMS, ANDY
Tonight
NBC-TV
WILLIAMS, BOB
Studio Party
WBT, Charlotte, N. C.
WILLIAMS, JIMMIE
R.F.D. Ramble
WNOP, Newport, Ky.
WILLIAMS, MARC
Wixie Wonderland
WXYZ-TV, Detroit, Mich.
WILSON, SLIM
Ozark Jubilee
ABC-TV
WRIGHT, NANCY
Adults Only
WNBQ, Chicago, Ill.

— Y —

YOUNG, ANN
Spook Beckman Show
WTVN-TV, Columbus, Ohio
YOUNGS, KEN
Western Roundup
WBRV, Boonville, N. Y.

HERBERT B. LEONARD

Producer

"THE ADVENTURES OF RIN-TIN-TIN"—ABC-TV

"77th BENGAL LANCERS"—NBC-TV

Co-Producer

"CIRCUS BOY"—NBC-TV

In association with Screen Gems

RADIO-TV PRODUCERS

Network and Independent—and their work during 1956

— A —

AARON, JOHN
Person To Person
CBS-TV

ABENHEIM, PETE
Captain Fortune's Surprise Package; KPIX, San Francisco, Cal.

ABERCROMBIE, WAYNE
Midday
WRGP-TV, Chattanooga, Tenn.

ADAMS, JIM
KOMU-TV, Columbia, Mo.

ADAMS, WILLIAM
WHEC, Rochester, N. Y.

ALEXANDER, KIRK
CBS-TV

ALKON, SELIG
Let's Take A Trip
CBS-TV

ALLEY, ELMER
Home, Dateline Savannah, Sports Desk; WSAV-TV, Savannah, Ga.

AMODEO, JOHN
KILT-TV, El Paso, Tex.

ANDREWS, CHARLES
Arthur Godfrey Time
CBS-TV

APPELL, DON
B. Oct. 6, New York City. This Is Galen Drake, ABC-TV; Vic Damone Show, Vaughn Monroe Show, Red Buttons Show, CBS-TV; Imogene Coca Show, NBC-TV

ARBOGAST, BOB
KABC-TV, Los Angeles, Cal.

ARNELL, PETER
B. Oct. 11, 1921, Bridgeport, Conn. High Finance, CBS-TV

ASHER, WILLIAM
B. Aug. 8, 1921, New York City. Jane Wyman's Fireside Theatre, NBC-TV

AWSUMB, ROGER
Cash & Carry
WTCN-TV, Minneapolis, Minn.

AYERS, TED
Face The Nation
CBS-TV

— B —

BAILEY, JUDSON
CBS-TV

BANKS, GENE
KABC-TV, Los Angeles, Cal.

BEACH, HUGH D.
Baseball Game of the Week, Football Roundup, Pro Football; CBS-TV

BEIER, CARL
Look Up and Live
CBS-TV

BENNETT, GIL
Open House
KVTV, Sioux City, Iowa

BENSCHOTTER, REBA
Windy Jim
KTVO, Ottumwa, Iowa

BERMONT, HILL
Surprise Party
WLW-A, Atlanta, Ga.

BERNAUER, NORMAN
Accent
WDAF-TV, Kansas City, Mo.

BIRCH, PETER
Captain Kangaroo
CBS-TV

BISHOP, BILL
Billy Bounce
WITI-TV, Milwaukee, Wis.

BOSTIAN, BOB
WAKR-TV, Akron, Ohio

BOSWORTH, JOHN
Ted Steele Show
WOR-TV, N.Y.C., N.Y.

BOWEN, DOC
KTEN, Ada, Okla.

BOWEN, JERRY
Curt Massey Show
KRCA-TV, Los Angeles, Cal.

BOYD, MILT
Grandpa Happy
WHBF-TV, Rock Island, Ill.

BRADDOCK, ART
WJTV, Jackson, Miss.

BRADSHAW, JOHN
KPLC-TV, Lake Charles, La.

BRAWLEY, HARRY
Press Conference, Jr. Town Meeting; WCHS-TV, Charleston, W. Va.

BRILL, RICHARD
Stand Up and be Counted
CBS-TV

BRODHEAD, CHARLES
CKLW-TV, Detroit, Mich.

BRODKIN, HERBERT
Studio One
CBS-TV

BRONSON, RICHARD B.
WABI-TV, Bangor, Me.

PETER ARNELL

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"MR. ADAMS AND EVE"

starring

IDA LUPINO and HOWARD DUFF

CBS-TV

Keeshan - Miller ENTERPRISES CORP.

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CAPTAIN KANGAROO **CBS TELEVISION NETWORK**

BROWN, DAVE
Treasure Hunt
ABC-TV
BROWN, HARRY JOE
Crossroads
ABC-TV
BROWN, PAUL
Watch the Birdie
KOLO-TV, Reno, Nev.
BROWN, WILLIAM
Studio One
CBS-TV
BRUTON, RUSS T.
Alec Gibson Show
WTVJ, Miami, Fla.
BUDNEY, ED
WPTZ-TV, Plattsburgh, N. Y.

BURKE, CAROLINE

Vacation Wonderlands, Pirandello's Six Characters in Search of an Author, Wanda Landowska at Home, Three Steps to Heaven, NBC

BUSCHMEYER, FRED
WGR-TV, Buffalo, N. Y.

— C —

CAPSTAFF, AL

B. Oct. 10, 1912, Monitor, NBC; Bob Hope, NBC-TV

CARDILLE, BILL
WICU, Erie, Pa.
CARLSON, DICK
WOW-TV, Omaha, Neb.
CHAMBERLIN, CRAN
You Asked For It
ABC-TV
CHAMPION, ROBERT
WVEC-TV, Norfolk, Va.
CHUMLEY, RAY
Circle 3 Ranch
WRGP-TV, Chattanooga, Tenn.
COHEN, MAURY
You Asked For It
ABC-TV
COLLIGAN, JAMES
Good Morning
CBS-TV

COOLEY, LEE

Perry Como Show, NBC-TV

COSGROVE, JOHN
Good Morning
CBS-TV
COURTNEY, DEL
Showcase
KPIX, San Francisco, Cal.
COVEY, LYNN
WTRF-TV, Wheeling, W. Va.
CUSENBERRY, DON
Tom Paxton Show
WKY-TV, Oklahoma City, Okla.

— D —

DALY, ARTHUR J.

B. Sept. 18, 1910, Cedarhurst, L. I. Cresta Blanca Carnival, Mutual, CBS; Pontiac Varsity Shows, Telephone Hour, The Goldbergs, NBC; Whiteman Teen Club, Kukla, Fran & Ollie, ABC-TV; Jingles—Campbells Soups, etc.

DANIEL, ALFRED
WLBT, Jackson, Miss.
DANZIGER, HARRY & EDWARD
The Vise
ABC-TV
DAUGHERTY, JEAN
10 O'Clock Scholar, These Things We Share, Magic Toy Shop; WHEN-TV, Syracuse, N. Y.
DAVENPORT, JACK
WTTV, Bloomington, Ind.
DAVID, RUSS
KSD-TV, St. Louis, Mo.
DAVIS, HAL
Bishop Sheen's Life Is Worth Living; ABC-TV
DAVIS, JIM
KARD-TV, Wichita, Kan.
DAVIS, W.
WBZ-TV, Boston, Mass.
DAVIS, WALT
The Open Mike
KTSM-TV, El Paso, Tex.
DE CAPRIO, AL
The Phil Silvers Show
CBS-TV

DE CORDOVA, FREDERICK

B. Oct. 27, 1910, New York, N. Y. Burns and Allen Show, December Bride, Mr. Adams & Eve, CBS-TV

DEFELITTA, FRANK
Odyssey
CBS-TV

DEL VALLE, JAIME

B. Jan. 19, 1910, Los Angeles, Cal.; The Line Up, Yours Truly, Johnny Dollar, CBS-TV; San Francisco Beat, CBS-TV/Film Sales

DIAMOND, VERN
News
CBS-TV
DISNEY, WALT
Disneyland, Mickey Mouse Club; ABC-TV
DOLAN, JAMES M.
Football Roundup, Saturday Sports Mirror
CBS-TV

Jaime
del Valle

PRODUCER-DIRECTOR

AXEL GRUENBERG

PRODUCER

for

RALPH EDWARDS'
"THIS IS YOUR LIFE"
NBC-TV

M. BERNARD (BEN) FOX

Creator Producer

WATERFRONT **FOREST RANGER**

☆

Producer

CODE 3

☆

New Properties Created for 1957-58 Season

HARBOR INN
Salty character adventure of the sea.

CHARTER PILOT
Action adventure in modern aviation.

DONOHUE, JACK
B. Nov. 3, 1910, New York City. George Gobel Show, NBC-TV
DONOVAN, THOMAS
Development
CBS-TV
DORN, BILL
WDAN -TV, Danville, Ill.
DRAPER, BENJAMIN
Explorers of Tomorrow
KRON-TV, San Francisco, Cal.
DRESSLER, BOB
Adults Only
WNBQ, Chicago, Ill.
DUFF, GORDON
Studio One
CBS-TV
DURSTON, DAVID E.
Hotel for Pets, Tournament of Roses Telecast; Network, Independent

— E —

EARLY, ROGER
Science Speaks
WFLA-TV, Tampa, Fla.
EDELMAN, LOUIS F.
Make Room For Daddy, Wyatt Earp; ABC-TV
ELLIOTT, ART
KOIN-TV, Portland, Ore.
END, JACK
WROC-TV, Rochester, N. Y.
ENGLAND, DONALD
The Marye Kaser Show
WTVW, Evansville, Ind.
ENGLANDER, ROGER
Let's Take A Trip
CBS-TV
EPSTEIN, MEL
Broken Arrow
ABC-TV
ERVIN, JACK
Porfirio Rubirosa Presents
WITV, Miami, Fla.
EVANS, JAMES
Alice Friberg Show
WCYB-TV, Bristol, Va.
EWING, ED
Rhythm Roundup
WDBJ-TV, Roanoke, Va.

— F —

FAGAN, BILL
Open House
WFBM-TV, Indianapolis, Ind.
FAICHNEY, JAMES B.
Air Power
CBS-TV
FENNELLY, PETER
Meet Mrs. Moore
WBIR, Knoxville, Tenn.
FERBER, MELVIN
The Herb Shriner Show
CBS-TV
FINE, HERBERT
Western Hayride
WTAP-TV, Parkersburg, W. Va.
FLEISCHMAN, STEPHEN
Let's Take A Trip
CBS-TV
FLEMING, BRUCE
KERO-TV, Bakersfield, Cal.
FLEMING, JAMES
Good Morning
CBS-TV

FORBES, H. JEFF
B. Oct. 21, 1920, Morgantown, W. Va. River of Life, What's Brewing, The Yankee Story, Yankee Network; Director, Film Production WNAC-TV, Yankee Div., RKO Teleradio Pictures, Inc.

FORREST, RAY
B. Jan. 7, 1916. Children's Theatre, Ask The Camera, WRCA-TV

FOSTER, LEWIS R.
The Adventures of Jim Bowie
ABC-TV

FOX, BERNARD
B. Oct. 6, 1916, Brookline, Mass. Code 3, ABC Film Syndication Waterfront, MCA-TV
FRIENDLY, FRED
See It Now
CBS-TV
FROST, JIM
Windy Jim
KTVO, Ottumwa, Iowa

— G —

GALLAGHER, JOE
Baseball Game of the Week, Football Roundup, Hockey
CBS-TV
GALLU, SAM
Navy Log
ABC-TV
GANNAWAY, ALBERT C.
The Country Show, Radio, TV; Mike Malloy Radio Show
GARNER, JAMES
Jalopy
WDEF-TV, Chattanooga, Tenn.
GAULT, EDWIN
WHP-TV, Harrisburg, Pa.
GEIER, LEO
File 7
ABC-TV
GILBERT, JACK
WKBN-TV, Youngstown, Ohio
GILBERT, ROBERT E.
WCKT, Miami, Fla.
GINGELL, GEORGE
Stepping Out
WRBL-TV, Columbus, Ga.
GLAZER, HAROLD M.
Dr. N. Ventor
WDAF-TV, Kansas City, Mo.
GOMEZ, LOUIS
KVVG, Tulare, Cal.

"HEY, JEANNIE!"

Produced by CHARLES ISAACS

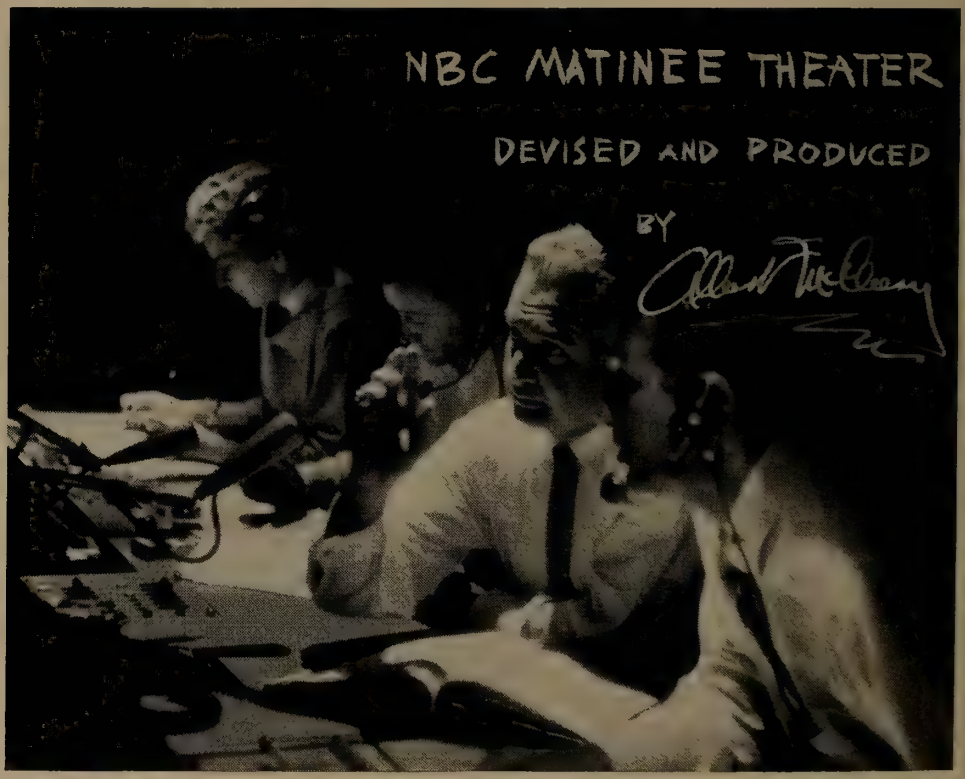
"THE STORIES OF JOHN NESBITT"

for

American Telephone and Telegraph Company

Produced by
JERRY STAGG

Executive Producer
HAL ROACH, JR.



GORDON, BOB
KOMO-TV, Seattle, Wash.
GREMBA, LEONARD
WREX-TV, Rockford, Ill.

GRUENBERG, AXEL
B. Aug. 17, Riga, Latvia, This Is Your Life, NBC-TV

GUILD, CAROLD
Party Line
KOLO-TV, Reno, Nev.

— H —

HAACKE, LAUREN
KDIX-TV, Dickinson, N. D.
HAGY, RUTH GERI
College Press Conference
ABC-TV
HALL, BEN
Circle Four Ramblers
KBST-TV, Big Spring, Tex.
HALL, CHARLIE
Uncle Charlie's Playhouse
WCSC-TV, Charleston, S. C.
HANCE, WILEY
Dean Pike
ABC-TV
HANSEN, LLOYD
Charades
KOVR, Stockton, Cal.

HARMON, WILLIAM
B. Dec. 20, 1915, Poughkeepsie, N. Y. Jimmy Durante Show, The Duke, Blondie, NBC-TV

HARRIS, SHERMAN A.
The Lone Ranger
ABC-TV
HARRIS, SID
Cartoonville
WARM-TV, Scranton, Pa.
HARRISON, JACK
Friends and Neighbors
KTRE-TV, Lufkin, Tex.
HARRISON, TOM
Party Line, Teen Can-Teen
WCMB-TV, Harrisburg, Pa.
HEFFNER, RICHARD
Open Mind
WRCA-TV, New York, N. Y.
HEIDER, FREDERICK
Voice of Firestone
ABC-TV
HEIN, JAC
Today, NBC-TV
HELTON, AL
KOSA-TV, Odessa, Tex.
HERRIDGE, ROBERT
Seven Lively Arts
CBS-TV
HEWITT, DON
News
CBS-TV
HIGGINS, CLYDE
WSTV-TV, Steubenville, Ohio
HIKEN, NAT
The Phil Silvers Show
CBS-TV
HILL, CHARLES
Person to Person
CBS-TV
HILL, PHIL
KUTV, Salt Lake City, Utah
HISHOP, SCOTT
WCKT, Miami, Fla.
HOFFMAN, JOSEPH
Ford Theatre
ABC-TV
HOOVER, JACK
KTEN, Ada, Okla.
HOPPERS, JAMES
WDXI-TV, Jackson, Tenn.
HOSKINS, H. J.
Western Circus
WICS, Springfield, Ill.
HOWELL, WILLIAM
As The World Turns
CBS-TV
HUGHES, T. J., JR.
WSLS-TV, Roanoke, Va.
HURDLE, JACK
Jackie Gleason Show
CBS-TV
HYMAN, ED
Highway to Learning
WOAI-TV, San Antonio, Tex.

— I —

ILOTT, PAMELA
Lamp Unto My Feet
CBS-TV

IRWIN, CAROL
Mama, CBS-TV

ISAACS, CHARLES
B. Sept. 17, Winnipeg, Canada. Hey Jeannie, CBS-TV

— J —

JACKSON, FELIX
Studio One
CBS-TV
JANCEWICZ, E.
WBZ-TV, Boston, Mass.
JARRETT, AL
KOB-TV, Albuquerque, N. M.
JARVIS, CHARLES
WHIZ-TV, Zanesville, Ohio
JENNINGS, JOHN
Carnival Club
KCRG-TV, Cedar Rapids, Iowa
JOHNSON, LOWELL
KXJB-TV, Valley City, N. D.
JOHNSON, VANCE
TV Screen Auditions
WFBC-TV, Greenville, S. C.

— K —

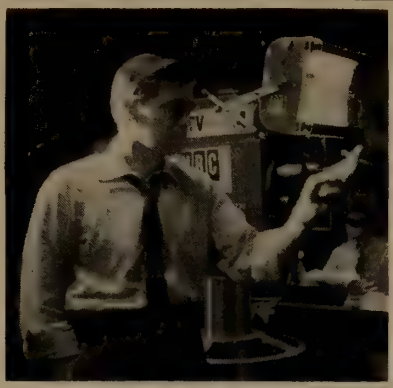
KANCHUGER, SAM
CBS

JAMES NEILSON

director

Represented by:

MCA



BARRY SHEAR

BARRY

directs

ERNIE

on

NBC *thru*

MCA

Contact Dick Rubin

CAROLINE BURKE

Producer-Director

NBC-TV

WILLIAM SELF

Producing the

FRANK SINATRA SHOW

ABC-TV

KEELEY, ANN
The Fourth R
WRCA-TV, New York City
KEMPFER, DAVE
WJTV, Jackson, Miss.
KENNEDY, CAROL
Romper Room
WKNX-TV, Saginaw, Mich.
KENWITH, HERBERT
Valiant Lady
CBS-TV
KILEY, JOSEPH
Forrest Willis Show
WTRI-TV, Albany, N. Y.
KINGSLEY, SIDNEY
Special Project
CBS-TV
KLEIN, STU
KOSA-TV, Odessa, Tex.
KLYM, EDWARD J.
Quizdown
WJAC-TV, Johnstown, Pa.
KUNEY, JACK
CBS-TV

— L —

LACKNER, ED
KOMO-TV, Seattle, Wash.
LASHBROOK, BOB
KPLC-TV, Lake Charles, La.
LAUNER, JACKSON
Pantomime Hit Parade
WCPO-TV, Cincinnati, Ohio
LEE, BOB
WSVA-TV, Harrisonburg, Va.
LEICHNER, FRITZ
Coffee Time
WSAZ, Huntington, W. Va.

LEONARD, HERBERT
B. Oct. 8, 1923, New York, N. Y. Rin-Tin-Tin, ABC-TV; Circus Boy, 77th Bengal Lancers, NBC-TV

LEONARD, SHELDON
Make Room for Daddy
ABC-TV
LESSER, JULIAN
Bold Journey
ABC-TV

LEVY, PARKE
B. July 15, 1908, Philadelphia, Pa. December Bride, CBS-TV.

LEVY, RALPH . .
B. Dec. 18, 1919, Philadelphia, Pa. The Jack Benny Show, Shower of Stars, CBS-TV

LEWINE, RICHARD
CBS-TV
LEWIS, MARLO
Ed Sullivan Show
CBS-TV
LEWIS, WARREN
Dupont Theatre
ABC-TV

LIEBMAN, MAX
Spectaculars, NBC-TV

LIKE, BOB
Lab "A"
WOAI-TV, San Antonio, Tex.
LINDEN, BILL
Mark Evans Show
WTOP-TV, Washington, D. C.
LOUI, WAYNE
WMT-TV, Cedar Rapids, Iowa
LUBEN, DICK
News Time
WFBC-TV, Greenville, S. C.

— Mc —

McCLEERY, ALBERT
B. Lawrence, Kan. Matinee Theatre, NBC-TV

McCOY, BOB
WITN, Washington, N. C.

McCRARY, TEX
B. Oct. 13, 1910, Calvert, Tex. Close-Up, NBC-TV; Mr. & Mrs. New York—With Tex and Jinx, NBC

McCUSKER, BILL
Swing to Utoco
KBOI-TV, Boise, Idaho
McDANIELS, DICK
KTVR, Denver, Col.
McGAUGHEY, CARROLL
Billboard
KATV, Little Rock, Ark.
McGHIE, JOHN
KOIN-TV, Portland, Ore.
McVAY, BETTY LOU
Magic Window
WOI-TV, Ames, Iowa

— M —

MACALLEN, JAMES
Lamp Unto My Feet
CBS-TV
MacDONALD, JAMES
CBS
MacKENZIE, BILL
Charades
WNDU-TV, South Bend, Ind.
MALITZ, LESTER
The Wednesday Night Fights
ABC-TV
MAMMERALLA, TONY
Bandstand
WFJL-TV, Philadelphia, Pa.

MANN, CLAIRE
B. July 1, New York City. Claire Mann Show, WABC-TV

MARKHAM, JACK
WFMY-TV, Greensboro, N. C.
MEIER, JOHN
WMTV, Madison, Wis.
MEINERT, HERB
KUTV, Salt Lake City, Utah
MEISSNER, TOM
WMBV-TV, Marinette, Wis.

Lee Cooley

Producer - Writer - Director

CBS
TV

WILLIAM ASHER

RALPH LEVY

CBS-TV

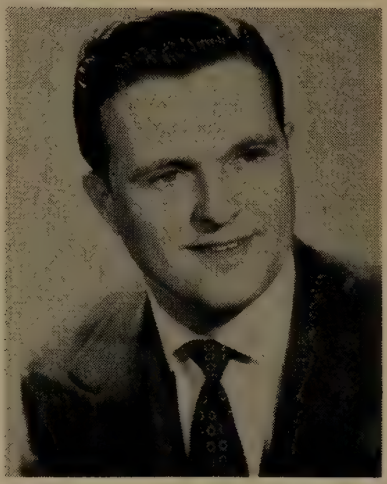
Producer-Director

Jac Hein

Producer

"TODAY"

NBC-TV



RAY FORREST

PRODUCER-HOST
CHILDREN'S THEATRE
MC—ASK THE CAMERA
WRCA-TV

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RTRA

CHARITIES

MESSEE, ROBERT
KERO-TV, Bakersfield, Cal.
MIDGLEY, LESLIE
CBS-TV
MILLEN, HAL
TV Homemaker
KIMA-TV Yakima, Wash.
MILLER, JACK
Captain Kangaroo
CBS-TV
MILLIGAN, GENE
KTBS-TV, Shreveport, La.
MOLNAR, PETER
Hockey, Pro Football
CBS-TV
MONTY, GLORIA
Secret Storm
CBS-TV
MOORE, AUBREY L.
WBRZ, Baton Rouge, La.
MOORE, DON
KTBS-TV, Shreveport, La.
MORIARTY, FRANK
Development
CBS-TV
MORRISS, JIMMY
Woman's World
KTBC-TV, Austin, Tex.
MULDERICK, RAY
Terrytoon Circus
WOR-TV, N.Y.C., N.Y.
MURROW, EDWARD R.
See It Now
CBS-TV

— N —

NEALE, STERRETT
Saturday Night Jamboree
WSAZ, Huntington, W. Va.
NELSON, JIM
Channel 6 X-Roads
WDBO-TV, Orlando, Fla.
NELSON, LEON H.
WABI-TV, Bangor, Me.
NELSON, OZZIE
The Adventures of Ozzie & Harriet; ABC-TV
NICKELL, PAUL
Studio One
CBS-TV
NORMOYLE, GENE
Buckaroo Time
KEPR-TV, Pasco, Wash.
NORTHSHIELD, ROBERT
Good Morning
CBS-TV

— O —

O'DELL, GENE
Club 46
WNDU-TV, South Bend, Ind.
OLESEN, JIM
Little Rascals Club
WHBF-TV, Rock Island, Ill.
OLESKER, HARRY
The Last Word
CBS-TV
OLSON, CHUCK
WREX-TV, Rockford, Ill.
OLSON, TOM
The Feminine Touch
WHTN-TV, Huntington, W. Va.
O'NEILL, DICK
Saturday Playhouse
WICS, Springfield, Ill.
OPENSHAW, BYRON
KSL-TV, Salt Lake City, Utah
OSTROWER, JACK
KOB-TV, Albuquerque, N.M.
OTTO, JAY
Little Rascals
WKNX-TV, Saginaw, Mich.

— P —

PANGLE, CLARK
6:30 Spotlight, Donna Douglas Show; WTOP-TV, Washington, D. C.
PARKER, CLYDE
Little Rock Today
KARK-TV, Little Rock, Ark.
PATTERSON, JIM
KRCA-TV, Los Angeles, Cal.
PAUL, BYRON
CBS-TV
PETERSEN, ANDREW
WSLS-TV, Roanoke, Va.
POOLE, BURNELL
Channel 6 News Journal
WCSH-TV, Portland, Me.
POOLE, LYNN
File 7
ABC-TV
PORTERFIELD, R. C.
Just Kids
WRVA-TV, Richmond, Va.
POWELL, JOHN
Bar 29 Ranch, Holiday Inn
KIMA-TV, Yakima, Wash.
PRIDEMORE, JAMES
Newsroom Today
WCYB-TV, Bristol, Va.
PRYOR, WALLY
Now Dig This
KTBC-TV, Austin, Tex.

— Q —

QUERIO, MEL
California Hayride
KOVR, Stockton, Cal.
QUIGGLE, DON
KXJB-TV, Valley City, N. D.
QUIGLEY, JOHN
All live studio productions
KAKE-TV, Wichita, Kan.
QUINLAN, ROBERT
News
CBS-TV
QUINN, ROBERT
News
CBS-TV

— R —

RAINGER, DAN
KTVT, Salt Lake City, Utah

JACK DONOHUE

producing — directing

THE GEORGE GOBEL SHOW

NBC-TV

H. JEFF FORBES
Producer • Director
Television • Motion Pictures
Yankee Division
RKO Teleradio Pictures, Inc.

AL CAPSTAFF

Executive Producer
MONITOR
NBC

HERSCHEL DAUGHERTY

director

Alfred Hitchcock Presents
General Electric Theatre
Studio 57
On Trial
Schlitz Playhouse of Stars

JUSTUS ADDISS

Director

ALFRED HITCHCOCK PRESENTS
SCHLITZ PLAYHOUSE OF STARS
HEINZ STUDIO 57
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RANDALL, DAVE
WTOC-TV, Savannah, Ga.
RASKY, HARRY
U.N. In Action
CBS-TV
REA, JACK
KARD-TV, Wichita, Kan.
REED, MANN
KBTV, Denver, Col.
REESE, WALTER
Cartonerville
WDMJ-TV, Marquette, Mich.
REINHART, JACK
WFIE, Evansville, Ind.
RENNIE, BILL
WTVT, Tampa, Fla.
REULEAUX, WALTER
Farm News
WFBM-TV, Indianapolis, Ind.
REYNOLDS, LEE
Pete's Place
WTTG, Washington, D. C.
RICHARD, HARRY
Open House, Country Frolics
WMBR-TV, Jacksonville, Fla.
RICHARDS, ALDEN
KSL-TV, Salt Lake City, Utah
RICHARDSON, DONALD
Mama
CBS-TV
RICKEY, FRANK
WRBL-TV, Columbus, Ga.
ROBINSON, PAUL
Championship Bowling
WNBQ, Chicago, Ill.
ROBINSON, RALPH
Doodler Show
WBRC-TV, Birmingham, Ala.
ROCKEFELLER, KENNETH
Famous Film Festival, Afternoon Film Festival; ABC-TV
ROGERS, TOM
Off the Road
KTSM-TV, El Paso, Tex.
ROMINE, CHARLES
Odyssey
CBS-TV
ROMPF, EVERETT
WROC-TV, Rochester, N. Y.
ROSEN, BERNARD
Jack of all Sports
WTVJ, Miami, Fla.
ROUNTREE, MARTHA
Press Conference
ABC-TV

— S —

SACK, TED
Odyssey
CBS-TV
SAMMON, ROBERT
Person to Person
CBS-TV
SANFORD, HERBERT
The Garry Moore Show
CBS-TV
SANTOS, CASEY
Hora Portuguesa
KVVG, Tulare, Cal.
SAUDEK, ROBERT
Omnibus
ABC-TV
SAWYER, JACK
Dixie Jubilee
WLW-A, Atlanta, Ga.
SCHAAR, WALT
KREM-TV, Spokane, Wash.
SCHERER, EDWARD
Premiere Playhouse
WTTG, Washington, D. C.
SCHERMOERHORN, JOHN
WKOW-TV, Madison, Wis.
SCHIMMEL, CLARENCE
The Gary Moore Show
CBS-TV
SCHINKER, JOHN
KOMU-TV, Columbia, Mo.
SCHLINDER, MAX
WHTN-TV, Huntington, W. Va.
SCHMUTZ, FRED
Marty's Dance Party
KARK-TV, Little Rock, Ark.
SCHUFFMAN, DAN
It's Polka Time
ABC-TV
SCHULTZ, CHARLES
Studio One
CBS-TV
SCHWARTZ, RAY
WHP-TV, Harrisburg, Pa
SEAMON, BILL
Bridge Forum
WITV, Miami, Fla.

SELF, WILLIAM
B. June 21, 1921, Dayton, Ohio. Schlitz Playhouse of Stars, CBS-TV; Frank Sinatra Show, ABC-TV

SHAW, JEROME
The Big Record
CBS-TV

SHEAR, BARRY
Star Time, Geo. Jessel Show, Shoestring Rev., ANTA Album 1955, Dumont

SHOOK, DEL
Saturday Session
WDBJ-TV, Roanoke, Va.
SILBERSHER, MARVIN
Look Up and Live
CBS-TV
SIMAN, SI
Ozark Jubilee
ABC-TV
SKIRVIN, MAX
WTTV, Bloomington, Ind.
SKOLL, MERCELINE
Art & You
WITI-TV, Milwaukee, Wis.
SMALLEY, DAVE
Teen Age Party, The Late Show; WRVA-TV, Richmond, Va.

DON APPELL
Producer-Director

JACK
SMIGHT
director

CLIMAX!
CBS-TV

SMITH, M. D.
Petticoat Partyline
WBRC-TV, Birmingham, Ala.
SMITH, PIERCE
Kids Korner
KVTV, Sioux City, Iowa
SMITH, SIDNEY
The Ray Anthony Show
ABC-TV
SOBEL, ED
Lawrence Welk's Top Tunes, New Talent
ABC-TV

STAGG, JERRY

B. Feb. 26, 1916, New York City.
Telephone Time, CBS-TV

STAMM, VIC
First Job
KFBC-TV, Cheyenne, Wyo.
STANTIS, GEORGE
KFMB-TV, San Diego, Cal.
STIMPSON, RONALD
Hostess House
WTVT, Tampa, Fla.
STONE, MARTIN
Circus Time
ABC-TV
STRAND, PETER
Soupy's On
WXYZ-TV, Detroit, Mich.
STROH, ROBERT
WFMY-TV, Greensboro, N. C.
STRUTZ, DONALD R.
WMBV-TV, Marinette, Wis.

— T —

TANGI, MIKE
Al Lewis Show
WCPO-TV, Cincinnati, Ohio
THAXTON, LLOYD
WSPD-TV, Toledo, Ohio
THOM, HAROLD
Bibby's Close-Ups
KALB-TV, Alexandria, La.
THORNTON, PHIL
This Morning
KPIX, San Francisco, Cal.
TUCKER, LINDSAY
This is Doc
WBIR, Knoxville, Tenn.
TUCKWOOD, DON
KTVK, Phoenix, Ariz.
TUFTS, PETE
Visiting with Virginia
KOPO-TV, Tucson, Ariz
TURNER, PAUL
WKBN-TV, Youngstown, Ohio

— U —

USLANER, JEROME
Music Time
KOLN-TV, Lincoln, Neb.

— V —

VALENTA, R LEONARD

B. Nov. 22, 1923, Philadelphia, Pa. Big Story, NBC-TV; Windows, Medalion Theatre, CBS-TV; The Mask, Sketchbook, ABC-TV; Marge & Jeff, Dumont

VOLLMER, ROBERT
WOW-TV, Omaha, Neb.

— W —

WADE, EDGAR D., JR.
Southeast Almanac
WBTW, Florence, S. C.
WADE, JAMES
KFSD-TV, San Diego, Cal.
WALL, ECK
RFD 9
WNCT, Greenville, N. C.
WARNER, BOB
The Last Word
CBS-TV
WASSERMAN, ALBERT
Out of Darkness
CBS-TV
WEBB, MARK
KSYD-TV, Wichita Falls, Tex
WEDES, CHRIS
Cartoon Carnival
WTCN-TV, Minneapolis, Minn
WEINSTEIN, BILL
The Last Word, UN In Action
CBS-TV
WESTIN, AVRAM
Good Morning
CBS-TV
WHITE, GORDON
KPTV, Portland, Ore.
WIENER, BUDD
KOPO-TV, Tucson, Ariz.
WIGHTMAN, WARREN
WHEC, Rochester, N. Y.
WILLIAMS, PALMER
See It Now
CBS-TV
WILLIS, FORREST
WTRI-TV, Albany, N. Y.
WILSON, GEORGE
WSTV-TV, Steubenville, Ohio
WOLF, HERBERT
Masquerade Party
ABC-TV
WOLFF, PERRY
Air Power
CBS-TV
WOSKA, JOHN
Central Florida Showcase
WDBO-TV, Orlando, Fla.
WRAY, JOHN
The Ed Sullivan Show
CBS-TV

— Z —

ZACHARY, BEULAH
Kukla, Fran & Ollie
ABC-TV
ZEAMER, MICHAEL
Arthur Godfrey
CBS-TV
ZOUSMER, JESSE
Person to Person
CBS-TV

"DECEMBER BRIDE"

Created by

PARKE LEVY

V
V
william harmon
V
V
V
PRODUCER
"BLONDIE"
NBC TELEVISION NETWORK
V
V
V
HAL ROACH STUDIOS
V
V

RADIO-TV WRITERS

Advertising Agency—Network—Free Lance and their work in 1956

— A —

ADAMSON, EDWARD J.
Free-Lance

— B —

BARNOUW, ERIK
Free-Lance

BAUMER, MARIE
Free-Lance

BEGGS, RUSSELL
Famous Film Festival, Afternoon Film Festival, Focus, The Big Picture; ABC-TV

BELLAK, GEORGE
Free-Lance

BENSFIELD, D.
Ozzie & Harriet
ABC-TV

BIXBY, CARL
Life Can Be Beautiful, NBC

BLACK, HILDA
Edgar Bergen Hour
CBS

BORTZ, ALVIN
Free-Lance

BUSS, CARL A.
Free-Lance

— C —

CARROLL, JEAN
Free-Lance

CAVANAGH, JAMES
Free-Lance

CHEVIGNY, HECTOR
Second Mrs. Burton
CBS

CLARK, WILLIAM KENDALL
Free-Lance

COCHRAN, JOSEPH
Free-Lance

COOLEY, LEE
Free-Lance

COOPER, HAL
Magic Cottage
DuMont

COOPERSMITH, JEROME
Free-Lance

CONNELLY, JOE
Amos 'N Andy, CBS, CBS-TV; The Ray Milland Show, Syndicated TV

COTLER, GORDON
Mitch Miller Show
CBS

— D —

DALY, ARTHUR J.
B. Sept. 18, 1910, Cedarhurst, L. I.; Cresta Blanca Carnival, Mutual, CBS; Pontiac Varsity Shows, Telephone Hour, The Goldbergs, NBC; Whiteman Teen Club, Kukla, Fran & Ollie, ABC-TV; Jingles—Campbells Soups, etc.

DeFILITTA, FRANK
Free-Lance

DENKER, HENRY
Free Lance

DIGBY, NOEL
WSM, Nashville, Tenn.

DOUGALL, BERNARD
When A Girl Marries, Sunday Music Hall
ABC

DREBEN, STAN
Treasure Hunt
ABC-TV

DURSTON, DAVID E.
Hotel for Pets, Woolworth Hour; Network, Independent

— E —

EHRLICH, MAX
Free-Lance

ELMAN, IRVING
Free-Lance

ETTINGER, DON
Free-Lance

HERBERT A. PHILBRICK

Author, lecturer and famed counterspy for the F.B.I.

"I Led 3 Lives"

(Now in every important T.V. market)

ETTINGER, ED
Police Blotter, National Juke Box, Sammy Kaye Sunday Serenade; ABC

— F —

FASS, GEORGE
Free-Lance
FASS, GERTRUDE
Free-Lance
FERRO, MATHILDE
Free-Lance
FERRO, THEODORE
Free-Lance
FLENDER, HAROLD
Free-Lance

— G —

GAST, HAROLD
Free-Lance
GERSON, NOEL B.
Free-Lance
GILROY, FRANK
Free-Lance
GLIEKMAN, WILL
Free-Lance
GOLDBERG, MEL
Free-Lance
GOODMAN, HANNA GRAD
Free-Lance
GRANT, P.
Ozzie & Harriet
ABC-TV
GREY, LANNY & GINGER
Yonkers Raceway, Adam Hats, Barricini Candy, Marlin Blades, Chase Bank, Jingles
Carpet Industry, Sunoco, Blatz,

GUSSMAN, CHARLES
Road of Life
CBS

— H —

HAGGERT, JOHN
Brighter Day
CBS
HAGY, RUTH GERI
College Press Conference
ABC-TV
HANFF, HELEN
Free-Lance
HANSER, RICHARD
NBC
HART, ELIZABETH
Free-Lance
HAYES, RAPHAEL
Free-Lance
HECHT, BEN
Free-Lance
HENDERSON, JOHN T., JR.
John Steele, Adventurer, Storytime, Radio Novels, Hotel for Pets, Woolworth Hour; Network, Independent
HESS, JOHN D.
Free-Lance
HEYES, DOUGLAS
Rin Tin Tin
ABC-TV
HEYWARD, LOUIS
Free-Lance
HOWARD, BOB
Treasure Hunt
ABC-TV
HOWARD, SANDY
The Merry Mailman, Colonel Venture, WOR-TV; Luncheon at Sardi's Supper at Sardi's, WOR; Special Edition, MBS; Celebrity Club, ABC-TV

HUMMERT, ANNE & FRANK
Backstage Wife, Our Gal Sunday; Romance of Helen Trent; CBS

— I —

IRVING, PETER
Free-Lance

— J —

JACOBY, LOIS
Free-Lance
JAMPEL, CARL
Circus Time
ABC-TV
JOHNSON, JAY
Kathy Godfrey Show
CBS
JUNKIN, HARRY W.
Free-Lance

— K —

KANTER, HAL
George Gobel Show, NBC-TV
KLEE, LAWRENCE
Free-Lance
KLINKER, ZENO
Edgar Bergen Hour
CBS

— L —

LANNING, JERRY
Mysterytime
ABC
LEAR, NORMAN
Martha Ray Show
NBC-TV

CARL BIXBY

Life Can Be Beautiful

•

Television

•

Sturges Highway

Southport, Conn.

Clearwater 9-3275

LESAN, DAVE
Young Dr. Malone
CBS

LEWIS, MILTON
This Is Nora Drake
CBS

LINSAY, ROBERT HOWARD
Free-Lance

LOCKE-ELLIOTT, SUMNER
Free-Lance

LOWTHER, GEORGE
Free Lance

— Mc —

McCRACKEN, ELLEN
Free-Lance

McCRACKEN, RICHARD
Free-Lance

McGIFFERT, JOHN
Free-Lance

McGREEVEY, JOHN W.
Free-Lance

McGUINNESS, A. J.
Voice of Firestone
ABC-TV

McSHERRY, BILL
John Daly and the News
ABC-TV

— M —

MARION, IRA
Imagination, Great Moments with Great Composers, Sunday Music Hall, Gridiron Salute, On The Go, Dean Pike; ABC,ABC-TV

MARKES, LARRY W., JR.
Free-Lance

MARTIN, PETER
When A Girl Marries, Grand Central Station; ABC

MARVIN, EDGAR
Murder and Mr. Chase, American Music Hall; ABC

MELTZER, NEWTON
Free-Lance

MISROCK, HENRY
Free-Lance

MITCHELL, J. WARD
My True Story
ABC

MORSE, CARLTON E.
One Man's Family, The Woman in My House, NBC; I Love a Mystery

MOSHER, BOB
Amos 'N Andy, CBS, CBS-TV; The Ray Milland Show, Syndicated TV

MUHEIM, HARRY
Free-Lance

— N —

NAGLER, BARNEY
Free-Lance

NEIMAN, ROBERT GAYNOR
Free-Lance

NELSON, D.
Ozzie & Harriet
ABC-TV

NELSON, OZZIE
Ozzie & Harriet
ABC-TV

NEWMAN, PAUL S.
Free-Lance

NEWMAN, ROBERT
Free-Lance

NICKERSON, KATE
Free-Lance

NISS, STANLEY
Free-Lance

NOAH, ROBERT
Free Lance

— O —

O'NEILL, CHARLES
Free-Lance

— P —

PELLETIER, LOUIS
FBI In Peace & War
CBS

PHILBRICK, HERBERT A.
B. Rye Beach, N. H.; I Led Three Lives, ZIV-TV.

PHILLIPS, IRNA
Guiding Light
CBS

PICKARD, JOHN
Wendy Warren & The News
CBS

PIKE, DEAN
The Dean Pike Show
ABC-TV

POLLOCK, EILEEN
Free-Lance

POLLOCK, ROBERT MASON
Free-Lance

POOLE, LYNN
File 7
ABC-TV

PROVO, FRANK
Wendy Warren & The News
CBS

— Q —

QUEEN, ROBERT I.
Nick Kenny Show, WABD
Free Lance, WPIX, WBFM, WNBT

QUILLAN, JOE
Our Miss Brooks, CBS-TV

— R —

RAEBEN, JAY
Medical Horizons
ABC-TV

RIPLEY, BETTE
Grand Central Station, Buddy Weed Show, All League Clubhouse, High Moments in Music
ABC

ROCHE, JOHN F.
Free-Lance

RODMAN, HOWARD
Free-Lance

ROSE, REGINALD
Free-Lance

ROSE, SI
Edgar Bergen Hour
CBS

— S —

SANGSTER, MARGARET
True Story, Whispering Streets
WABC

SAPINSLEY, ALVIN
Free-Lance

SERLING, ROD
Free-Lance

SHAW, ROBERT J.
Free-Lance

SHEEN, BISHOP
Life Is Worth Living
ABC-TV

SILVERMAN, STANLEY H.
Free-Lance

SIMMONS, ED
Martha Raye Show, NBC-TV

SMITH, ROBERT
The Ray Anthony Show
ABC-TV

SOMMERS, J.
Ozzie & Harriet
ABC-TV

STARK, SHELDON
Police Blotter, Sunday Night Music Hall; ABC

— T —

THOMPSON, HAL
Soundmirror
WABC

THOMPSON, PALMER
Free-Lance

TOVROV, ORIN
Ma Perkins
CBS

TRAVERS, VIRGINIA
Famous Film Festival, Afternoon Film Festival, Focus, The Big Picture; ABC-TV

— W —

WALLACE, ART
Free-Lance

WALPOLE, HELEN
Free-Lance

WELLES, HALSTED
Free Lance

WILBER, CAREY
Captain Video, DuMont
Free-Lance

WITTY, DON
Grand Central Station, High Moments in Music, Best Bands In The Land; ABC

WOOD, ARLENE
Soundmirror
WABC

PAUL TAUBMAN
MUSICAL DIRECTOR

"TWENTY ONE"
"TIC TAC DOUGH"
"EDGE OF NIGHT"
"YOU'RE ON YOUR OWN"
"WINKY DINK AND YOU"

PAUL TAUBMAN'S

Penthouse club
30 Central Park South
NEW YORK CITY

Contact Thru
Radio Registry
MUrray Hill 8-6600

MUSICAL DIRECTORS

RADIO AND TELEVISION
—their work during 1956

— A —

ADAMINI, RAY
The Ramblers
WDMJ-TV, Marquette, Mich.

ADAMS, JANE
WAUD, Auburn, Ala.

AGLETON, JIMMY
KINE, Kingsville, Tex.

ALEXANDER, GRAHAM
KCMJ, Palm Springs, Cal.

ALLEN, JAMES
WTJS, Jackson, Tenn.

ANDERSON, CHESTER
WVCG, Coral Gables, Fla.

ANDERSON, GUY
WFAA, Dallas, Tex.

ANDREWS, BETTY
WJEJ, Hagerstown, Md.

ANTHONY, RAY
ABC-TV

ARANZAMENDI, FRANCISCO, JR.; WAPA, San Juan, Puerto Rico

ARMBRUSTER, ROBERT
B. Oct. 9, Philadelphia, Pa.
Victor Records, RCA

ARMEY, JOE
KBRC, Mount Vernon, Wash.

ARMITAGE, DAVID
KFOX, Long Beach, Cal.

ARMSTRONG, ARVILLA
KDER, Hood River, Ore.

ARTER, MALCOLM E.
WKOK, Sunbury, Pa.

ASBELL, HELEN
WSII-TV, Harrisburg, Ill.

AYRES, MITCHELL
Perry Como Show
NBC-TV

AYRES, NORMAN
WCSH, WCSH-TV, Portland, Me.

— B —

BAKER, FRANK
KLMO, Longmont, Col.

BAKER, SAM
KFST, Ft. Stockton, Tex.

BARBOUR, PAT
WKLZ, Kalamazoo, Mich.

BARDO, GENE
WDIX, Orangeburg, S. C.

BARDO, LYLE
KFRC, San Francisco, Cal.

BARLOW, HOWARD
Voice of Firestone
ABC, ABC-TV

BARTELL, HENRY G.
WBKV, West Bend, Wis.

BAXTER, LEO
WBOW, Terre Haute, Ind.

BECK, ART
WLLY, Richmond, Va.

BELL, ALLEN
KREW, Sunnyside, Wash.

BENSON, BROWNIE
WSAZ, Huntington, W. Va.

BILSKE, ROBERT F.
WNEB, Worcester, Mass.

BLAHA, MARIE
WHAP, Hopewell, Va.

BLAKE, JEFF
WAKE, Atlanta, Ga.

BLAKESLEY, MABLE
KFNF, Shenandoah, Iowa

BLANK, RALPH
WJJD, Chicago, Ill.

BOAHN, BILL
WGTM, Wilson, N. C.

BOLEN, JIM
KBIZ, Ottumwa, Iowa

BOLIN, ART
WARM, Scranton, Pa.

BORTE, CLAUDE
J m Deline Gang
WSYR-TV, Syracuse, N. Y.

BOVERO, PHIL
KGO, KGO-TV, San Francisco, Cal.

BOWICK, W. L., JR.
WGBA, Columbus, Ga.

BOWMAN, BEVERLY
KGFL, Roswell, N. M.

BRADLEY, BOB
WLOL, Minneapolis, Minn.

BRADY, WILLIAM
WPRC, Lincoln, Ill.

BRANTNER, GENE
KWAT, Watertown, S. D.

BRASHER, JAMES
KTXJ, Jasper, Tex.

BRESLIN, FRANK
WEOK, Poughkeepsie, N. Y.

BRIGHT, WELDON
Artistry on Ivory
KGNC, KGNC-TV, Amarillo, Tex.

SAMMY KAYE

ABC-Radio
Sunday Serenade

Exclusively
Columbia Records

Management — David Krengel

Direction — M.C.A.

Publicity—David O. Alber

VINCENT LOPEZ

VINCENT LOPEZ SHOW

CBS - TV

LUNCHEON WITH LOPEZ

Mutual Network

SHAKE THE MARACAS

ABC

CHARLES SANFORD

MUSICAL DIRECTOR

JU 6-1864

BROADSTONE, DON
WJAG, Norfolk, Neb.
BROOKS, LORETTA
WKLO, Louisville, Ky.
BROWN, LES
Bob Hope Show
NBC-TV
BUETTNER, EVE
WKUL, Cullman, Ala.
BULLIS, JOHN
KPTL, Carson City, Nev.
BURAK, MATT
KBIS, Bakersfield, Cal.
BURKHART, KENT
KXOL, Fort Worth, Tex.
BURNS, BILL
WILD, Birmingham, Ala.
BURT, GARLAND
WLAK, Lakeland, Fla.
BURWELL, TED
WTYC, Rock Hill, S. C.
BUTLER, CLIFF
WLOU, Louisville, Ky.

— C —

CALVERT, RAYMOND W.
KVOC, Casper, Wyo.
CAMERON, JOHN
KJOY, Stockton, Cal.
CAMPBELL, JACK
KGHF, Pueblo, Col.
CAMPERSON, BILL
WHOL, Allentown, Pa.
CANDLER, JOHN
KFSA, Fort Smith, Ark.
CAREY, MICKEY
WPPA, Pottsville, Pa.
CARRACIO, TONY
WDAF, Kansas City, Mo.
CARRICK, MICHAEL
KTMC, McAlester, Okla.
CARROLL, CLEORA
WWHG, Hornell, N. Y.
CHAMBERS, BOB
WKXY, Sarasota, Fla.
CHASINS, ABRAM
WQXR, New York, N. Y.
CLARK, ALLAN
WKY, WKY-TV, Oklahoma City, Okla.
CLARK, BILL
WMBV-TV, Marinette, Wis.
CLARK, GLENDA
KWBB, Wichita, Kan.
CLARK, HOWARD
KBSF, Springhill, La.
CLARK, JIMMY
WJR, Detroit, Mich.
CLARK, WARREN
KREX, Grand Junction, Col.
CLIFTON, CHARLES
KXJK, Forrest City, Ark.
CLOUTIER, NORMAN L.
WHAI, Greenfield, Mass.
COBURN, PAUL
KLUB, Salt Lake City, Utah
COE, BARBARA
KTLN, Denver, Col.
COLLINS, FAY
WLSI, Pikeville, Ky.
CONE, JOY
WSPB, Sarasota, Fla.
CONNELLY, BOB
KPRL, Paso Robles, Cal.
COOPER, HARRY
WHOM, New York, N. Y.
CORLEY, BOB
WQXI, Atlanta, Ga.
CORTIMIGLIA, LEO
WMT, Cedar Rapids, Iowa
COTTONGIM, EARL
WSFC, Somerset, Ky.
COUCH, BILL
KPRK, Livingston, Mont.
COX, FRANKIE
KWTX, Waco, Tex.
CRUMP, ED
WMPS, Memphis, Tenn.

— D —

DANNA, VICTOR
WEBR, Buffalo, N. Y.
DATZ AL
Sunday Music Hall
ABC
DAUGHERTY, STAN
KMOX, St. Louis, Mo.
DAVENPORT, DON
WEKZ, Monroe, Wis.
DAVIS, T. J.
KXYZ, Houston, Tex.
DAY, MARY K.
WGHM, Waterville, Me.
DELLINGER, JOHN
WPNF, Brevard, N. C.
DENNIS, CHARLIE
KOBE, Las Cruces, N. M.
DeREMER, NELO
WBCM, Bay City, Mich.
DEVON, DOVEL
KIMA, Yakima, Wash.
DiNUNZIO, MARIO
WWON, Woonsocket, R. I.
DOLAN, VIRGINIA
KFOR, Lincoln, Neb.
DONALDSON, EARL
KTVT, Salt Lake City, Utah
DU BEAU, NANCY
WRGS, Rogersville, Tenn.
DUBOSE, FRANCIS
WMSC, Columbia, S. C.
DUNKELBERGER, TOMMY
WHIO, Dayton, Ohio
DUNNING, OWEN C.
KOIN-TV, Portland, Ore.
DURAND, TOM
WTTM, Trenton, N. J.
DYRE, WILLARD
KTBC, Austin, Tex.

— E —

ELLIOTT, DEAN
KHUM, Eureka, Cal.

JACK SHAINDLIN

Musical Director

20th CENTURY-FOX

COLUMBIA PICTURES

LOUIS DE ROCHEMONT PRODUCTIONS

CORAL RECORDS

MERCURY RECORDS

Steinway Hall
New York City

ROBERT ARMBRUSTER

Musical Director

Management

Art Rush, Inc.

JOHN GART

COMPOSER-CONDUCTOR

Bernie Wayne

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Adler Shoes
Player's Cigarettes

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General Motors

Television:
Cyrano De Bergerac Spectacular

Broadway Show:
Ziegfeld Follies

Musical Conductor for
A.B.C. Paramount Records

Agent . . . M.C.A. 598 Madison Ave.
att: Bobby Brenner

ELLIS, KEN
WRUM, Rumford, Me.
ELLMORE, TERRY
KIT, Yakima, Wash.
EPPEL, R. V.
KORN, Mitchell, S. D.
ETTERS, CLARENCE
WBT, Charlotte, N. C.
EVANS, EMERY
WGEA, Geneva, Ala.

— F —

FEAGANS, MARY VIRGINIA
WSIG, Mount Jackson, Va.
FEIMSTER, HOWARD E.
WCGC, Belmont, N. C.
FIELDS, IRIS
WLOH, Princeton, W. Va.
FISHBACK, BONITA
WHBO, Tampa, Fla.
FLETCHER, FAYRENE
KOCY, Oklahoma City, Okla.
FLOURNOY, ROSE B.
WRBL, Columbus, Ga.
FOLSOM, DON
WCNT, Centralia, Ill.
FORREST, PHIL
WABB, Mobile, Ala.
FOWLES, KEITH
WABM, Houlton, Me.
FOX, R. P.
KFAL, Fulton, Mo.
FRANKE, MILDRED
WCPO-TV, Cincinnati, Ohio
FRANZ, DON
KATE, Albert Lea, Minn.
FRIENDLY, LEONARD
KSL, Salt Lake City, Utah
FRITSCH, EDWARD V.
KTRH, Houston, Tex.
FULLER, BOB
KAVE, Carlsbad, N. M.

— G —

GALLICCHIO, JOE
Adults Only
WNBQ, Chicago, Ill.
GARDNER, JERRY
KAMQ, Amarillo, Tex.
GARDNER, MICHAEL
KOPO, Tucson, Ariz.
GARFIN, STANLEY
KRIB, Mason City, Iowa

GART, JOHN
Valiant Lady, CBS-TV; Mister Citizen, Chance of a Lifetime, ABC-TV; Date With Life, WRCA-TV

GEIL, J. C.
WCVS, Springfield, Ill.
GERALD, PETER
KOME, Tulsa, Okla.
GETZ, BERTRAM
KBRK, Brookings, S. D.
([illegible] PUTZY
WFDF, Flint, Mich.
([illegible], BOB
KEYZ, Williston, N. D.
([illegible]
KRLD, Dallas, Tex.
GITZ, JEAN
KIOA, Des Moines, Iowa
GODFREY, MARGARET
KWSK, Pratt, Kan.
GOLDBERG, LOU
WCOP, Boston, Mass.
GORDON, DAVID
WPAT, Paterson, N. J.
GORDON, HAL
WXYZ, WXYZ-TV, Detroit, Mich.
GOW, ART
KLZ, KLZ-TV, Denver, Col.
GRAHAM, JERRY
KVNC, Winslow, Ariz.
GRANVILLE, W. J.
KFAB, Omaha, Neb.
GREEDE, HAL M.
WDCL, Tarpon Springs, Fla.
GREEN, BERNARD
Caesar's Hour
NBC-TV
GRIMES, LEO
WBZ-TV, Boston, Mass.
GYNAN, EARL
WVDA, Boston, Mass.

— H —

HALEY, PAT
WMCK, McKeesport, Pa.
HAMANN, GLORIA B.
WDOK, Cleveland, Ohio
HAMLIN, WALTER
WTVL, Waterville, Maine
HAMMACK, BOBBY, QUARTET
KABC-TV, Los Angeles, Cal.
HAMRICK, MARY LOU
WBBO, Forest City, N. C.
HARGROVE, MARLIN
WHOS, Decatur, Ala.
HARTLEY, JIM
WGGA, Gainesville, Ga.
HARTMAN, LOLA
KFEQ, St. Joseph, Mo.
HAUSER, JERRY
KAFP, Petaluma, Cal.
HAYS, REX
WNAX, Yankton, S. D.
HEACOCK, AL
KEYS, Corpus Christi, Tex.
HENDERSON, JIM
WBBZ, Ponca City, Okla.
HENDERSON, SKITCH
Tonight, Steve Allen Show
NBC-TV
HERMANN, RALPH
Circus Time, Sunday Music Hall; ABC, ABC-TV
HERREID, BYRON
KTVW, Seattle-Tacoma, Wash.
HERRON, JOEL
WMGM, New York, N. Y.

NELSON RIDDLE

Composer — Conductor — Arranger

☆

TV

THE ROSEMARY CLOONEY SHOW

MCA-TV

THE WALTER WINCHELL SHOW

NBC-TV

THE NAT "KING" COLE SHOW

NBC-TV

☆

Conducting and Arranging on

CAPITOL RECORDS

For

NAT "KING" COLE FRANK SINATRA

☆

MOTION PICTURES

THE GIRL MOST LIKELY — RKO

DAVID ROSE

HESS, BOB
KFYO, Lubbock, Tex.
HILL, BRENT
WCRE, Cheraw, S. C.
HILL, JAY
KLIX, KLIX-TV, Twin Falls, Idaho
HIXSON, LEE
WLOI, Laporte, Ind.
HOBKIRK, GEORGE
KIBS, Bishop, Cal.
HODGES, STEVE
KGGM, Albuquerque, N. M.
HOFF, CARL
Walter Winchell Show
NBC-TV
HOFFMAN, CHARLES
WNDB, Daytona Beach, Fla.
HOGAN, HARLAN
WSBT, South Bend, Ind.
HOGAN, JIM
WSYR-TV, Syracuse, N. Y.
HOLLAND, HERSCHEL
KGNO, Dodge City, Kan.
HUDGENS, RAY
KMBC-TV, Kansas City, Mo.
HUFF, DOROTHY
WJBF, Augusta, Ga.
HUNT, GEORGE
KAKE-TV, Wichita, Kan.
HURSHMAN, EVELYN
KIMO, Independence, Mo.
HYMAS, BRUCE
KVNU, Logan, Utah

— I —

IHRKE, ELMER
WEMP, Milwaukee, Wis.
IKELS, KENNETH
KGNB, New Braunfels, Tex.
ISAACS, JOHN
WTOK, Meridian, Miss.

— J —

JACKSON, GRAHAM
WERD, Atlanta, Ga.
JACOBSEN, PEARL
KIEM, Eureka, Cal.
JEFFARES, PAMELA
WAGA, Atlanta, Ga.
JOHNSON, CLYDE
WFIN, Findlay, Ohio
JOHNSTON, EDDIE
WTRF-TV, Wheeling, W. Va.
JOHNSTON, KEN
WCED, DuBois, Pa.
JONES, MRS, E. A.
WSLI, Jackson, Miss.
JONES, HENRY
WTSL, Hanover, N. H.
JONES, LEE
WRCA, N.Y.C., N.Y.
JONES, PAUL
WTVT, Tampa, Fla.
JONES, RANDY
WLW-A, Atlanta, Ga.
JORDAHL, BERNHARD
WKAN, Kankakee, Ill.

— K —

KAHLE, JULIE
KWG, Stockton, Cal.
KALER, RANDALL
WFAS, White Plains, N. Y.
KATZMAN, GERTRUDE
WPEN, Philadelphia, Pa.
KAYE, RICHARD L.
WCRB, Boston, Mass.

KAYE, SAMMY
Serenade Room, Sunday Serenade, ABC; So You Want to Lead a Band, ABC-TV; Columbia Records; RCA; Thesaurus

KEENER, PHIL
KDWT, Stamford, Tex.
KEENUM, BEN
WBML, Macon, Ga
KELLOGG, JOHN
WTVR, Richmond Va.
KILEY, JOHN
WMEX, Boston, Mass.
KILGORE, WILLIAM S.
WCYB, Bristol, Va.
KIMBLE, WALTER
WDBO-TV, Orlando, Fla.
KING, BILL
WTOC, Savannah, Ga.
KNICK, WALTER
WBNS-TV, Columbus Ohio
KNOWLES, JOYCE
WBMC, McMinnville, Tenn.
KNUTSEN, KAY
KWDM, Des Moines, Iowa
KORNFUEHRER, WILLIE LEE
KVIC, Victoria, Tex.
KOSACK, JOE
WVLN, Olney, Ill.
KOTTLER, MISCHA
WWJ, WWJ-TV, Detroit, Mich.
KOUPAL, WILLIAM
KXOK, St. Louis, Mo.
KOVACS, SCOTTY
WJRD, Tuscaloosa, Ala.
KUBIAK, WALLY
KIVA, Yuma, Ariz.
KURTZ, BETTY
WTVB, Coldwater, Mich.

— L —

LA MARE, ODETTE
WSBC, Chicago, Ill.
LAMB, HELENE SMITH
KALI, Pasadena, Cal.
LAMBERT, NORMAN
WABI-TV, Bangor, Me.
LAMM, AL
WOW, Omaha, Neb.
LANE, ANDY
KRIZ, Phoenix, Ariz.
LANOUETTE, ROBERTA
KRTV, Hillsboro, Ore.
LASH, ROY
WACB, Kittanning, Pa.
LAWRENCE, LARRY
WRVA-TV, Richmond Va.
LEDWITH, ANDREW
WHOP, Hopkinsville, Ky.
LEHNHOFF, LOUISE
KTW, Seattle, Wash.
LeMAY, JAMES D.
KEYJ, Jamestown, N. D.
LEUPP, HERB
KBOM, Bismarck, N. D.
LIAPPAS, BILL
WGBS, Miami, Fla.
LIGHTSEY, ANNA LEE
WHAB, Baxley, Ga.

LOMBARDO, GUY
B. June 2, 1901, London, Ont.; Canada. Lombardoland, U.S.A., Mutual; Guy Lombardo Show, Transcribed Syndicated

LOPEZ, VINCENT
Vincent Lopez Show, WCBS-TV; Luncheon with Lopez, Mutual; Shake the Maracas, ABC

LORENZ, DON
WJUN, Mifflintown, Pa.
LUBIN, HARRY
Loretta Young Show
NBC-TV
LUCAS, FRANK
WIL, St. Louis, Mo.
LUKE, MIRIAM
WIRE, Indianapolis, Ind.
LUTHER, JOHN
WERC, Erie, Pa.
LYNCH, DARREL
KUKI, Ukiah, Cal.

— Mc —

McCOY, BILL
KOLN-TV, Lincoln, Neb.
McDONALD, GERI
WCBY, Cheboygan, Mich.
McEACHERN, WM.
KGNC-TV, Amarillo, Tex.
McGANN, ROSEMARY
WJBK, Detroit, Mich.
McGOWAN, JOHN
KOSA-TV, Odessa, Tex.

HANK SYLVERN

Musical Director-Composer

MU. 8-6600

McHUGH, BETTY-JANE
WOAI, San Antonio, Tex.
McKEE, SUE
WGNS, Murfreesboro, Tenn.
McMANUS, IDELL
WJPA, Washington, Pa.
McNALLY, EVELYN
KSIS, Sedalia, Mo.
McNEIL, IDA A.
KGFX, Pierre, S. D.
McNEIL, JAYNE
WSSO, Starkville, Miss.

— M —

MacDONALD, JACK
KLX, Oakland, Cal.
MADDEN, GEORGE
WAMS, Wilmington, Del.
MAGNO, NINA
WADC, Akron, Ohio
MAHRAMAS, REGINA
KLEN, Killeen, Tex.
MANN, GUS
WRFC, Athens, Ga.
MARTIN, LESLIE
KOMO-TV, Seattle, Wash.
MARTIN, VICTORIA C.
WMEG, Eau Gallie, Fla.
MARTIN, WM.
WEAB, Greer, S. C.
MEADOWS, JANE
WHIS, Bluefield W. Va.
MEREDITH, LEE C.
KMCO, Conroe, Tex.
METCALFE, ROBERT E.
WOHI, East Liverpool, Ohio
METCHNEK, WILLIAM
WCCO-TV, Minneapolis, Minn.
MILES, IVAN
WGST, Atlanta, Ga.
MILLIGAN, ARLENE
KHBG, Okmulgee, Okla.
MITCHELL, BOB
KFI, Los Angeles, Cal.
MITCHELL, DON
WLAQ, Roma, Ga.
MOLINARO, LAWRENCE
WNAR, Norristown, Pa.
MORGAN, BETTY
WMIX, Mt. Vernon, Ill.
MORRILL, WAYNE
KOVR, Stockton, Cal.
MORRISON, AL and his Trio
WTPA, Harrisburg, Pa.
MORSE, MALCOLM
WICH, Norwich, Conn.
MOSER, CLYDE
WTAR, Norfolk, Va.
MOSLEY, ED
KREM, Spokane, Wash.
MOWBRAY, JACK
WLAN, Lancaster, Pa.
MUNCH, CHARLES
Boston Symphony Orchestra
NBC
MUNI, SCOTT
WAKR, Akron, Ohio
MURRELL, DELORES
WKIS-WORZ, Orlando, Fla.

— N —

NAFF, JACK
KEED, Springfield, Ore.
NALL, HAROLD
WFNS, Burlington, N. C.
NARGASSANS, DORIS F.
KANV, Shreveport, La.
NEAL, PAUL E.
WBNS, Columbus, Ohio
NELLY, JIM
KGAL, Lebanon, Ore.
NELMS, BILL
WTAX, Springfield, Ill.
NELSON, ANN
WJEH, Gallipolis, Ohio
NELSON, DAVE
WMVO, Mt. Vernon, Ohio
NELSON, LES
WEBC, Duluth, Minn.
NICHOLS, RUSTY
WDBJ-TV, Roanoke, Va.
NIDES, HARRY
WATE, WATE-TV, Knoxville, Tenn.
NISINGER, EVE
WDBJ, Roanoke, Va.
NORDEN, EARL
WHDF, Houghton, Mich.
NORDSTROM, JEANNE
WDGY, Minneapolis, Minn.
NORMAN, RUSS
KAYO, Seattle, Wash.
NORTON, LEE
KENL, Arcata, Cal.
NOWELL, LEE
WOKJ, Jackson, Miss.

— O —

O'CONNOR, ERWIN
WAPO, Chattanooga, Tenn.
O'HARA, MARTIN
WDEV, Waterbury, Vt.
OLSON, ARLENE
KGW, Portland, Ore.
OLSON, WALLACE
WCCO, Minneapolis, Minn.
O'NEILL, JOE
KVOO, Tulsa, Okla.
OSBORNE, EDDIE
KTIV, Sioux City, Iowa
OSSER, GLENN
High Moments in Music
ABC
OST, SHIRLEY JEANNE
WJHP, Jacksonville, Fla.
OVERSTREET, MAVIS
WSLS, Roanoke, Va.
OWENS, DONALD F.
WARL, Arlington, Va.
OWENS, JERRY
WBEX, Chillicothe, Ohio

— P —

PAGE, DOROTHY
WPAY, Portsmouth, Ohio
PALERMO, MARY LOUISE
WHB, Kansas City, Mo.
PALMER, BILL
WTVN-TV, Columbus, Ohio
PARANOV, MOSHE
WTIC, Hartford, Conn.
PARFUMI, VINCE
WTAR-TV, Norfolk, Va.
PARNELL, JACKIE
WKBJ, Milan, Tenn.
PASCHAL, BILL
WBTM, Danville, Va.
PATRICK, DONNA
KOOL, Phoenix, Ariz.
PAULSON, AL
WTCN-TV, Minneapolis, Minn.
PAVEY, RICHARD
WJLB, Detroit, Mich.
PAYNE, BRUCE
WECO, Bessemer, Ala.
PEPPER, JAN
WSTN, St. Augustine, Fla.
PETERSON, JOAN
WBBQ, Augusta, Ga.
PETRILLO, CAESAR
WBBM, Chicago, Ill.
PETRUCCI, JAMES
WAVZ, New Haven, Conn.
PHIPPS, ROBERT
WIRO, Ironton, Ohio
PICKENS, CHARLIE
WHBC, Canton, Ohio
PILDNER, HENRY
WGAR, Cleveland, Ohio
PINION, CLOVIS
KSST, Sulphur Springs, Tex.
PINNICK, PAT
WITZ, Jasper, Ind.
PORTER, BOYD JR.
KTRE, Lufkin, Tex.
PORTER, ROY A., JR.
WCOA, Pensacola, Fla.
PORTER, TOM
WOCH, North Vernon, Ind.
POTTER, CAROL
WJPS, Evansville, Ind.
POTTS, JACK ALLEN
WCTC, New Brunswick, N. J.
PROGEN, GIL
WFGM, Fitchburg, Mass.
PUTNAM, BOB
KIXL, Dallas, Tex.

— R —

RABBY, BO
WJBO, Baton Rouge, La.
RASE, BILL
KCRA, Sacramento, Cal.
REEVE, KEITH
WVAM, Altoona, Pa.
RIPINE, BURT
WRVA, Richmond, Va.
REYNOLDS, TOM
MBS, WOR, New York, N. Y.
RHOADES, DUSTY
WALA, Mobile, Ala.
RICHARDSON, BRUCE
WROK, Rockford, Ill.
RICHARDSON, KAY
KRSN, Los Alamos, N. M.
RICHMAN, NANCY
KDTH, Dubuque, Iowa

RIDDLE, NELSON

B. June 1, 1921, Hackensack, N. J.; Max Liebman Spectacular, Our Town, The Betty Hutton Chevvy Show, Walter Winchell Show, Nat "King" Cole Show, NBC-TV; Rosemary Clooney Show, MCA-TV

RILEY, RALPH
WHIZ, WHIZ-TV, Zanesville, Ohio

RIO, ROSA

My True Story, When A Girl Marries, ABC; Remington Rand Commercials, CBS-TV; Piel Commercial with Harry & Bert, All TV & Radio Stations

RIVERS, J.
KOVR, Stockton, Cal.
ROBARDS, CARY
WSIV, Pekin, Ill.
ROBERS, JOHN
WRGP-TV, Chattanooga, Tenn.
ROBERTS, FRANK
WBOF, Virginia Beach, Va.
ROBINSON, MARTIN
WEAW, Evanston, Ill.

ROSE, DAVID

B. London, England; Red Skelton Show, It's A Great Life, Shower of Stars (Cole Porter Show), CBS-TV; Pasadena Pops Playhouse, KABC-TV; Woolworth Hour, CBS; M-G-M Records

ROWELL, PECK
WJHO, Opelika, Ala.
RUBAR, MARY
WFRM, Coudersport, Pa.
RUMMINGER, BARBARA
WMUU, Greenville, S. C.

— S —

SALE, JOAN
WLVA, Lynchburg, Va.
SAMPSON, HENRY L.
WAVN, Stillwater, Minn.

SANFORD, CHARLES

B. June 17, 1905, New York City, N. Y. Max Liebman Presents, The Lord Don't Play Favorites, Washington Square, NBC

SCHIMEK, JOYCE
KGST, Fresno, Cal.
SCHULTZ, STEVE
WOR-TV, New York, N. Y.
SCHULZ, MYRON
WAAF, Chicago, Ill.
SCOGGIN, LEWIS
WTAL, Tallahassee, Fla.

SCOTT, RAYMOND
Your Hit Parade
NBC-TV
SEASE, LUCILLE
WSAZ, Huntington, W. Va.
SEWARD, WALLY
WDRF, Chester, Pa.
SEYMOUR, ROBERT
WKMH, Detroit, Mich.

SHAINDLIN, JACK

20th Century-Fox, Columbia, Louis deRochemont Prods., Coral, Mercury Records

SHAKE, KAY
WDAN, Danville, Ill.
SHALETT, BERNICE
WDEF-TV, Chattanooga, Tenn.
SHEPHERD, JAY
KITE, San Antonio, Tex
SHEPHERD, MAXINE
WAAG, Adele, Ga.
SHOOP, DAVID
WHP-TV, Harrisburg, Pa.
SHORES, ALICE
WKOW, Madison, Wis.
SHORT, MEL
KFMO, Flat River, Mo.
SIMPSON, JOHN
KOTA, Rapid City, S. D.
SISK QUARTET
WKMT, Kings Mountain, N. C.
SLACK, DEAN
WJOY, Burlington, Vt.
SMALL, JIM
WDXB, Chattanooga, Tenn.
SMITH, AL
WWDC, Washington, D. C.
SMITH, CAROLYN
KYNO, Fresno, Calif.
SMITH, WILLIAM E.
KWEI, Weiser, Idaho
SNYDER, MARIE
WRSW, Warsaw, Ind.
SONTAG, GEORGE
WOC, Davenport, Iowa
SOSNIK, HARRY
Ernie Kovacs Show
NBC-TV
SPELVIN, GEORGE
WLIB, New York, N. Y.
SPERRY, GRACE
KFAC, Los Angeles, Cal.
STANCIL, GARNETT
WJAM, Marion, Ala.
STANGRY, VIRGINIA
WGTO, Haines City, Fla.
STANLEY, DAVE
WCPO-TV, Cincinnati, Ohio
STANZIOLA, JOHN
WAZL, Hazleton, Pa.
STECKER, DICK
WSHE, Sheboygan, Wis.
STEELE, DON
WKBI, St. Marys, Pa.
STEPHENS, DAVE
WCAU, Philadelphia, Pa.
STEPHENS, ROBERT H.
WCDL, Carbondale, Pa.
STEWART, BECKY ANN
WPBC, Minneapolis, Minn.
STEWART, DON
KTYL, Mesa, Ariz.
STEWART, DORA MAE
WMOD, Moundsville, W. Va.
STEWART, REGINALD
WASL, Annapolis, Md.
STORDAHL, AXEL
Coke Time
Starring Eddie Fisher
MBS, NBC-TV
STUART, EARL
WWJ-TV, Detroit, Mich.
SULLIVAN, MARGARET
WDKD, Kingstree, S. C.
SWANSON, GLEN
KDEN, Denver, Col.

SYLVERN, HANK

Jane Froman Show, Phil Silvers, CBS-TV; Comic Weekly Man, NBC; Morning Show, CBS; Signature Music

SYLVIA, DONALD H.
WGUY, Bangor, Me.

— T —

TASKER, JOE
WKNB, New Britain, Conn.
TATUM, PATSY
KMUS, Muskogee, Okla.

TAUBMAN, PAUL

B. Winnipeg, Manitoba, Canada. Twenty One, Tic Tac Dough, NBC-TV; Your On Your Own, Edge of Night, Winky Dink, CBS-TV; Owner, Penthouse Club, N. Y. C.

TAYLOR, JOHN E.
WEPM, Martinsburg, W. Va.
TAYLOR, LEE
WINZ, Miami, Fla.
TAYLOR, MARIANNE
WESC, Greenville, S. C.
THOMAS, RAY
WHAN, Charleston, S. C.
THOMAS, RIC
KXL, Portland, Ore.
THOMAS, TOMMY
KVTV, Sioux City, Iowa
THORNTON, JACK
KBND, Bend, Ore.
TOLAND, DON
WCMR, Elkhart, Ind.
TOWNSEND, WALLY
CKLW, CKLW-TV, Detroit, Mich.
TRAVIS, DIANE
WJAK, Jackson, Minn.
TRAVIS, VICTOR
WMID, Atlantic City, N. J.
TRENDLER, ROBERT
WGN, WGN-TV, Chicago, Ill.
TROTTER, JOHN SCOTT
The George Gobel Show
NBC-TV
TURNER, CHARLES
WBRV, Boonville, N. Y.
TURNER, DORICE
WEBQ, Harrisburg, Ill.
TURNER, LYN
KVOM, Morrilton, Ark.

— V —

VABER, ALAN
WBRK, Pittsfield, Mass.
VAGNONI, FRANCISCO
WABC, New York, N. Y.
VANCE, DUDE
KOPO-TV, Tucson, Ariz.
VAN DAMME, ART
WNBQ, Chicago, Ill.
VAN HATTEM, HENRY
WFUR, Grand Rapids, Mich.
VAUGHN, JACK
WBZ, Boston, Mass.
VIGUS, HAL
WRFD, Worthington, Ohio
VOORHEES, DONALD
The Telephone Hour
NBC
VOSS, EDITH
WKKO, Cocoa, Fla.

— W —

WACKERBARTH, ANN
KWBU, Corpus Christi, Tex.
WALKER, ED
WFLA-TV, Tampa, Fla.
WALKER, HENRY
WEDO, McKeesport, Pa.
WALLGREN, REX
KLO, Ogden, Utah
WARDLE, WILLIAM
WTAQ, LaGrange, Ill.
WARNER, TOM
KBCH, Oceanlake, Ore.
WARREN, JAMES
KXA, Seattle, Wash.

WAYNE, BERNIE

Composer, Author, Director, Free-Lance

WAYNE, ROGER
WHLI, Hempstead, N. Y.
WEBER, HENRY
WGN, WGN-TV, Chicago, Ill.
WEBER, SUE
WISN, Milwaukee, Wis.
WEED, BUDDY
ABC
WEEKLY, EARLE
WSVA, Harrisonburg, Va.
WEEMS, TED
WHHM, Memphis, Tenn.
WEINER, MILT
WLW, Cincinnati, Ohio
WELK, LAWRENCE
Top Tunes & New Talents
ABC-TV
WEST, JOAN
KJEF, Jennings, La.
WHITE, ALBERT
KCBS, San Francisco, Cal.
WHITEHEAD, JOYCE
WMIS, Natchez, Miss.
WILCHER, SHIRLEY
WLBN, Lebanon, Ky.

WILD, EARL

B. Nov. 26, 1918, Pittsburgh, Pa.; Sid Caeser, NBC-TV; Voice of Firestone, ABC-TV; Woolworth Hour, CBS-TV; Porte Ouvert (General Motors, Canada) CBC

WILDERSON, MAXINE
KFH, Wichita, Kan.
WILLIAMS, DON
WPFP, Park Falls, Wis.
WILLIAMS, GLADYS
KCRC, Enid, Okla.
WILLIAMS, JOAN
KCKN, Kansas City, Kan.
WILLSON, MEREDITH
Music Room
NBC
WILSON, KENNETH
WHDH, Boston, Mass.
WIMBERLY, BILL
Ozark Jubilee
ABC-TV
WINTERS, BILL
WCEC, Rocky Mount, N. C.
WOLKEN, ROBERT
WGPA, Bethlehem, Pa.
WOLOWIC, STAN
It's Polka Time
ABC-TV
WOOD, PAUL S.
WTCB, Flomaton, Ala.
WOOD, TOMMY
WMBR-TV, Jacksonville, Fla.
WOOTTEN, JANET
KMBC, Kansas City, Mo.
WORSHAM, SAM
KARD-TV, Wichita, Kan.
WRIGHT, G. K.
WFAI, Fayetteville, N. C.

— Y —

YOUNG, VICTOR
Milton Berle Show
NBC-TV
YOUNGBLOOD, JIM
WPAD, Paducah, Ky.
YOUNTS, ELIZABETH M.
WEEB, Southern Pines, N. C.

— Z —

ZACK, ARTHUR
WBEL, Beloit, Wis.
ZIEGENBEIN, FLEDA
KOLN-TV, Lincoln, Neb.
ZIMLICH, BILL
KBGF, Great Falls, Mont.
ZIMMERMAN, HARRY
Dinah Shore Show
NBC-TV
ZURLO, SAM
WCSS, Amsterdam, N. Y.

NEWS COMMENTATORS

RADIO AND TELEVISION
—their work during 1956

— A —

ABELS, ED
KLWN, Lawrence, Kans.
ADAMS, CEDRIC
WCCO, Minneapolis, Minn.
ADAMS, KENT
KAYL, Storm Lake, Ind.
AGRONSKY, MARTIN
ABC, Washington, D. C.
AKERS, CARL
KLZ-TV, Denver, Colo.
ALEXANDER, PAUL
KSL-TV, Salt Lake City, Utah
ALLAN, CHET
KRVN, Lexington, Neb.
ALLAN, ROGER
WCOP, Boston, Mass.
ALLEN, CLARE
WEBR, Buffalo, N. Y.
ALLEN, EDWARD, JR.
WDOR, Sturgeon Bay, Wisc.
ALLEN, JACK
WCTC, New Brunswick, N. J.
ALLEN, TONY
WUSJ, Lockport, N. Y.
ALLEN, W. GORDON
KGAY, Salem, Oreg.
ALLISON, BERG
KTVO, Ottumwa, Iowa

ANDERSON, ORVAL
B. March 20, 1917, Grand Forks, N. D.; Orval Anderson & the News, ABC Western Div.

ANDREWS, M. CARL
WDBJ, Roanoke, Va.
ANGELL, JACK
WNBQ, Chicago, Ill.
ANTHONY, JULIAN
ABC
ARLAN, JAY
WFBM-TV, Indianapolis, Ind.
ARMSTRONG, JOHN
WHDL, Olean, N. Y.
ASH, MERRILL
KOL, Seattle, Wash.
ASHER, JAMES D.
WJDA, Quincy, Mass.
ATKINS, TOM
WATE-TV, Knoxville, Tenn.
AULIS, JACK
News of the Albemarle
WGAI, Elizabeth City, N. C.
AUSTIN, JOE
WSFB, Quitman, Ga.
AYRES, JOE
WTTM, Trenton, N. J.

— B —

BACK, GUNNAR
WFJL-TV, Philadelphia, Pa.
BADGER, BOB
WEDO, McKeesport, Pa.
BAGDASARIAN, A. C.
WNBZ, Saranac Lake, N. Y.
BAGLEY, ORLO M.
KOMB, Cottage Grove, Ore.
BAHNSEN, ALVIN
WWRL, New York City, N. Y.

BAILEY, HOWARD
KFXM, San Bernardino, Calif.
BAILEY, LESTER
KSAN, San Francisco, Calif.
BALL, BOB
WDSM-TV, Duluth, Minn.
BALLARD, DREW
KVMC, Colorado City, Tex.
BALMERT, FRANK
WPAY, Portsmouth, Ohio
BANCROFT, GRIFFING
CBS, Washington, D. C.
BANDFIELD, BOB
WHIZ-TV, Zanesville, Ohio

BANGHART, KENNETH
Sept. 11, New Jersey. Esso Reporter, WNBC-TV; Noontime Pulse, WRCA; 6 P.M. News, 11 P.M. News, NBC.

BANKS, DAVE
WVMI, Biloxi, Miss.
BANKS, TOM
KUKI, Ukiah, Calif.
BARATH, RAY
WAIM-TV, Anderson, S. C.
BARBOUR, DOUGLAS
WWWF, Fayette, Ala.
BARCLAY, PAUL
WHUM, Reading, Pa.
PARENTS, BARRY
WKNB, New Britain, Conn.
BARKER, EDDIE
KRLD, Dallas, Tex.

BEN GRAUER

NBC

Radio **TV**

BARKSDALE, MARTHA
WDIX, Orangeburg, S. C.
BARKSDALE, TOM
WDIX, Orangeburg, S. C.
BARON, HENRY
WMBG, Richmond, Va.
BARRETT, DICK
KREM-TV, Spokane, Wash.
BARRETTE, GEORGE
WIRL, Peoria, Ill.
BARRY, GEORGE
WHOT, Campbell, Ohio
BARTHOLOMEW, JOHN
KKTV, Colorado Springs, Colo.
BARTON, KEARNEY
KTW, Seattle, Wash.
BARTZAK, JOSEPH
WAAB, Worcester, Mass.
BASS, BERNICE
WHBI, Newark, N. J.
BASSO, NICK
WSAZ, Huntington, W. Va.
BATES, JACK
KFOR, Lincoln, Neb.
BATTEIGER, ALAN
WBEX, Chillicothe, Ohio
BAYER, BILL
WITV, Miami, Fla.
BEALL, EDWARD
KICO, Calexico, Calif.
BEARD, SAM
WPTF, Raleigh, N. C.
BEATTY, MORGAN
News of the World, Monitor
NBC
BEAUCHAMP, TED
KUJ, Walla Walla, Wash.
BELL, RIDLEY
WRBL, WRBL-TV,
Columbus, Ga.
BENESH, FRANK
WNEM-TV, Bay City, Mich.
BENNETT, DEAN
KSL-TV, Salt Lake City, Utah
BENTLEY, JULIAN
WBBM, Chicago, Ill.
BERINGER, BOB
WOKY, Milwaukee, Wisc.
BERK, PHILLIP E.
KOMU-TV, Columbus, Mo.
BERNHARDT, GENE
WEMP, Milwaukee, Wis.
BESEDA, CHUCK
KVDO-TV, Corpus Christi,
Tex.
BICKNELL, MAX
KCKN, Kansas City, Kans.
BIGBEE, NELLE
WOWL, Florence, Ala.
BINGHAM, BOB
WKUL, Cullman, Ala.
BISHOFF, WALTER
WTUX, Wilmington, Del.
BISHOP, PAT
KFI, Los Angeles, Calif.
BISHOP, WALLY
WOI-TV, Ames, Iowa
BISSEY, JAMES
WBLY, Springfield, Ohio
BLAINE, JIM
KCSB, San Bernardino, Calif.
BLAIR, ED
WAGA-TV, Atlanta, Ga.
BLAIR, FRANK
Today, Monitor
NBC, NBC-TV
BLAKE, WIN
WKXL, Concord, N. H.
BLIZZARD, LOUIS
WMSL, WMSL-TV, Decatur,
Ala.
BOAZ, BOB
Esso Reporter
WCHS-TV, Charleston, W. Va.
BOGGS, NEIL
WCHS-TV, Charleston, W. Va.
BOLEN, BILL
WSGN, Birmingham, Ala.
BOLTON, LES
KARK-TV, Little Rock, Ark.
BOLTON, PAUL
KTBC, KTBC-TV, Austin, Tex.
BONAPART, ALLEN
WIBX, Utica, N. Y.
BOOTON, F. H.
KCID, Caldwell, Idaho
BOSLEY, LYLE
WKTV, Utica, N. Y.
BOSWORTH, ROGER
KVTV, Sioux City, Iowa
BOSWORTH, ROGER
WNAX, Yankton, S. D.
BOWLES, JOHN
WNEM-TV, Bay City, Mich.
BOY, DOUGLAS
WCYB-TV, Bristol, Va.
BOYD, FORREST
WSJV-TV, Elkhart, Ind.
BOYES, HARRY
WION, Ionia, Mich.
BRADFORD, BOB
WRFC, Athens, Ga.
BRADFORD, WM.
KSST, Sulphur Springs, Tex.
BRADLEY, RULON L.
KSL, Salt Lake City, Utah
BRADY, DICK
WCBY, Cheboygan, Mich.
BRANUM, CHARLES
WEBQ, Harrisburg, Ill.
BREEDIN, J. K.
WFIG, Sumter, S. C.
BREWER, CHUCK
KWBB, Wichita, Kans.
BRIDGES, JONAS
WKMT, Kings Mountain,
N. C.
BRINKLEY, DAVID
NBC TV
BRISBANE, ROBERT H.
WERD, Atlanta, Ga.
BRISCOE, RAY
WSTV-TV, Steubenville, Ohio

DOUGLAS EDWARDS

CBS News Reporter

BRISINDINE, BOB
WLAG, LaGrange, Ga.
BRITTAIN, WILLIAM
WJZM, Clarksville, Tenn.
BROKAW, FOREST
KVOO, Tulsa, Okla.
BROOK, PHIL
WDBO, WDBO-TV, Orlando, Fla.
BROOKS, BILL
KCKT, Great Bend, Kans.
BROOKS, CLIFF
WGBF, Evansville, Ind.
BROOKS, NED
Three Star Extra
NBC
BROPHY, FRED
WHIO, Dayton, Ohio
BROUGHMAN, GLEN
WRBL, WRBL-TV, Columbus, Ga.
BROWN, BARBARA
WINA, Charlottesville, Va.
BROWN, BURLEIGH
WWLP, Springfield, Mass.
BROWN, CECIL
WABC-TV
BROWN, CHUCK
WBMC, McMinnville, Tenn.
BROWN, FRANK R.
KHUM, Eureka, Calif.
BROWN, H. W.
KCVR, Lodi, Calif.
BROWN, ROBERT
WCIA, Champaign, Ill.
BROWN, TOM
WEBK, Tampa, Fla.
BRUCE, DONALD
WIRE, Indianapolis, Ind.
BRYSON, CONREY
KTSM-TV, El Paso, Tex .
BULLEN, REED
KVNU, Logan, Utah
BULLER, DICK
WKMH, Detroit, Mich.
BUNDLIE, CHUCK
KNOX-TV, Grand Forks, N. D.
BURBANK, ROBERT
WBRK, Pittsfield, Mass.
BURDETT, WINSTON
CBS
Rome, Italy
BURK, S. A.
KIRK, Kirksville, Mo.
BURKE, MERLE
WLPO, La Salle, Ill.
BURLEY, DON
WBBZ, Ponca City, Okla.
BURNS, VINCENT G.
WASL, Annapolis, Md.
BURROUGHS, JOHN
KENM, Portales, N. M.
BURTON, BOB
WGGA, Gainesville, Ga.
BURTON, BOB
KBIS, Bakersfield, Calif.
BUTTS, RAY
WSFT, Thomaston, Ga.
BUTZ, BOB
KLZ, Denver, Colo.
BYRON, JAMES A.
WBAP Fort Worth Tex.

— C —

CADDELL, RAYMOND
WHSC, Hartsville, S. C.
CALDWELL, HOWARD
WTHI-TV, Terre Haute, Ind.
CALDWELL, JAY
WMFJ, Daytona Beach, Fla.
CALDWELL, MERLE
KOLS, Pryor, Okla.
CALMER, NED
CBS, N. Y., N. Y.
CAMERON, GEORGE
WHWB, Rutland, Vt.
CAMP, DAVE
KNGS, Hanford, Calif.
CANHAM, ERWIN D.
ABC, Boston, Mass.
CANNADY, BILL
KLIK, Jefferson City, Mo.
CANTFORT, VAN
WICU, Erie, Pa.
CARLINI, ULYSSES A.
WEHT, Evansville, Ind.
CARLSON, WILLIAM
WTMJ-TV, Milwaukee, Wisc.
CARR, JOHN
WHHM, Memphis, Tenn.
CARRERA, DILLARD
KIXL, Dallas, Tex.
CARRIGG, JOHN
WSTV, Steubenville, Ohio
CARTER, MELVIN
WIKE, Newport, Vt.
CASSIDY, HENRY
NBC
CASTER, JERRY
WCSI, Columbus, Ind.
CATLERTON, A. V.
WMEG, Eau Gallie, Fla.
CAUDLE, BOB
WTOC-TV, Savannah, Ga.
CAYWOOD, D. T.
Capitol Comments
WFKY, Frankfort, Ky.
CEDERBERG, CARL
WWJ, Detroit, Mich.
CERULA, PAUL
WAZL, Hazleton, Pa.
CHAMBERLIN, DAN
KRUX, Phoenix, Ariz.
CHAMBERS, JIM
WHOL, Allentown, Pa.
CHANDLER, WARREN
KLZ, Denver, Col.
CHAPEL, JOHN K.
KLX, Oakland, Calif.
CHAPLIN, W. W.
NBC
CHASE, EDDIE
WOOD, Grand Rapids, Mich.

BOB WILSON

NBC — New York

KENNETH BANGHART
NBC — WRCA-TV
RADIO
12:05 P.M. Noontime
Pulse
6 & 11 P.M. News
TELEVISION
6:45 P.M.
CI 7-8300

CHASE, JACK
WBZ-TV, Boston, Mass.
CHASTAIN, TONY
WKIS-WORZ, Orlando, Fla.
CHATFIELD, CHARLES
WHCU, Ithaca, N. Y.
CHERRY, HUGH
World News
WSIX-TV, Nashville, Tenn.
CHESTER, HARVEY
KCCC-TV, Sacramento, Calif.
CHEVILLET, DON
WNDU, South Bend, Ind.
CHILDERS, RAY A.
WCDJ, Edenton, N. C.
CHILSEN, WALTER JOHN
WSAU-TV, Wausau, Wisc.
CHRISTIE, GEORGE
WFEA, Manchester, N. H.
CHURCH, WELLS
CBS
Washington, D. C.
CIOFFI, LOU
CBS
Paris, France
CLARE, DICK
WTRC, Elkhart, Ind.
CLARK, BLAIR
CBS, N. Y., N. Y.
CLARK, DALE
WAGA, Atlanta, Ga.
CLARK, J. B. ..
WBT, Charlotte, N. C.
CLARK, RAY
WOW, WOW-TV, Omaha, Neb.
CLAUSSEN, GENE
KXIC, Iowa City, Iowa
CLEARY, J. M.
WESB, Bradford, Pa.
CLEMENTS, JACK
WRVA, Richmond, Va.
CLINTON, ED
WJBO, Baton Rouge, La.
CLOW, KEN
KBIZ, Ottumwa, Iowa
CLYDE, BOB
WREX-TV, Rockford, Ill.
COBB, JOSEPH
WCSH, Portland, Me.
COCHRAN, RON
CBS, CBS-TV, N. Y., N. Y.
COFFEEN, BOB
WLOI, Laporte, Ind.
COKER, WILL W.
WTPR, Paris, Tenn.
COLDWELL, TOM
WBOW, Terre Haute, Ind.
COLE, CHRIS
KOPO, KOPO TV, Tucson, Ariz.
COLEMAN, CHARLES
WOAY-TV, Oak Hill, W. Va.
COLEMAN, DALE
WTVP, Decatur, Ill.
COLEY, HAROLD H.
KMCO, Conroe, Tex.
COLLINGWOOD, CHARLES
CBS, N. Y., N. Y.
COLLINS, REID
KWTX, KWTX-TV, Waco, Tex.
COMBS, GEORGE HAMILTON
WABC, WABC-TV
CONDON, GLENN
KRMG, Tulsa, Okla.
CONLEY, T. F.
WCRB, Boston, Mass.
CONOHAN, CLIFF
WISC, Madison, Wis.
CONRAD, CHARLES
WDSM, Superior, Wis.
CONSIDINE, BOB
NBC
CORBIN, PAUL
KSRO, Santa Rosa, Cal.
CORDRAY, BOB
WPFB, Middletown, Ohio.
COSTELLO, BILL
ABC, Washington, D. C.
COSTELLO, ED
KOSA-TV, Odessa, Tex.
COSTIGAN, THOMAS
WCBS-TV, N.Y., N.Y.
COVAIA, AL
KJBS, San Francisco, Cal
COX, BILL
KAMQ, Amarillo, Tex.
COX, RICKY
KIXL, Dallas Tex.
CRAIG, CHARLES
WDVA, Danville, Va.
CRAMER, TED
KIMO, Independence, Mo.
CRANE, DAVID
WDEV, Waterbury, Vt.
CRANS, DICK
WVMI, Biloxi, Miss
CRIST, JAMES
WNOW, York, Pa
CRISWELL, BILL
WCUM, Cumberland, Md.
CROCKET, WALTER
WCYB, WCYB-TV, Bristol Va.
CRONKITE, WALTER
CBS, N.Y., N.Y.
CROUCH, AL
KENT, Shreveport, La
CULLEN, RAY
KGNC, KGNC-TV, Amarillo Tex.
CUMMISKEY, JOE
WHEN, Syracuse, N.Y.
CUNNINGHAM, BILL
MBS
CURTIS, JIM
WSBA-TV York, Pa.
CUSHING, STEVE
WTOP-TV, Washington, D. C.
CUTLER, JACK
WEOK, Poughkeepsie, N.Y.
CUTTING, ROBERT J.
KLMO, Longmont, Col.

— D —

DALE, ALLAN
KEYS, Corpus Christi, Tex.
DALTON, KEN
WBET, Brockton, Mass.
DALY, JOHN
ABC, ABC-TV
DARDANO, NICK
WGAT, Utica, N.Y.
DAVIDSON, W. R.
Between the Lines
WAHN, Aiken, S. C.
DAVIS, CHUCK
KAMO, Rogers, Ark.
DAVIS, CHUCK
WLOH, Princeton, W. Va.
DAVIS, ED
KFGO, Fargo, N. D.
DAVIS, GARY C.
WHPE, High Point, N. C.
DAVIS, SID
WKBN, WKBN-TV, Youngstown, Ohio.
DAVIS, WAYNE
WESC, Greenville, S. C.
DAY, JOHN
WHDH, Boston, Mass.
DEBNAM, W. E.
WNCT, Greenville, N. C.
DeHAVEN, BOB
WCCO, Minneapolis, Minn
DELANEY, ED
KICO, Calexico, Cal.
DENMARK, E. T.
WOOF, Dothan, Ala.
DENO, JACK
KREM, Spokane, Wash.
DESMOND, ED
WINA, Charlottesville, Va.

ORVAL ANDERSON

Morning and Evening News
Every Day
ABC Western Division

DeVITA, NICK
WNNJ, Newton, N. J.
DIAB, GEORGE
WTRX, Bellaire, Ohio.
DICKSON, FRED
WSCO,Charlotte, N. C.
DILLEY, DONALD
KYOU, Greely, Col.
DILLINGHAM, ALEX
WOOD-TV, Grand Rapids Mich.
DILLON, GARRY
WCSS, Amsterdam, N.Y.
DOCKERY, BERGIN
WTAM, Decatur, Ga.
DOGGETTE, HARRY
WBOF, Virginia Beach, Va.
DOLAN, FRANK
WKOP, Binghamton, N.Y.
DOLPH, ROBERT
KFTM, Fort Morgan, Col.
DONNELLA, BILL
WTRC, Elkhart, Ind.
DOOLEY, TED
KVIP, Redding Cal.
DORAIS, BILL
KLX, Oakland, Cal.
DOREMUS, WARREN
WHEC, Rochester, N.Y.
DORFAN, HERB
WEDO, McKeesport, Pa.
DORSEY, CLAUDE
KMBC, KMBC-TV, Kansas City, Mo.
DOUGLAS, LES
WPCT, Putnam, Conn.
DOW, BOB
WJHP-TV Jacksonville, Fla.
DOWD, DON
WABC,N.Y., N.Y.
DOWNS, BILL
CBS, Washington, D C.
DOYLE, GEORGE
KFH, Wichita, Kan.
DOYLE, JIM
KRNR, Roseburg, Ore.
DOYLE, TOM
WKIS-WORZ, Orlando, Fla.
DRAKE, MYRON
KTAR, Phoenix, Ariz.
DREIER, ALEX
NBC
DRESNER, SY
WWHG, Hornell,N. Y.
DUCK, BOB
WCTA, Andalusia, Ala.
DUFORT, ROGER
WPTZ-TV, Plattsburg, N.Y.
DUHS, GLEN
WJBC, Bloomington, Ill.
DUNCAN, ALDERMAN
WMSC TV Columbia, S. C.
DUNCAN, NORMAN
KFDX-TV Wichita Falls, Tex.
DUNPHY, JERRY
WXIX, Milwaukee, Wis.
DUPREE, BOB
WKIK, Raleigh, N. C.
DUPUY, MONTY
WFBC, Greenville, S. C.

— E —

EADIE, DEAN
WNSJ, Bridgeton, N.J.
EAMES, WILLIAM
KBOL, Boise, Idaho
EARLE, BILL
WIEL, Elizabethtown, Ky.
EATON, RICHARD
WINX, Rockville, Md.
ECKDAHL, ART
KHOL-TV, Kearney, Neb.
ECKERT, JOHN
WDAN-TV, Danville, Ill.

EDWARDS, DOUGLAS

B. July 14, 1917, Ada, Okla.; Douglas Edwards with the News, CBS-TV; Wendy Warren and the News, CBS.

EDWARDS, FRANK
WTTV, Bloomington, Ind.
EDWARDS, JOHN
ABC, Washington, D. C.
EDWARDS, ROSS
WCHS, Charleston, W. Va.
EARLY, CHRISTMAS
WKNK, Muskegon, Mich.
EID, LEIF
NBC
EINHAUS, ROBERT
KJAN, Atlantic, Iowa
ELLIOT, DON K.
WLDL, La Crosse, Wis.
ELLIOT, I. A.
KATL, Miles City, Mont.
ELLIOTT, HANK
WORL, Boston, Mass.
ELLIOTT, JAMES
WNAB, Bridgeport, Conn.
ENGELS, ED
WXIX, Milwaukee, Wis.
ENGLE, HOLLAND
WGN, Chicago, Ill.
ERICKSON, J. ROGER
WAVN, Stillwater, Minn.
ERK, E. CHRISTY
WBRY, Waterbury, Conn.
ERLICH, MIKE
WWNH, Rochester, N. H.
ESCHEN, FRANK
KSD, St. Louis, Mo.
ESSIG, VINCE
WTAQ, LaGrange, Ill.
EUGENE, LES
KTFS, Texarkana, Tex.
EVANS, BILL
WIBX, Utica, N. Y.
EVANS, JIM
WHLM, Bloomsburg, Pa.
EVANS, KEN
WWDC, Washington, D. C.
EVANS, LOU
KBUC, Corona, Calif.
EVENSON, PETER
KXJB-TV, Valley City, N. D.
EVERSOLE, JACK
WKCT, Bowling Green, Ky.

— F —

FAGAN, PAT
WGR-TV, Buffalo, N. Y.
FALK, VERN
WEKZ, Monroe, Wis.

FALKENBURG, JINX

B. Barcelona, Spain; Close-Up, NBC-TV; Mr. & Mrs. New York —with Tex & Jinx, NBC

FARISS, WAYNE
WTVT, Tampa, Fla.
FARNSWORTH, CLYDE
WCPO-TV, Cincinnati, Ohio
FARO, FRANK
KGON, Portland, Ore.
FARRINGTON, FRANK
KFAM, St. Cloud, Minn.
FARRINGTON, GLEN
WTAX, Springfield, Ill.
FEES, HAL
KPET, Lamesa, Tex.
FELTON, BARBARA
WROV, Roanoke, Va.
FEMMEL, RICHARD
WXYZ-TV, Detroit, Mich.
FENNER, LYLE
KXL, Portland, Ore.
FENTRESS, STEVEN
WGN, WGN-TV, Chicago, Ill.
FERNANDEZ, CHARLES J.
WKXY, Sarasota, Fla.
FERRIS, BOB
KABC, Hollywood, Calif.
FIDLER, JIMMY
KCLV, Clovis, N. M.
FIELD, TOM
KYW, KYW-TV, Cleveland, Ohio
FINNEY, FRED
KTUC, Tucson, Ariz.
FINNING, FRANK
WKNE, Keene, N. H.
FISHER, DENNIS
KFST, Ft. Stockton, Tex.
FISHER, DON
WTPA, Harrisburg, Pa.
FISHER, HAL
WALK, Patchogue, N. Y.
FISHER, JERRY
KGBT, Harlingen, Tex.
FLETCHER, NORMAN A.
KNOC, Natchitoches, La.
FLYNN, ARTHUR
WHAV, Haverhill, Mass.
FLYNN, JOHN
WHBY, Appleton, Wis.
FLYNN, JOHN
MBS
FOGARTY, JACK
WCPO-TV, Cincinnati, Ohio
FONTAINE, HERB
WJDA, Quincy, Mass.
FORBES, GILBERT
WFBM, Indianapolis, Ind.
FOSTER, CEDRIC
MBS
FOSTER, CHUCK
KOIN-TV, Portland, Ore.
FOSTER, JACK
Homemakers Harmonies
KOSA, Odessa, Tex.
FOX, CLAYTON
KONP, Port Angeles, Wash.
FOX, NAN L.
KCHS, Truth or Consequences, N. M.
FRAIM, JOHN
WKLO, Louisville, Ky.
FRANK, DEL
WTVJ, Miami, Fla.
FRANK, WM. P.
WILM, Wilmington, Del.
FRANKLIN, ALLEN
WREN, Topeka, Kan.
FRANKLIN, JOHN
WRCV, Philadelphia, Pa.
FRANKLIN, ROBERT E.
KGW, Portland, Ore.
FRANKS, MAURICE
MBS
FREDERICK, PAULINE
NBC, NBC-TV
FREDERICK, WILLIAM C.
WACB, Kittanning, Pa.
FREEDMAN, BERT
WVMC, Mount Carmel, Ill.
FREEMAN, CLAUDE
WFBC, Greenville, S. C.
FRETZ, BOB
WBUX, Doylestown, Pa.
FRIAS, ROGELIO
KIWW, San Antonio, Tex.
FROMME, GALEN
WBAL, Baltimore, Md.
FULDHEIM, DOROTHY
WEWS, Cleveland, Ohio

— G —

GAAL, FRANK
WKMH, Detroit, Mich.
GAFFANEY, L. L.
KOLS, Pryor, Okla.
GAINES, HARRY
KTAE, Taylor, Tex.
GAINES, J.
WHAT, Philadelphia, Pa.

GALIETTE, RICHARD
WAVZ, New Haven, Conn.
GAMBLE, BOB
WKY-TV, Oklahoma City, Okla.
GAMBLE, ED
WBTA, Batavia, N. Y.
GAMER, GREG
KAKE-TV, Wichita, Kans.
GARRITY, VINCE
WAAF, Chicago, Ill.
GARTLAND, JACK
WTTM, Trenton, N. J.
GASMAN, BILL
KREW, Sunnyside, Wash.
GATES, HALLEY
KSHO-TV, Las Vegas, Nev.
GAUSE, TOM
WTIK, Durham, N. C.
GEERDES, ROBERT
WELL, Battle Creek, Mich.
GEORGE, ABNER
KOTA, Rapid City, S. D.
GERAGHTY, LARRY
WCSH TV, Portland, Me.
GIBBON, JIM
WLAU, Laurel, Miss.
GIBSON, ANN
KGBX, Springfield, Mo.
GILBERT, GEORGE
WARM-TV, Scranton, Pa.
GILLELAND, JAMES
WGBS, Miami. Fla.
GILLESPIE, JOE
KNBC, San Francisco, Calif.
GILLETTE, LOU
KJR, Seattle, Wash.
GILLIS, JOE
WTOD, Toledo, Ohio
GIRARD, WARREN
WSTV-TV, Steubenville, Ohio
GLEASON, JOHN H.
WIMS, Michigan City, Ind.
GODDARD, DON
ABC
GOODMAN, GEORGE W.
WLIB, New York, N. Y.
GOODMAN, JUANITA
KCLV, Clovis, N. M.
GOODMAN, LEE
KTAE, Taylor, Tex.
GOODWIN, GLENN
KSO, Des Moines, Iowa
GORDON, BOB
WTWV-TV, Tupelo, Miss.
GORDON, G. B.
WICS, Springfield, Ill.
GORDON, HENRY
KPDN, Pampa, Tex.
GORDON, LLOYD P.
WLSV, Wellsville, N. Y.
GRAHAM, DON
WOWO, Fort Wayne, Ind.
GRAHAM, GORDON
WIBC, Indianapolis, Ind.
GRANT, AUSTIN
CKLW, CKLW-TV, Detroit, Mich.
GRANT, JACK
WGMA, Hollywood, Fla.
GRANT, RAY
KERV, Kerrville, Tex.
GRANT, TAYLOR
WRCV-TV, Philadelphia, Pa.
GRATTON, WILLIAM
KBOI TV, Boise, Idaho

GRAUER, BEN

B. June 2, 1908, New York City. Big Story, March of Medicine, NBC-TV; Citizens Union Searchlight, WRCA-TV; Monitor, Boston Symphony, NBC; Ben Grauer-News At Noon, WRCA.

GRAY, CHARLES W.
WHB, Kansas City, Mo.
GREEN, GEORGE
KOOK-TV, Billings, Mont.
GREENBERG, SANDY
KOPO, Tucson, Ariz.
GREENE, M. W.
WBSE, Hillsdale, Mich.
GRESHAM, FERRELL
KELD, El Dorado, Ark.
GREY, MITCHELL
WJPA, Washington, Pa.
GREY, ROBERT E.
KCRE, Crescent City, Calif.
GRIBBEN, PAUL
KOOL, Phoenix, Ariz.
GRIFFITH, BILL
KMBC-TV, Kansas City, Mo.
GRIFFITH, LES
WABC, N. Y., N. Y.
GRIMSBY, ROGER
WISC-TV, Madison, Wis.
GROVE, BILL
WMBR, WMBR-TV, Jacksonville, Fla.
GRUBBS, WALTER B.
KVMC, Colorado City, Tex.
GRUMMON, STUART
KRIB, Mason City, Iowa
GUITIERRZ, DOLORES
KABQ, Albuquerque, N. M.
GUTHRIE, WARREN
WJW-TV, Cleveland, Ohio
GYSON, SAM
WITV, Miami, Fla.

— H —

HADDAD, JAY
WGMA, Hollywood, Fla.
HADLEY, BILL
KATV, Little Rock, Ark.
HADLEY, MERRITT
KFMB, San Diego Calif.
HAGEMAN, HAROLD
WCUE, Akron, Ohio
HAGERTY, JERRY
WSEE, Erie, Pa.
HAINES, DAVID
KITE, San Antonio, Tex.
HALL, HEDLEY
KUBA, Yuba City, Cal.
HALLETT, PAUL
WTOP-TV, Washington, D. C.
HALSTEAD, C. W., Jr.
WWNR, Beckley, W. Va.
HALTERMAN, KENNY
WCUE, Akron, Ohio
HAMILTON, JACK G.
KXXL, Monterey, Cal
HANCOCK, HAL
WENE, Binghamton, N. Y.
HANEY, FRED
WCNC, Elizabeth City N. Y.
HANGER, BOB
WHTN-TV, Huntington, W. Va.
HASEN, BOB
KKOG, Ogden, Utah
HARDEN, DOYLE
KRHD, Duncan, Okla.
HARDIN, JIM
WCCH, Newnan, Ga.
HARDING, WM.
WSTN, St. Augustine, Fla.
HARKNESS, RICHARD
NBC, NBC-TV
HARPER, JIM
WHAR, Clarksburg, W. Va.
HARPER, JOE
WHP-TV, Harrisburg, Pa.
HARRINGTON, BILL
WAJR, Morgantown, W. Va.
HARRINGTON, JOHN
WTAR, Phoenix, Ariz.
HARRINGTON, JOHN
WBBM, Chicago, Ill.
HARRIS, REED
KCLW, Hamilton, Tex.
HARRISON, CHARLES
WCKT, Miami, Fla.
HARRISON, ROBERT B.
WHNC, Henderson, N. C.
HARSCH, JOSEPH C.
NBC
HART, DON
WSNJ, Bridgeton, N. J.
HARTLEY, HOWARD
WTAN, Clearwater, Fla.
HARVEY, BYOD
WSAM, Saginaw, Mich.
HARVEY, HENRY
KFBI, Wichita, Kan.
HARVEY, IVAN G.
WTOL, Toledo, Ohio
HARVEY, PAUL
ABC, Chicago, Ill.
HARVILLE, CHARLES E.
WFMY TV, Greensboro, N. C.
HARWOOD, GEOFFREY
KING, KING-TV, Seattle, Wash.
HAWKINS, DON
WEAB, Greer, S. C.
HAWORTH, BILL
KFI, Los Angeles, Cal.
HAYES, SAM
MBS
HAYWORTH, BRUCE
KTVI, St. Louis, Mo.
HEATTER, GABRIEL
MBS
HEFFRON, NORM
KOTA, KOTA-TV, Rapid City, S. D.
HELSBY, HARRY
WHDL, Olean, N. Y.
HENLE, RAY
Three Star Extra, NBC
HENNESSY, HARRY
MBS
HENRY, BILL
NBC
HENRY, BILL
WDAK, WDAK-TV, Columbus, Ga.
HENRY, H. D.
WHKY, Hickory, N. C.
HERBERT, ALLAN
WLW-D, Dayton, Ohio
HERBERT, ED
WRVA-TV, Richmond, Va.
HERMAN, GEORGE
CBS, Washington, D. C.
HERRING, RONNIE
WLFH, Little Falls, N. Y.
HICKOX, RICHARD
WIN-T, Ft. Wayne, Ind .
HIGBIE, LES
MBS
HIGHTOWER, BILL
KXOL, Fort Worth, Tex.
HILDRETH, RICHARD B.
WIRY, Plattsburg, N. Y.
HILL, ALLEN
WAYS, Charlotte, N. C.
HILLEGAS, FRED
WSYR-TV, Syracuse, N. Y.
HILLMAN, WILLIAM
MBS
HINKLEY, NORMAN
WCOA, Pensacola, Fla.
HITES, WARREN
WJFB, Augusta, Ga.
HITTENMARK, GORDON
KIVA, Yuma, Ariz.
HOBBS, JOE
WSIV, Pekin, Ill.
HODGKINSON, BRIAN
WHK, Cleveland, Ohio
HOFFMAN, GIBBY
WKBI, St. Marys, Pa.
HOLBROOK, JOHN
KAAA, Kingman, Ariz.
HOLIDAY, JON
KTHS, Little Rock Ark.
HOLLER, CARL
WITZ, Jasper, Ind.
HOLMES, JOHN
WDMJ-TV, Marquette, Mich.
HOLT, DICK
KXXL, Monterey, Cal.

HOLTON, JOYCE
WHAB, Baxley, Ga.
HOMER, HAINES
KBHS, Hot Springs, Ark.
HOOD, BILL
KSYD, KSYD-TV, Wichita Falls, Tex.
HOOLEY, JACK
WROC-TV, Rochester, N. Y.
HOOPER, JACK
WHGB, Harrisburg, Pa.
HOOPER, RAY
WEKY, Richmond, Ky.
HOOVER, RICHARD
KREM, KREM-TV, Spokane, Wash.
HOPKINS, DON
KGNO, Dodge City, Kans.
HOTTELET, RICHARD C.
CBS, New York, N. Y.
HOULE, ROBERT C.
WDUZ, Green Bay, Wis.
HOWE, QUINCY
ABC
HOWELL, HENRY
WOAI, WOAI-TV, San Antonio, Tex.
HOWELL, REX
KREX, KREX-TV, Grand Junction, Col.
HOY, WALLACE D.
WGVM, Greenville, Miss.
HOYT, BOB
WSBT, South Bend, Ind.
HUDSON, BOB
WOBS, Jacksonville, Fla.
HUGHES, DICK
WKBZ, Muskegon, Mich.
HUNT, RALPH
WWVA, Wheeling, W. Va.
HUNT, TED
KROD, El Paso, Tex.
HUNTLEY, CHET
NBC, NBC-TV
HURLEIGH, ROBERT
MBS, Washington, D. C.
HURLEIGH, ROBERT
KDRO, Sedalia, Mo.
HUTCHISON, ROBERT
KXIC, Iowa City, Iowa
HYLTON, CHARLES
WLOG, Logan, W. Va.

— I —

INSLEY, W. S.
KOKO, Warrensburg, Mo.
IONNE, JOE
WMRN, Marion, Ohio
IRELAND, MILLARD
KOMO, Seattle, Wash.
IRWIN, LEW
KPOL, Los Angeles, Cal.
ISAACS, JIMMIE
KDUB-TV, Lubbock. Tex.
IZZARD, BOB
KGNC-TV, Amarillo, Tex.

— J —

JACKSON, ALLAN
CBS, N. Y., N. Y.
JACKSON, KEITH
KOMO-TV, Seattle, Wash.
JAHNKE, HAROLD
WBIZ, Eau Claire, Wis.
JARRELL, MRS. W. W.
WKTG, Thomasville, Ga.
JARRETT, SCOTT
WTVD, Durham, N. C.
JAY, CLYDE
WCAM, Camden, N. J.
JENKINS, BOB
WKIT, Mineola, N. Y.
JENKINS, WILLIAM
WFOX, Milwaukee, Wis.
JENSEN, JERRY
KOVR, Stockton, Cal.
JEROME, JERRY
WBSM, New Bedford, Mass.
JESSEE, RANDALL S.
WDAF TV, Kansas City, Mo.
JOHN, DICK
WTVT, Tampa, Fla.
JOHNS, BILL
KFDA-TV, Amarillo, Tex.
JOHNSON, CANDY
KOL, Seattle, Wash.
JOHNSON, DICK
KBOM, Bismarck-Mandan, N. D.
JOHNSON, DICK
WSVA, Harrisonburg, Va.
JOHNSON, FRANK
WKTG, Thomasville, Ga.
JOHNSON, PHILIP N.
WCSH, WCSH-TV, Portland, Me.
JOHNSON, ROLLIE
WCCO-TV, Minneapolis, Minn.
JONES, BILL
WHWL, Naticoke, Pa.
JONES, BURNEY
KVOZ, Laredo, Tex.
JONES, CLAUDE
WDVM, Pocomoke City, Md.
JONES, KEN
WCMI, Ashland, Ky.

— K —

KALTENBORN, H. V.
NBC
KARASIK, DAN
CBS, Vienna
KARNON, ROBERT
WLYC, Williamsport, Pa.
KASSEL, CY
WHIL, Medford, Mass.
KATH, KERM
KGOS, Torrington, Wyo.
KAUFMAN, ED
WEBW, Youngstown, Ohio
KAUFMAN, ROBERT L.
WISR, Butler, Pa.
KAVANAGH, WALT
KFAB, Omaha, Neb.
KAY, ANDY
KGST, Fresno, Cal.
KEATH, ED
KWK-TV, St. Louis, Mo.
KEATHLEY, HAMPTON
KTRE, Lufkin, Tex.
KEEN, HAROLD
KFMB-TV, San Diego, Cal.
KEITH, GIB
KTTN, Trenton, Mo.
KELLEHER, PHIL
WCKR, Miami, Fla.
KELLER, LYN
WARK, Hagerstown, Md.
KEMP. WM. T.
KVWO, Cheyenne, Wyo.
KENDRICK, ALEXANDER
CBS, London, England
KENNEDY, KEVIN
WPIX New York, N. Y.
KENNEDY, MICHAEL
KBYE,Oklahoma City, Okla.
KENNEDY, ROGER
WJW-TV, Cleveland Ohio
KENNGOTT, AL
WLAC-TV, Nashville, Tenn.
KENNY, H. B.
WCOM, Parkersburg, W. Va.
KENSLEY, BILL
WILE, Cambridge, Ohio.
KERLIN, J. C.
WGFB, Evansville, Ind.
KERNS, ROY
WGR-TV, Buffalo, N. Y.
KETNER, WILL
WVAM, Altoona, Pa.
KIDNEY, DICK
WVEC-TV, Norfolk, Va.
KIERNAN, DAVID
WHNC-TV, New Haven, Conn.
KIERNAN, WALTER
Monitor, Weekday, NBC
KIMBRELL, JAY
WMSN, Raliegh, N. C.
KING, BILL
WENK, Union City, Tenn.
KING, JIM
WAGA, Atlanta, Ga.
KING, PAUL, L.
WOHO, Toledo, Ohio
KINKAID, FRANK
KTVW, Seattle, Wash.
KIRKHAM, ART
KOIN-TV, Portland, Ore.
KISTER, GEORGE
KTVW, Seattle, Wash.
KIRKHAM, ART
KOIN-TV, Portland, Ore.
KISTER, GEORGE
KMMJ, Grand Island, Neb.
KLEVEN, LES
KNDC, Hettinger, N. D.
KLINE, FRED
WSIL-TV, Harrisburg, Ill.
KLYCE, KEN
WCSC, WCSC-TV, Charleston, S. C.
KNAPP, CHRIS
WPPA, Pottsville, Pa.
KNELL, JACK
WBT, Charlotte, N. C.
KNELLY, CARL
KCLW, Hamilton, Tex.
KNIEVEL, JOHN
KIMA, Yakima, Wash.
KNIGHT, JIM
KVIC, Victoria, Tex.
KNIGHT, JOHN
WDXI-TV, Jackson, Tenn.
KNIGHT, KIRK
WWJ-TV, Detroit, Mich.
KNOX, KEN
KRBC, Abilene, Tex.
KNOX, RALPH
WBBF, Rochester, N. Y.
KNUTSON, MILO
WKTY, LaCrosse, Wis.
KOGAN, JACK
KSHO-TV, Las Vegas, Nev.
KORDA, HENRY
KDLM, Detroit Lakes, Minn.
KOZLOW, BUCKY
MBS
KRASNE, "By"
KOLN-TV, Lincoln, Neb.
KREGELOH, HUBERT
WSPR, Springfield, Mass.
KRESAL, C.
WWOC, Manitowoc, Wis.
KREUTZ, JAN MARION
WJLB, Detroit, Mich.
KRUEGER, GLEN
KITE, San Antonio, Tex.
KUHN, ARNOLD
WKBI, St. Marys, Pa.
KUPEC, WILLIAM
WJKO, Springfield, Mass.
KURTZ, KEN
WBBQ, Augusta, Ga.
KUTZ, EDWARD C.
WSPD, Toledo, Ohio

— L —

LACONI, JOE
WICU, Erie, Pa.
LADD, GRANT
KBYE, Oklahoma City, Okla.
LAFFOON, HAL
KAFY, Bakersfield, Cal.
LAHM, BILL S.
WCOW, Sparta, Wis.
LAMBERT, JOHN
KNCO, Garden City, Kan.
LANDON, PAT
WRCV-TV, Philadelphia, Pa.
LANE, HOMER
KOOL, Phoenix, Ariz.

LANG, MIKE
WFAI, Fayetteville, N. C.
LANTZ, RICHARD
WTOC-TV, Savannah, Ga.
LAPE, BOB
WICE, Providence, R. I.
LARSEN, WHITEY
WNAX, Yankton, S. D.
LARSON, BEN
WOW-TV, Omaha, Neb.
LATHAM, JACK
KRCA-TV, Los Angeles, Cal.
LATIMER, SAM
WFLA-TV, Tampa, Fla.
LAURENCE, JACK
WARL, Arlington, Va.
LEA, ROD
WLVA, Lynchburg, Va.
LECIUS, EDWARD
WOTW, Nashua, N. H.
LEE, BOB
KVVG, Tulare, Calif.
LEE, DAVE
WLBK, DeKalb, Ill.
LEE, DOC
WJLD, Birmingham, Ala.
LEE, JOE
KNAK, Salt Lake City, Utah
LeGOFF, JACQUES E.
WJBK-TV, Detroit, Mich.
LEISER, ERNEST
CBS, Bonn, Germany
LEISURE, CLARENCE
KNBC, San Francisco, Cal.
LEMMING, RIES
KLOQ, Yakima, Wash.
LEONARD, BILL
WCBS-TV, New York, N. Y.
LEONARD, DAN
WNDR, Syracuse, N. Y.
LEONARD, EDWARD
WICH, Norwich, Conn.
LEONARD, HOWIE
WPOR, Portland, Me.
LEOPOLD, DAVID F.
WEBR, Buffalo, N. Y.
LeSUEUR, LARRY
CBS, N. Y., N. Y.
LEUSCHEL, JACK
WSTN, St. Augustine, Fla.
LEVINE, IRVING R.
NBC, NBC-TV
LEWIS, FULTON
KDRO, Sedalia, Mo.
LEWIS, FULTON, JR.
MBS
LIDDLE, ROBERT
KXL, Portland, Ore.
LIGRIV, MIRT
WMTS, Murfreesboro, Tenn.
LILLIBRIDGE, SAMMY
KLEN, Killeen, Tex.
LINDNER, VINCE
WMID, Atlantic City, N. J.
LINDSAY, BILL
WFMJ-TV, Youngstown, Ohio
LINDSAY, WILL
WTAY, Robinson, Ill.
LIPFORD, LANNY
KRBC, Abilene, Tex.
LITTLE, JAMES G.
WTAG, Worcester, Mass.
LITTLETON, RANDY
KAMO, Rogers, Ark.
LOCKE, GORDON
WPFP, Park Falls, Wis.
LOFTON, JOHN
WHOO, Orlando, Fla.
LONG, CHET
WBNS, WBNS-TV, Columbus, Ohio
LONG, JOE B.
WNOX, Knoxville, Tenn.
LONG, PAUL
KDKA, Pittsburgh, Pa.
LORD, GEORGE
WCAU, Philadelphia, Pa.
LORENZO, GLORIA
KSCO, Santa Cruz, Cal.
LORIMER, DAVID C.
WILE, Cambridge, Ohio
LORING, DAVID
WGIL, Galesburg, Ill.
LOTER, RAY
WFGM, Fitchburg, Mass.
LOWE, HOLLAND
WCME, Brunswick, Me.
LOWERY, JAMES
WOHI, East Liverpool, Ohio
LUCAS, RICHARD
WBRV, Boonville, N. Y.
LUCAS, WILLIAM
WSAV-TV, Savannah, Ga.
LUCK, JAMES B.
WTVB, Coldwater, Mich.
LUND, JACK
KFAM, St. Cloud, Minn.
LUNDBERG, VIC
KYOR, Blythe, Cal.
LYONS, DON
KNOC, Natchitoches, La.

— Mc —

McAdams, HARRY
KWEW, Hobbs, N. M.
McCAFFERY, JOHN K. M.
WRCA-TV, New York City
McCALL, TOM LAWSON
KGW, Portland, Ore.
McCARTHY, CHARLES F.
WABC, N. Y., N. Y.

McCARTHY, JOHN E.

B. June 3, 1911, Ada, Mich.; Producers Showcase (Ford Comm.), NBC-TV; News Commentator, WPIX; Capt. Video, Dumont; Green Hornet, Bob Barclay, ABC

McCAULEY, ELLIOTT
WGBS-TV, Miami, Fla.
McCORD, BILL
Weekday
NBC
McGEE, PHIL
KWEW, Hobbs, N. M.
McGOWAN, GEORGE
KEX, Portland, Ore.
McKENZIE, STAN
KWED, Seguin, Tex.
McLOUGHLIN, LAMONT
WNDU, WNDU-TV, South Bend, Ind.
McMULLEN, JOHN
WPCF, Panama City, Fla.
McMURRAY, SCOTT
WSTV, Steubenville, Ohio
McMURTRIE, BURT
KTAC, Tacoma, Wash.

— M —

MacARTHUR, ARTHUR
WRFD, Worthington, Ohio
MACAULAY, ROBERT
WAGN, Menominie, Mich.
MacCURDY, JOSEPH
WHIO, Dayton, Ohio
MACDONALD, ARCH
WBZ-TV, Boston, Mass.
MacFARLANE, BRUCE
WGN, Chicago, Ill.
MacFARLANE, IAN ROSS
WNAV, Annapolis, Md.
MACKENZIE, JOHN
KRAK, Stockton, Cal.
MacLEISH, ROD
WBZ, Boston, Mass.
MacVANE, JOHN
ABC
MAGEE, ART
KWOW, Pomona, Cal.
MAGNUSON, HENRY
KBIZ, Ottumwa, Iowa
MALONE, TED
ABC
MANION, CLARENCE
MBS
MANN, CLAUDE
KSBW-TV, Salinas, Cal.
MARANO, TONY
WCTC, New Brunswick, N. J.
MARBLE, HARRY
WGAN, Portland, Me.
MARCHAND, ALEX
KALB, Alexandria, La.
MARINESS, JOEL
WSYR-TV, Syracuse, N. Y.
MARKEY, PAUL
KGUL TV, Galveston, Tex.
MARQUARDT, JOHN
WKNY, Kingston, N. Y.
MARSHALL, GENE
WGAI, Elizabeth City, N. C.
MARTIN, CHIP
WLCS, Baton Rouge, La.
MARTIN, LUTHER W.
KTTR, Rolla, Mo.
MARTIN, RALPH
WDGY, Minneapolis, Minn.
MARTINSON, JAMES
WAGR, Lumberton, N. C.
MASON, AL
KVOU, Uvalde, Tex.
MASON, PAUL
WIST, Charlotte, N. C.
MATT, LEONARD M.
WDAS, Philadelphia, Pa.
MATTHEWS, FRANK
WOAI, WOAI-TV, San Antonio, Tex.
MAUDLIN, HOWARD
KTNM, Tucumcari, N. M.
MAUGANS, BILL
WBBZ, Ponca City, Okla.
MAXHAM, GLEN
WEBC, Duluth, Minn.
MAY, ROY
WIL, St. Louis, Mo.
MEIGHAN, PAUL
KSLA-TV, Shreveport, La.
MERRILL, GLACUS
WCHI, Chillicothe, Ohio
MERRYMAN, PHILIP
WICC, Bridgeport, Conn.
MEYER, EDWARD
WGH, Norfolk, Va.
MEYER, JOHN
WIL, St. Louis, Mo.
MICHEALS, PAT
KWIZ, Santa Ana, Cal.
MIKSCHE, MIKE
KRCO, Prineville, Ore.
MILLER, BILL
WTAX, Springfield, Ill.
MILLER, GEORGE, JR.
KTEN, Ada, Okla.
MILLER, LYNN
KRSN, Los Alamos, N. M.
MILLER, NOAH
WTTV, Bloomington, Ind.
MILLER, PHIL
WOI-TV, Ames, Iowa
MILLER, W. F.
WMAY, Springfield, Ill.
MILLS, J. DEXTER
WDBJ, Roanoke, Va.
MISHLER, GEORGE M.
WOHO, Toledo, Ohio
MITCHELL, CHARLES
WBTW, Florence, S. C.
MITCHELL, DOUG
KALL, Salt Lake City, Utah
MOFFATT, JOSEPH N.
WSLS, WSLS-TV, Roanoke, Va.
MOFFETT, ALBERT E.
WGGG, Gainesville, Fla.
MOLL, SAM
KSOP, Salt Lake City, Utah

MOLLENHOUR, WM.
WRSW, Warsaw, Ind.
MONEYPENNY, LESLIE
WGN, Chicago, Ill.
MONGE, DON
KFKA, Greeley, Colo.
MONROE, HARRY
WRVA, Richmond, Va.
MOON, HAL
KOSA-TV, Odessa, Tex.
MOORE, BROWN E.
KANV, Shreveport, La.
MOORE, DAVID
WGNS, Murfreesboro, Tenn.
MOORE, JOHN
WAAG, Adel, Ga.
MOORE, NORB
KLPW, Union, Mo.
MOORE, PETER
WHED, Washington, N. C.
MORGAN, EDWARD P.
ABC, Washington, D. C.
MORGAN, MURRAY
KMO, Tacoma, Wash.
MORGAN, ROY E.
WILK, Wilkes-Barre, Pa.
MOROSOL, MIKE
KSBW, Salinas, Cal.
MORPHEW, DICK
WJOX, Jackson, Miss.
MORRIS, DUDLEY
KGBX, Springfield, Mo.
MORRIS, ROBERT
KBRL, McCook, Neb.
MORRISON, GEORGE
KOB-TV, Albuquerque, N. M.
MORRISON, HERB
WJAS, Pittsburgh, Pa.
MORRISON, IRV
WLEX, Lexington, Ky.
MOSLEY, MARY ESTHER
KXGI, Ft. Madison, Iowa
MOUNTFORD, WILLIAM
KALI, Pasadena, Cal.
MUELLER, MERRILL
NBC
MUELLER, VERN
KPOJ, Portland, Ore.
MULLEN, JAY
WCSC, Charleston, S. C.
MULLENAX, ALVIN
WSVA, Harrisonburg, Va.
MUNYAN, HARRY
WCKR, Miami, Fla.
MURPHY, ED
WCMB-TV, Harrisburg, Pa.
MURPHY, JACK
KOOL-TV, Phoenix, Ariz.
MURPHY, JACK
WHIL, Medford, Mass.
MURPHY, JIM
WAUX, Waukesha, Wis.
MURRAY, DON
WDBJ-TV, Roanoke, Va.
MURROW, EDWARD R.
CBS, N. Y., N. Y.
MYERS, GENE JAY
WCHA, Chambersburg, Pa

— N —

NADIG, HENRY DAVIS
WNLK, Norwalk, Conn.
NAHAS, FRED
KXYZ, Houston, Tex.
NEBLET, BOB
WJTV, Jackson, Miss.
NEEL, BILL
KTHV, Little Rock, Ark.
NEIL, JACK
WWNC, Asheville, N. C.
NELLANY, JAMES
WNAR, Norristown, Pa.
NELSON, RALPH
WCMB-TV, Harrisburg, Pa.
NEWMAN, YALE
ABC, London
NICHOLS, LES
MBS
NOBLE, GAIL
KGGM, Albuquerque, N. M.
NORMAN, DON
WHHM, Memphis, Tenn.
NOVINS, STUART
CBS, N. Y., N. Y.
NUNN, R. DOUG
WNOP, Newport, Ky.

— O —

O'BRIEN, JOHN W.
KDUB-TV, Lubbock, Tex.
O'BRIEN, PAT
KIUP, Durango, Colo.
O'CONNER, PATI
KFJI, Klamath Falls, Ore.
O'CONNOR, LEN
WMAQ, Chicago, Ill.
ODENS, PETE
KOCS, Ontario, Cal.
O'DONNELL, C.
WHAT, Philadelphia, Pa
OGINZ, FRED
WWLP, Springfield, Mass.
OLIVER, JIM
KIBS, Bishop, Cal.
O'MEARA, DAN
WIOU, Kokomo, Ind.
O'NEILL, EUGENE P.
WWON, Woonsocket, R. I.
OSGOOD, DICK
WXPZ, Detroit, Mich.
O'SHEA, JOHN
WHUC, Hudson, N. Y.
OWEN, DON
KSLA-TV, Shreveport, La.
OWEN, GORDON
KTVT, Salt Lake City, Utah
OWENS, JIM
WEEX, Easton, Pa.
OWENS, PAUL
WLBN, Lebanon, Ky.
OWENS, RAY
WHEN, Syracuse, N. Y.
OWRIL, ROBERT
WPOR, Portland, Me.

— P —

PARKER, CHARLES K.
WBEC, Pittsfield, Mass.
PARKER, LARRY
KLMS, Lincoln, Neb.
PARKHURST, BOB
KRMG, Tulsa, Okla.
PARNELL, BOB
KEPR-TV, Pasco, Wash.
PASSAGE, GEORGE
WRVA-TV, Richmond, Va.
PATRICK, JOE
KRUX, Phoenix, Ariz.
PATTERSON, JOHN
WDBJ-TV, Roanoke, Va.
PATTON, HUGH B.
WEPG, South Pittsburg, Tenn.
PAULE, VERNE
WJPS, Evansville, Ind.
PAYNE, LARRY
WPON, Pontiac, Mich.
PAYTON, JIM
WDSM, Superior, Wis.
PEARSON, AL
KSRO, Santa Rosa, Cal.
PEARSON, DREW
KSIM, Sikeston, Mo.
PEARSON, LEON
Monitor, NBC
PEART, JACK
KNOE, Monroe, La.
PEDEN, TOM
WIRE, Indianapolis, Ind.
PENDLETON, CHUCK
KJBS, San Francisco, Cal.
PENFOUND, RON
WEWS, Cleveland, Ohio
PEPPER, BILL
WBNS, Columbus, Ohio
PEPPER, FRANK
WTAL, Tallahassee, Fla.
PERRY, STU
WWSR, St. Albans, Vt.
PETERSEN, ELMER
KRCA-TV, Los Angeles, Cal.
PETERSON, EARL
WBFC, Fremont, Mich.
PETERSON, JERRY
KFDX-TV, Wichita Falls, Tex.
PETTIT, LLOYD
WGN-TV, Chicago, Ill.
PETTITT, ED
MBS
PFISTER, ROBERT
WIMS, Michigan City, Ind.
PFOUTZ, SANDY
WITN, Washington, N. C.
PHELPS, EDWIN
WTAY, Robinson, Ill.
PHILLIPS, GEORGE
WAVZ, New Haven, Conn.
PHIPPS, JOE
WWDC, Washington, D. C.
PIERCE, BART
KTRB, Modesto, Cal.
PIERCE, JENNINGS
KMED, Medford, Ore.
PIERPOINT, ROBERT
CBS, Tokyo, Japan
PINKLEY, VIRGIL
MBS
PITTS, MARGO
WISR, Butler, Pa.
PLASCAK, MARTIN
WBOW, Terre Haute, Ind.
PLATT, BILL
KFH, Wichita, Kan.
PLUNKETT, PAUL
KOPO-TV, Tucson, Ariz.
POLLOCK, REED
KIMBY, Monterey, Cal.
POLLOCK, SAM
MBS
PORTER, J. SHERMAN
WJEH, Gallipolis, O.
POTTER, DON
WKNX, WKNX-TV, Saginaw, Mich.
POWELL, RUSS
KFRE-TV, Fresno, Cal.
POWELL, TOM
WGBI, WGBI-TV, Scranton, Pa.
POWER, TOM
WMUR-TV Manchester, N. H.
PRELEE, MICHAEL J.
WBBW, Youngstown, Ohio.
PRESSMAN, GABRIEL
NBC
PRICE, DAN
WFDF, Flint, Mich.
PRINGLE, DAVID
WPAG, WPAG-TV, Ann Arbor, Mich.
PRIOR, HARRY
WDCL, Tarpon Springs, Fla.
PRITCHARD, BOB
WLCL, Tarpon Springs, Fla.
PRITCHARD, DON
WLOG, Logan, W. Va.
PROUTY, JERRY
WBRV, Boonville, N. Y.
PUMPHREY, HORACE
WSGN, Birmingham, Ala.
PURRINGTON, JACK
WQAM, Miami, Fla.
PUTMAN, GEORGE
WHOT, Campbell, Ohio
PUTKE, JOHN
KTTV, Hollywood, Cal.
PYNE, JOE
WILM, Wilimington, Del.

— Q —

QUICK, JOHN
WDSC, Dillion, S. C.

— R —

RALEIGH, JOHN
WRCV, Philadelphia, Pa.
RALEY, FRANK
WWGS, Tifton, Ga.
RAMOS, RALPH
KFDM, KFDM-TV, Beaumont, Tex.
RAMSBURG, JIM
WDGY, Minneapolis, Minn.
RAND, TEX
KDRS, Paragould, Ark.
RANDALL, JAMES J.
KFSB, Joplin, Mo.
RANDALL, PORTER
KFJZ, KFJZ-TV, Fort Worth, Tex.
RANTANEN, IRVING
WAIT, Chicago, Ill.
RAYAN, ARMIN
WLIP, Kenosha, Wis.
RATHER, DAN
KTRH, Houston, Tex.
READ, BROOKS
WBRZ, Baton Rouge, La.
REDABAUGH, HAROLD
KRDO-TV, Colorado, Springs, Col.
REED, DON
WHTN-TV, Huntington, W. Va.
RECH, DOUG
KALB-TV, Alexandria, La.
REID, ROBERT J.
WDOK, Cleveland, Ohio
REIG, HOWARD
WRCA, N.Y.C.
REINHART, CHARLES
KOCO, Salem, Ore.
RENICK, RALPH
WTVJ, Miami, Fla.
REUTER, JERRY
WSIL-TV, Harrisburg, Ill.
REYNOLDS, LEO
KMAC, San Antonio, Tex.
RHAME, RICHARD L.
WTND, Orangeburg, S. C.
RICE, CONRAD C.
WSPB, Sarasota, Fla.
RICE, ED
KOSF, Nacogdoches, Tex.
RICE, JOHN D.
WCOW, Sparta, Wis.
RICH, JOHN
NBC
RICHARDS, PAUL
KAYL, Storm Lake, Ind.
RICHARDSON, LACY
WIKC, Bogalusa, La.
RICHARDSON, LARRY
WFBM, WFBM-TV, Indianapolis, Ind.
RICHIE, BILL
KSYD-TV, Wichita Falls, Tex.
RICHMOND, CLIFF
WCBY, Cheboygan, Mich.
RIDDELL, CORWIN
KWFR, San Angelo, Tex.
RIDENOUR, REX
WJER, Dover, Ohio
RIDER, JACK
WELS, Kinston, N. C.
RIEDY, ROBERT
KODY, North Platte, Neb.
RIPPE, BILL
NBC
ROBERTS, BILL
WOKY, Milwaukee, Wis.
ROBERTSON, DON
WNOK, Columbia, S. C.
ROBINSON, HERB
KOMO-TV, Seattle, Wash.
ROBISON, HERMAN
KAST, Astoria, Oreg.
ROBY, HOWARD
WARU, Peru, Ind.
ROCK, ALAN
WFEA, Manchester, N. H.
RODDY, WILLIAM
KPIX, San Francisco, Cal.
ROGERS, GREG
WABI-TV, Bangor, Me.
ROGERS, KEN
KCIL, Houma, La.
ROHN, JIM
KXJB-TV, Valley City, N. D.
ROLLISON, FRED
WFIE, Evansville, Ind.
ROMAN, ROY
WTVR, Richmond, Va.
ROSEMAN, ROBERT
WTBO, Cumberland, Md.
ROSS, AL
KGEK, Sterling, Col.
ROSS, ALLAN
KTBS, Shreveport, La.
ROSS, DON
KFMB, San Diego, Cal.
ROSS, FRED
WLFH, Little Falls, N. Y.
ROSS, MIKE
WTPA, Harrisburg, Pa.
ROSSE, COLIN
WCHV, Charlottesville, Va.
ROTH, BOB
WSAV-TV, Savannah, Ga.
ROWE, AL
WSOY, Decatur, Ill.
ROWE, FREEMAN
WGFS, Covington, Ga.
ROYER, TOM
WHOS, Decatur, Ala.
ROZAN, BILL
KXYZ, Houston, Tex.
RUMMINGER, ELMER
WMUU, Greenville, S. C.
RUSH, DAVE
WDSC, Dillon, S. C.
RUSSELL, BARRY
KCKT, Great Bend, Kan.
RUSSELL, EDGAR
WILY, Pittsburgh, Pa.
RUSSELL, MIKE
KXO, El Centro, Cal.
RUST, PAUL E.
WQAM, Miami, Fla.
RYDER, VIRGINIA WADE
KCIL, Houma, La.

— S —

SACCO, SAM
WINX, Rockville, Md.
SAFFER, BASIL
WFHG, Bristol, Va.
SALMONA, STELIO
WADS, Ansonia, Conn.
SAMBORN, AL
WPAG, Ann Arbor, Mich.
SAMP, PHILIP A.
KLIN, Lincoln, Neb.
SANDERS, DICK
WLBT, Jackson, Miss.
SANDERS, GORDON
KDLM, Detroit Lakes, Minn.
SANNER, LYNN
WKIX, Raleigh, N. C.
SANSONE, JOHN
WLBN, Lebanon, Ky.
SARTAIN, AUXFORD
WTBF, Troy, Ala.
SAUNDERS, C. J.
KCLS, Flagstaff, Ariz.
SAUTER, DAVE
WTRI-TV, Albany, N. Y.
SAVAGE, BOB
KGBC, Galveston, Tex.
SCHAEFFER, MARTIN
WSON, Henderson, Ky.
SCHAUGHENCY, ED
KDKA, Pittsburgh, Pa.
SCHNECK, LEROY
WNAE, Warren, Pa.
SCHNEIDER, AUSTIN
KVTV, Sioux City, Iowa
SCHOCK, BOB
WSBA-TV, York, Pa.
SCHOENBRUM, DAVID
CBS, Paris, France
SCHON, CHARLES
WJHP, WJHP-TV, Jacksonville, Fla.
SCHORR, DANIEL
CBS, Moscow, U.S.S.R.
SCHOTTELKOTTE, AL
WSAI, Cincinnati, Ohio
SCHOTTLAND, FREDERIC
WWHG, Hornell, N. Y.
SCHREIBER, ART
WHIZ, WHIZ-TV, Zanesville, Ohio
SCHWAN, LIONEL
KMBC, Kansas City, Mo.
SCHWARTZ, BARNEY
KPRL, Paso Robles, Cal.
SCHWARTZKOPF, CHARLES
KULP, El Campo, Tex.
SCOTT, JOHN
MBS
SECONDARI, JOHN
ABC, Washington, D. C.
SEE, JACK
WCOM, Parkersburg, W. Va.
SEMPRINI, EDGAR
WOCB, W. Yarmouth, Mass.
SETTERS, JIM
KWBB, Wichita, Kan.
SEVAREID, ERIC
CBS, Washington, D. C.
SEVAREID, PAUL
WTCN-TV, Minneapolis, Minn.
SHADEL, BILL
CBS, Washington, D. C.
SHARPE, BILL
KWBU, Corpus Christi, Tex.
SHAW, GORDON C.
WCKT, Miami, Fla.
SHAW, CHARLES
WCAU, Philadelphia, Pa.
SHAW, JOHNNY
WOBS, Jacksonville, Fla.
SHAWVER, WILL
WARN, Fort Pierce, Fla.
SHEEHAN, WILLIAM
WJR, Detroit, Mich.
SHEHEEN, MAC
WIS, Columbia, S. C.
SHELL, TED
WBNS, Columbus, Ohio
SHEPHERD, WILLIAM S.
WBEL, Beloit, Wis.
SHERIDAN, JACK
KFYO, Lubbock, Tex.
SHERMAN, GEORGE
KRES, St. Joseph, Mo.
SHERMAN, JOHN
WFIG, Sumter, S. C.
SHERWOOD, DON
WIMA, Lima, Ohio
SHIELDS, A. T.
KAFP, Petaluma, Cal.
SHIELDS, PAUL
WBAL, Baltimore, Md.
SHILLING, CLIFF
WEKK, Erie, Pa.
SHINN, JUNEAU
KLIX, KLIX-TV, Twin Falls, Idaho

SHIPLEY, BILL
B. Aug. 1, 1918, Ottawa, Kan.; The Buccaneers, You Are There, CBS-TV; Jonathan Winters Show, The Big Story, NBC-TV.

SHIRLEY, BEN
WSMB, New Orleans, La.
SHOWALTER, AL
KBHO, Bremerton, Wash.
SHROYER, LAWR NCE
WPRC, Lincoln, Ill.
SHUMAN, HOWARD
KOMO, Seattle, Wash.
SIDES, BILL
WELO, Tupelo, Miss.
SIEGRIST, BOB
WISN, Milwaukee, Wis.
SINGISER, FRANK
MBS
SISSKIND, CARL I.
KGMC, Englewood, Col.
SIVERTSEN, IVAR
KLOK, San Jose, Cal.
SKELTON, MANCELL
KPEP, San Angelo, Tex.
SKETCHLEY, R. G.
WCHV, Charlottesville, Va.
SKINNER, GEORGE
WABC, N. Y., N. Y.
SKUMAVC, DICK
WHLB, Virginia, Minn.
SLADE, TOM
WFAI, Fayetteville, N. C.
SLATTER, BILL
WBRZ, Baton Rouge, La.
SLATTON, JOHN
WJBB, Haleyville, Ala.
SMITH, BECKLEY
WJAS, Pittsburgh, Pa.
SMITH, BODEN
WKSB, Milford, Del.
SMITH, BRAD
KRGV-TV, Weslaco, Tex.
SMITH, BURLEIGH
KERO-TV, Bakersfield, Cal.
SMITH, DAVENPORT
WBCO, Birmingham, Ala.
SMITH, F. COURTNEY
WPCO, Mt. Vernon, Ind.
SMITH, FRANK
KFEQ, KFEQ-TV, St. Joseph, Mo.
SMITH, GORDON
WBAP-TV, Ft. Worth, Tex.
SMITH, HOWARD K.
CBS, London, England
SMITH, JOAN
KUKI, Ukiah, Cal.
SMITH, JOAN
KTRH, Houston, Tex.
SMITH, LEON
WBTM, Danville, Va.
SMITH, RALPH
WIRL, Peoria, Ill.
SMITH, RALPH
WJPS, Evansville, Ind.
SMITH, ROBERT
WTWN, St. Johnsbury, Vt.
SMITH, SIG
KFSD-TV, San Diego, Cal.
SMITS, LEE
WXYZ, Detroit, Mich.
SNYDER, CHARLES
WATS, Sayre, Pa.
SNYDER, JOHN
KHAD-TV, Laredo, Tex.
SOKOLSKY, GEORGE
ABC
SONAFRANK, FLOYD
WARU, Peru, Ind.
SONNIER, ALDEN
KSIG, Crowley, La.
SPELLBRING, BILL
WJOB, Hammond, Ind.
SPRAGG, GRAYDON S.
WHAI, Greenfield, Mass.
SPRAGUE, DICK
WSEE, Erie, Pa.
STADLER, GLEN M.
KEED, Springfield, Ore.
STALLINGS, DUD
KNED, McAlester, Okla.
STANLEY, MIKE
WCOJ, Coatesville, Pa.
STARNES, JACK
WFNS, Burlington, N. C.
STARR, MARTIN
MBS
STARR, RAY
WJAN, Spartanburg, S. C.
STEEL, JOHN
WTOW, Towson, Md.
STEPHENSON, RON
WJAC, Johnstown, Pa.
STERLING, LUD
WLEE, Richmond, Va.
STERNBERGER, ESTELLE
WLIB, New York, N. Y.
STEVENS, FRANK
WTRF-TV, Wheeling, W. Va.
STEWART, BILL
WPBC, Minneapolis, Minn.
STEWART, CAL
WOWO, Fort Wayne, Ind.
STEWART, JACK
WADK, Newport, R. I.
STEWART, WILLIAM G.
KGHF, Pueblo, Col.
STONE, BUD
WABJ, Adrian, Mich.
STONE, MEL
WRUM, Rumford, Me.
STONER, PETER
WJBK, Detroit, Mich.
STOUT, NED C.
WCLT, Newark, Ohio
STRAWSER, NEIL
CBS, Washington, D. C.
STRINGFELLOW, SAM
KMHT, Marshall, Tex.
STURDEVANT, ROBERT
ABC, Paris
STUTZMAN, GLEN
KYOU, Greeley, Col.
SUCHER, LYNN
KFBI, Wichita, Kan.
SULLIVAN, J. A.
WCAX, WCAX-TV, Burlington, Vt.
SULLIVAN, JIM
WDOG, Marine City, Mich.
SULLIVAN, JOHN
WEKY, Richmond, Ky.
SULLIVAN, PAUL
WIP, Philadelphia, Pa.
SUMPF, RUSS
WBRY, Waterbury, Conn.
SUNBAR, WILLIS
WKZO, Kalamazoo, Mich.
SWANEY, HAL
WABI-TV, Bangor, Me.
SWAYZE, JOHN CAMERON
News Caravan, Armstrong Circle Theater
NBC TV
SWEENEY, GEORGE
WIRY, Troy, N. Y.

— T —

TAYLOR, AL
WIP, Philadelphia, Pa.
TAYLOR, BOB
KOLN-TV, Lincoln, Neb.
TAYLOR, CLAUDE
WMBR, WMBR-TV, Jacksonville, Fla.
TAYLOR, CLIFF
WERC, Erie, Pa.
TAYLOR, HENRY J.
NBC
TAYLOR, S. BRYDEN
WVPO, Stroudsburg, Pa.
TALOR, THELMA
WHBI, Newark, N. J.
TAYLOR, VESTAL
WFNC, Fayetteville, N. C.
TEMBY, BRITTON
WWJ, Detroit, Mich.
TEMPLE, ALVIS H.
WKCT, Bowling Green, Ky.
TEMPLE, FRED
WDSR, Lake City, Fla.
TENNANT, JACK
WTCS, Fairmont, W. Va.
TERRY, JOHN
WVKO, Columbus, Ohio
TERWEY, TYS
WMPS, Memphis, Tenn.
THILENIUS, ED
WRFC, Athens, Ga.
THOMAS, JERRY
KVEN, Ventura, Cal.
THOMAS, LOWELL
CBS, N.Y., N.Y.
THOMPSON, BILL
KWYO, Sheridan, Wyo.
THOMPSON, ELWOOD
WPVL, Painsville, Ohio
THOMPSON, GEORGE
WNHC-TV, New Haven, Conn.
THOMPSON, JIMMY
WJJL, Niagara Falls, N.Y.
THORNE, TED
WGN-TV, Chicago, Ill.
THORNLEY, HANK
KBET-TV, Scramento, Cal.
THURSTON, DONALD
WIKE, Newport, Vt.
THURSTON, GEORGE
WTAL, Tallahassee, Fla.
TILLMAN, JOHN
WPIX, New York, N. Y.
TJAPKES, DOUG
WFUR, Grand Rapids, Mich.
TOBIAS, DICK
WCLI, Corning, N.Y.
TOMPKINS, BILL
KYW, Cleveland, Ohio
TOMPKINS, ROBERT
KRPL, Moscow, Ihado
TONKEN, PHIL
MBS
TOWNES, MILO
KLIK, Jefferson City, Mo.
TOWENSEND, DALLAS
CBS, N.Y., N.Y.
TRAVIS, G. EDWARD
WGH, Norfolk, Va.
TRIBOLET, PROF. L.
WLAD, Danbury, Conn.
TRIPLETT, ED
KPUG, Bellingham, Wash.
TROUT, ROBERT
CBS, WCBS-TV, New York, N.Y.
TUFTY, ESTHER VAN WAGONER
Weekday, Home, NBC, NBC-TV
TUMA, CY
KOTV, Tulsa, Okla.
TURNER, JIM
WAYS, Charlotte, N. C.
TURNER, JOHN C.
KRBB, El Dorado, Ark.
TYLER, SPENCER
KSTN, Stockton, Cal.
TYLER, WAYNE
WLVA, Lynchburg, Va.

— U —

UEBELHART, JAMES
WSPD, WSPD-TV, Toledo, Ohio
UNDERWOOD, BOB
WCOV-TV, Montgomery, Ala.
UPCHURCH, B, L,
WSMT, Sparta, Tenn.
UTLEY, CLIFTON
WMAQ, Chicago, Ill.

— V —

VAN, LYLE
News on the Human Side
WOR, N.Y., N.Y.

VAN CLEAVE, FRANK
KRDO, KRDO-TV, Colorado Springs, Col.

VAN DE CAR, HAROLD
WSNY, Schenectady, N.Y.

VANDERCOOK, JOHN W.
ABC

VAN TOL, TOM
WGRD, Grand Rapids, Mich.

VAUGHN, NORMAN
WARL, Arlington, Va.

VIDNOVIC, SAM
WMCK, McKeesport, Pa.

VILLANUEVA, ROBERT
KTXN, Austin, Tex.

VINGI, RAY
WKWK, Wheeling, W. Va.

VOLGER, GEORGE J.
KWPC, Muscatine, Iowa

VON BERGEN, JOHN
WARM, WARM-TV
Scranton, Pa.

VON FREMD, CHARLES
CBS, Washington, D. C.

von LEUWEN, KARL
KPLC, Lake Charles, La.

von TOBEL, PHIL
WATR, Waterbury, Conn.

— W —

WADD, JOHN
WOBT, Rhinelander, Wis.

WADE, TOM
WWKY, Winchester, Ky.

WAINWRIGHT, ROBERT
KSBF, Springhall, La.

WALKINSHAW, JOHN
WBSM, New Bedford, Mass.

WALL, NOLEN
WJAN, Spartanburg, S. C.

WALLACE, DON
WJRD, Tuscaloosa, Ala.

WALLS, BILL
KTNM, Tucumcari, N. M.

WARD, BAXTER
KCOP, Hollywood, C l.

WARD, RUTH
KCRA-TV, Sacramento, Cal.

WARE, JACK
KOOL-TV, Phoenix, Ariz.

WARFIELD, PETER
KOBE, Las Cruces, N. M.

WARNER, ALBERT L.
ABC Washington, D. C.

WARNER, HUB
KORT, Grangeville, Idaho

WARNER, MEL
WCEC, Rocky Mount,N, C.

WARREN, MATHEW
WTTG, Washington, D. C.

WATKINS, DICK
KSIM, Sikeston, Mo.

WATSON, BOB
WQXI, Atlanta, Ga.

WATSON, ROBERT
WCIA, Champaign, Ill.

WAY, DOUG
KJOE, Shreveport, La.

WAYMAN, KEN
KTIV, Sioux City Iowa

WAYNE, MAURY
KTBS-TV, Shreveport, La.

WAYNE, RALPH
KFDA-TV, Amarillo, Tex.

WEAVER, DON
WHLD, Niagara Falls, N.Y.

WEBB, TONY
WGNS, Murfreesboro, Tenn.

WEBER, CLARANCE H.
WBKV, West Bend, Wis.

WEBER, DON
WKBN, Youngstown, Ohio

WELLS, BILL
KHBM, Monticello, Ark.

WELLS, BOB
KIUL, Garden City, Kan.

WELLS, CHARLES
KBIM, Rosewell, N. M.

WELLS, FRANK
WSGW, Saginaw, Mich.

WESGATE, MURRAY
KUMA, Pendleton, Ore.

WESLEY, JOE
KSTL, St. Louis, Mo.

WEST, BILL
KPBM, Carlsbad, N. M.

WEST, BOB
WMFD, Wilmington, N. C.

WEST, DICK
WFAA, Dallas, Tex.

WEST, JACK
KGGM-TV, Albuquerque, N. M.

WESTBROOK, TED
WKBV, Richmond, Ind.

WETHERILL, BOB
KTOE, Mankato, Minn.

WHALEN, TOM
WBAP-TV, Ft. Worth, Tex.

WHELAN, MARTY
WWTV, Cadillac, Mich.

WHITE, BOB
WJBK-TV, Detroit, Mich.

WHITE, HY
WLBR, Lebanon, Pa.

WHITE, JACK
WJR, Detroit, Mich.

WHITE, RANDY
WLIB, New York, N.Y.

WHITEHEAR, ED
WKMT, Kings County, N. C.

WHITLOCK, CORDEL
WJSB, Crestview, Fla.

WHITMORE, JAMES D.
MBS

WHITTEN, BOB
KRLD, Dallas, Tex.

WHITTIER, CHUCK
WILK, Wilkes-Barre, Pa.

WILBANKS, ROBERT
WAMW, Washington, Ind.

WILEY, VIC
WWSC, Glens Falls, N.Y.

WILKINS, PAT
KEX, Portland, Ore.

WILLES, RAY
Salem, Ore.

WILLETTE, LEO
WBRC-TV, Birmingham, Ala.

WILLIAMS, CARY
WHWL, Naticoke, Pa.

WILLIAMS, GLENN
WNDR, Syracuse, N.Y.

WILLIAMS, LAFE
KFEQ, KFEQ-TV, St. Joseph, Mo

WILLIAMS, PAUL
WWJ-TV, Detroit, Mich.

WILLIAMS, RICH
WKBV, Richmond, Ind.

WILLIAMSON, BRUCE L.
WHIM, Providence, R. I.

WILLIAMSON, MAX
WHLM, Bloomsburg, Pa.

WILSON, BOB
World News Round Up, WRCA; Industry on Parade, Syndicated; Savarin Saturday Night News, News Caravan, Gillette Sports Parade, New Year's Eve at Times Square, NBC-TV.

WILSON, BOB
KWYO, Sheridan, Wyo.

WILSON, DAVE
KARD-TV, Wichita, Kans.

WILSON, FEARN
WSIV, Pekin, Ill.

WILSON, RAY
KFMB-TV, San Diego, Cal.

WINCHELL, WALTER
MBS

WING, CHARLES
KOLO-TV, Reno, Nev.

WINGATE, JOHN
WOR, New York, N. Y.

WINTER, WILLIAM
ABC, San Francisco, Cal.

WINTON, ED
KILT-TV, El Paso, Tex.

WIRTH, DON C.
WNAM, Neenah, Wis.

WISMER, HARRY
Sports
NBC-TV

WOMICK, BUDDY
WORD, Spartanburg, S. C.

WOOD, AL
WNOG, Naples, Fla.

WOOD, ED
WTVN-TV, Columbus, Ohio

WOOD, JOHN
KPHO-TV, Phoenix, Ariz.

WOOD, LEW
WSBT, South Bend, Ind.

WOODARD, JACK
KSTN, Stockton, Cal.

WORCESTER, CHUCK
WMT, Cedar Rapids, Iowa

WORKHOVEN, MERRILL
WOW, Omaha, Neb.

WORKMAN, W. D., JR.
WIS, Columbia, S. C.

WORONER, MURRY
KAMQ, Amarillo, Tex.

WRIGHT, J. ANDREW
KDMS, El Dorado, Ark.

WRIGHT, JIMMY
KPAR-TV, Sweetwater, Tex.

WRIGHT, T. S.
WSLS, WSLS-TV, Roanoke, Va.

— Y —

YARDBROUGH, R. M.
WNLA, Indianola, Miss.

YORK, JOHN
WRR, Dallas, Tex.

YOUNG, J. N. JR.
KBST, Big Spring, Tex.

YOUNG, JERRY
WCEH, Hawkinsville, Ga.

YOUNG, MAC
KBHS, Hot Springs, Ark.

YOUNGER, MILDRED
ABC, Los Angeles, Cal.

— Z —

ZESS, ROY F.
WMGA, Moultrie, Ga.

ZICARELLI, MARY
WLIP, Kenosha, Wis.

SPORTS COMMENTATORS

RADIO AND TELEVISION
—their work during 1956

— A —

ABBOTT, CARROLL
KERV, Kerrville, Tex.
ABEL, GEORGE
KSD-TV, St. Louis, Mo.
ABRAMS, TERRY
WHIM, Bloomsburg, Pa.
ACKERMAN, AL
WOOD, WOOD-TV, Grand Rapids, Mich.
ADAMS, TONY
WCAX, WCAX-TV, Burlington, Vt.
ADELSON, JIM
KBMB-TV, Bismarck, N. D.
ADLER, LOU
WESB, Bradford, Pa.
AGRESTA, PHIL
WBT, Charlotte, N. C.
AKERS, DICK
WKBL, Covington, Ky.
ALARIE, DICK
WPCT, Putnam, Conn.
ALBERT, FRANK
KGO-TV, San Francisco, Cal.
ALBERTS, MAL
WNDU-TV, South Bend, Ind.
ALBRIGHT, NAT
WINX, Rockville, Md.
ALBRIGHT, NAT
WEAM, Arlington, Va.
ALDEN, JERRY
WSNJ, Bridgeton, N. J.
ALLAIN, ORREN
WKAN, Kankakee, Ill.
ALLAN, STAN
WPAC, Patchogue, N. Y.
ALLEN, CHARLES M.
WTAL, Tallahassee, Fla.
ALLEN, DICK
WJHO, Opelika, Ala.
ALLEN, KIRBY
KXEO, Mexico, Mo.

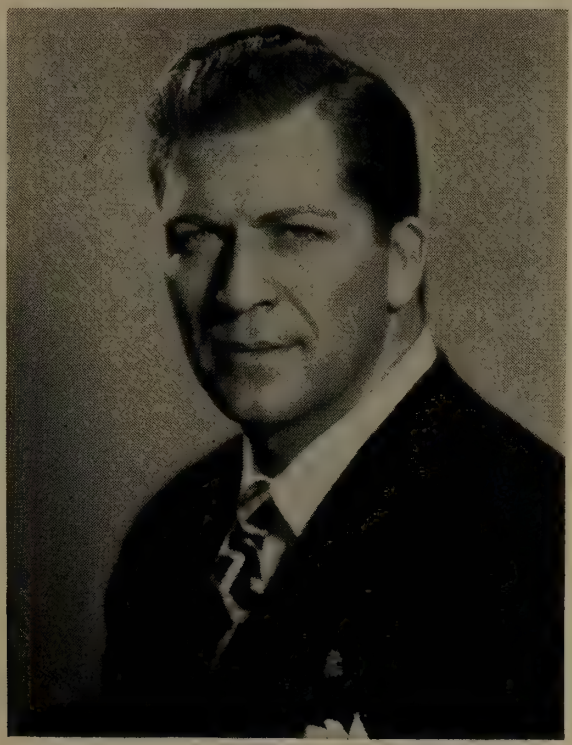
ALLEN, MEL
B. Feb. 14, 1913, Birmingham, Ala.; New York Yankees Baseball, WPIX, WINS; World Series, Rose Bowl Football Game, Major League All-Star Game, NCAA College Football, NBC-TV; White Owl Sports Spot, CBS-TV; Sports Daily, NBC.

ALLEY, CLINT
WKOY, Bluefield, W. Va.
AMBROSE, JOHN V.
WTAG, Worcester, Mass.
ANDERSON, ALLEN
WASA, Havre de Grace, Md.
ANDERSON, BILL
KVWO, Cheyenne, Wyo.
ANDERSON, BOB
KVAL-TV, Eugene, Ore.
ANDERSON, BOBBY
WMTA, Central City, Ky.
ANDERSON, CHIC
WEHT, Evansville, Ind.
ANDERSON, KIRK
WFGM, Fitchburg, Mass.
ANDERSON, TOM
WGEZ, Beloit, Wisc.
ANDERSON, TOMMY
Let's Go Fishin'
WLCO, Eustis, Fla.
ANDREWS, TED
WSMB, New Orleans, La.
ARO, SAM
WMCA, New York, N. Y.
ARTHUR, CHUCK
KIOX, Bay City, Tex.
ASSAF, WOODIE
WJOX, Jackson, Miss.
ATCHISON, WENDELL
KOTN, Pine Bluff, Ark.

— B —

BAGLI, GUY
WTVT, Tampa, Fla.
BAGLI, VINCE
WBAL, Baltimore, Md.
BAILEY, CHARLEY
WEBR, Buffalo, N. Y.
BAKER, DICK
WSAI, Cincinnati, Ohio
BAKER, ROGER
WGR-TV, Buffalo, N. Y.
BALCH, FRANK
WJOY, Burlington, Vt.
BALDWIN, RUSS
WACE, Springfield, Mass.
BALDWIN, WALTER
WLAQ, Rome, Ga.
BALL, GEORGE
WHLI, Hempstead, N. Y.
BARBER, PHIL
KTRB, Modesto, Cal.

AL HELFER



GILLETTE
LUCKY STRIKE
SCHAEFER

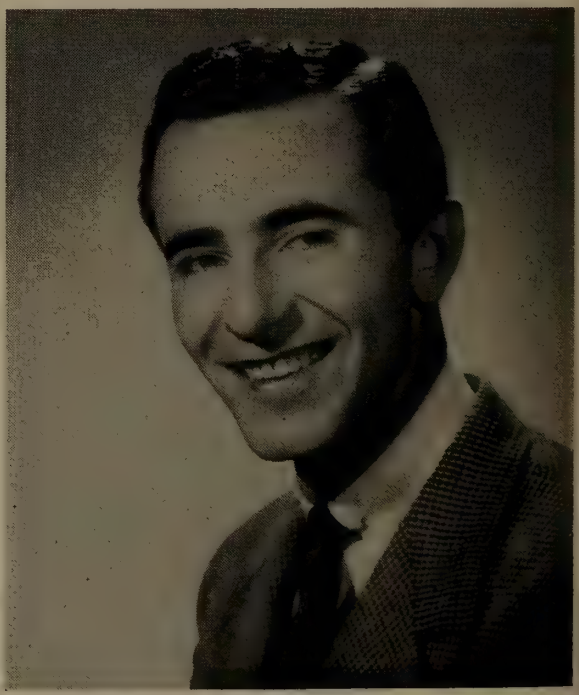
BARKER, EDDIE
KRLD, Dallas, Tex.
BARKER, JIM
WEDO, McKeesport, Pa.
BARNEY, REX
MBS
BARNHART, FRANK
KPRL, Paso Robles, Cal.
BARRETT, DENNIS
WKBN, WKBN-TV, Youngstown, Ohio
BARRETT, TONY
KENT, Shreveport, La.
BARRINGTON, JAY
WDAF, WDAF-TV, Kansas City, Mo.
BARRON, STAN
WKBW, Buffalo, N. Y.
BARRUS, GABBY
KODI, Cody, Wyo.
BARRY, GUY
WLAN, Lancaster, Pa.
BARRY, NORMAN
WNBQ, Chicago, Ill.
BASINGER, RICHARD
WKLE, Washington, Ga.
BATES, MARVIN
WGBF, Evansville, Ind.
BATEY, HUGH
WKTG, Thomasville, Ga.
BAYLISS, LYNN
KVIC, Victoria, Tex.
BEARD, JACK
KRTR, Thermopolis, Wyo.
BECKER, GUS
KBOM, Bismarck, N. D.
BELCHER, ROD
KOL, Seattle, Wash.
BELL, GEORGE
WILD, Birmingham, Ala.
BELL, TED
KAYO, Seattle, Wash.
BENDER, BOB
WGY, Schenectady, N. Y.
BENDER, TOM
KDKA, Pittsburgh, Pa.

BENNETT, BOB
WASL, Annapolis, Md.
BENNETT, DEAN
KSL, Salt Lake City, Utah
BENNETT, GEORGE
WMVO, Mt. Vernon, Ohio
BENNETT, RICK
WFRM, Coudersport, Pa.
BENSON, RUSS
WOKZ, Alton, Ill.
BERGESON, CHUCK
WJBK, Detroit, Mich.
BERNARD, PAUL
KTBS-TV, Shreveport, La.
BERNARD, VIC
WKNE, Keene, N. H.
BERRILL, LARRY
KBIG, Avalon, Cal.
BEUHLER, DON
WHFB, Benton Harbor, Mich.
BIEDRZYCKI, TOM
KATL, Miles City, Mont.
BILLINGSLEY, BLADEN
WFVA, Fredericksburg, Va.
BIRD, ALBERT
WARD-TV, Johnstown, Pa.
BIRLEFFI, LARRY
KFBC-TV, Cheyenne, Wyo.
BISSEY, JAMES
WBLY, Springfield, Ohio
BITTERMAN, JACK
WABB, Mobile, Ala.
BLACK, JAY
WHHM, Memphis, Tenn.
BLACK, JOHN
WTNJ, Trenton, N. J.
BLACKBURN, BOB
KEX, Portland, Ore.
BLATTNER, BUDDY
Baseball Game of the Week
CBS-TV
BLOOMER, TOM
WTOD, Toledo, Ohio
BLUE, IRA
Adventures in Sports KNBC, San Francisco, Cal.

BLUM, BOB
KEEN, San Jose, Cal.
BOEHMS, ROBERT
WHLP, Centerville, Tenn.
BOETNER, JACK
KWIZ, Santa Ana, Cal.
BOGGESS, JOHN
WPCF, Panama City, Fla.
BOHNHOFF, ED
KILO, Grand Forks, N. D.
BOICE, CHUCK
KOCO, Salem, Ore.
BOLAND, JOE
CBS-TV
BOLAND, JOE
WSBT, South Bend, Ind.
BONE, BILL
WNOK, Columbia, S. C.
BOWEN, JIM
KDDD, Dumas, Tex.
BOWER, BOB
WTIP, Charleston, W. Va.
BOWMAN, DICK
WFNS, Burlington, N. C.
BOYD, TOM
KGAL, Lebanon, Ore.
BOZNIC, MILT
KCSB, San Bernardino, Cal.
BRADWAY, HARRY
WASK, Lafayette, Ind.
BRAGMAN, MELVIN
WAMM, Flint, Mich.
BRANDT, JACK
WITZ, Jasper, Ind.
BRICKHOUSE, JACK
Man on the Street
WGN, WGN-TV, Chicago, Ill.
BRIGHT, HARRY
WETZ, New Martinsville, W. Va.
BRITTAIN, JOHN
KOSF, Nacogdoches, Tex.
BROCKMAN, CHARLIE
WIRE, Indianapolis, Ind.
BRODE, BUDDY
WNAR, Norristown, Pa.

Chris Schenkel

Sports Announcer



AL 4-7981

BRODERS, SPANK
KXIC, Iowa City, Iowa
BRODY, STEVE
KSLM, Salem, Ore.
BROOKS, BILL
KCKT, Great Bend, Kan.
BROOKS, BOB
KCRG, KCRG-TV, Cedar Rapids, Iowa
BROOKS, RAY
KGON, Portland, Ore.
BROWN, ART
WCTC, New Brunswick, N. J.
BROWN, BILL
WMSC, Columbia, S. C.
BROWN, ERNIE
WERC, Erie, Pa.
BROWN, FRED
WLOS, Asheville, N. C.
BROWN, JOHNNY
WCOH, Newnan, Ga.
BROWN, RAYMOND
WHUB, Cookeville, Tenn.
BRUBAKER, BILL
KRHD, Duncan, Okla.
BRUNER, MARSHALL
WOMI, Owensboro, Ky.
BRUTON, DENNIS
KCUL, Fort Worth, Tex.
BRYAN, Q.
KRLN, Canon City, Colo.
BUCKEL, WALTER
KPET, Lamesa, Tex.
BUETEL, FRANK
WTCN-TV, Minneapolis, Minn.
BUHL, DALE
WQUA, Moline, Ill.
BULLETT, BUCKY
WMNB, North Adams, Mass.
BUNCE, STUD
KCBC, Des Moines, Iowa
BUNDNER, GEORGE
WSAU, WSAU-TV, Wausau, Wis.
BUNN, NEAL
WDXL, Lexington, Tenn.
BUNYAN, J. WARREN
KFJI, Klamath Falls, Ore.
BURICK, SI
WHIO, Dayton, Ohio
BURKETT, RICHARD
KNOG, Nogales, Ariz.
BURKLAND, LEN
KIVA, Yuma, Ariz.
BURNES, BOB
KMOX, St. Louis, Mo.
BURNETTE, DAL
WMBG, Richmond, Va.
BUSH, OWEN
WDAF, WDAF-TV, Kansas City, Mo.

— C —

CAHILL, AL
WPTZ-TV, Plattsburgh, N. Y.
CALDWELL, BOB
WCBI-TV, Columbus, Miss.
CALDWELL, HOWARD
WTHI-TV, Terre Haute, Ind.
CALLA, JOE
KTUR, Turlock, Cal.
CAMPBELL, BILL
WCAU, Philadelphia, Pa.
CAMPBELL, BUD
KARK-TV, Little Rock, Ark.
CAMPBELL, DAVE
WBRC, Birmingham, Ala.
CAMPBELL, JOHN T.
KXLL, Missoula, Mont.
CAMPBELL, MAL
WNAV, Annapolis, Md.
CAMPBELL, NEENIE
WMCK, McKeesport, Pa.
CANNON, KESSLER
KBND, Bend, Ore.
CANTON, AMYAL
WCVI, Connellsville, Pa.
CAPILLO, JOSEPH C.
WESO, Southbridge, Mass.
CARAY, HARRY
KMOX, St. Louis, Mo.
CARLSON, JIM
KBRO, Bremerton, Wash.
CARMICHAEL, JOHN
WBBM, Chicago, Ill.
CARMICHAEL, LES
KWK-TV, St. Louis, Mo.
CARNEAL, HERB
WRCV, WRCV-TV, Philadelphia, Pa.
CARNEGIE, TOM
WFBM, WFBM-TV, Indianapolis, Ind.
CARPENTER, JOHNNY
KOIN-TV, Portland, Ore.
CARR, JERRY
WHLI, Hempstead, N. Y.
CARRIGAN, JIM
WCBI-TV, Columbus, Miss.
CARRINGTON, JAMES
KBUN, Bemidji, Minn.
CARROLL, JACK
KAAA, Kingman, Ariz.
CARSON, JIM
WCYB-TV, Bristol, Va.
CASE, JACK
WCNY-TV, Watertown, N. Y.
CASE, JOHN G.
WWNY, Watertown, N. Y.
CASEY, AL
KGEK, Sterling, Colo.
CASSELBERRY, JIMMIE
WSFB, Quitman, Ga.
CATON, SKIPPER
WCTA, Andalusia, Ala.
CELANIA, JOE
WTVW, Evansville, Ind.
CESSNA, KEN
KSIX, Corpus Christi, Tex.
CHAMBERLAIN, GUS
WAPO, Chattanooga, Tenn.
CHAMPION, JESSE
WJLD, Birmingham, Ala.
CHANCEY, TOMMY
KCIL, Houma, La.
CHAPMAN, HOWARD
KONP, Port Angeles, Wash.
CHASE, BOB
WOWO, Fort Wayne, Ind.
CHILDS, LELAND
WBRC, Birmingham, Ala.
CHRISTENSEN, HAL
WGNS, Murfreesboro, Tenn.
CHRISTENSEN, RAY
WLOL, Minneapolis, Minn.
CIRALDO, AL
WGST, Atlanta, Ga.
CLAPPER, KENNY
WRTA, Altoona, Pa.
CLAPP, SANDY
WWSR, St. Albans, Vt.
CLARK, HERB
WRVA-TV, Richmond, Va.
CLASE, MILO
WRSW, Warsaw, Ind.
CLAUSEN, JERRY
KCRE, Crescent City, Cal.
CLAWSON, LEW
WWVA, Wheeling, W. Va.
CLAY, RANDY
WOAI, WOAI-TV, San Antonio, Tex.
CLAYTON, KENNY
WTPR, Paris, Tenn.
CLEARY, BILL
KCLS, Flagstaff, Ariz.
CLEARY, TOM
WCLT, Newark, Ohio
CLELAND, BOB
KTNT, Tacoma, Wash.
CLEMENT, TOM
KNDC, Hettinger, N. D.
CLEMENTS, J. I.
WWNS, Statesboro, Ga.
CLEMENTS, JOE
KLIX, KLIX-TV, Twin Falls, Idaho
CLOUTIER, LEO
WGIR, Manchester, N. H.
CLOW, KEN
KTVO, Ottumwa, Iowa

COCHRAN, BILL

B. Feb. 16, 1919, New York City. Studebaker Corp., Brylcream Hairdressing, Post Cereals, Gulf Oil Co., Ethyl Corp., Pan American Air, Standard Oil Co., General Electric, Rob't Burns Cigars, Commercial Credits on all Networks.

COFFEY, TOM
WSAV-TV, Savannah, Ga.
COFFIN, ED
KXXL, Monterey, Cal.
COLBY, LEN
WKZO, Kalamazoo, Mich.
COLDWELL, CLAY
KATY, San Luis Obispo, Cal.
COLE, CLIFTON
KERG, Eugene, Ore.
COLE, DON
KGCX, Sidney, Mont.
COLEMAN, KEN
WHK, Cleveland, Ohio
COLEMAN, WILLIAM
WJDA, Quincy, Mass.
COLLIER, ARTHUR
WIOU, Kokomo, Ind.
COLLINS, DAVE
WRFD, Worthington, Ohio
COLLINS, JOHN
WBTA, Batavia, N. Y.
COLLINS, SID
WIBC, Indianapolis, Ind.
COMBAS, TONY
Actualidades Hipicas
WAPA, San Juan, Puerto Rico
CONWAY, ED
WCMB, WCMB-TV, Harrisburg, Pa.
COOK, MORT
WLCO, Eustis, Fla.
COOLEY, JOHN
WGAY, Silver Spring, Md.
COPP, EARL
WFVA, Fredericksburg, Va.
CORBIN, BOB
WLOI, Laporte, Ind.
CORLEY, BILL
WBNS, Columbus, Ohio
COSELL, HOWARD
Speaking of Sports, Sports Kaleidoscope, All-League Clubhouse, Mel Allen Show, ABC, WABC, New York City, N. Y.
COTE, DOC
WTWN, St. Johnsbury, Vt.
COTTA, LARRY
KONG, Visalia, Cal.
COX, JOE
WINN, Louisville, Ky.
COX, ORVAL
WSAT, Salisbury, N. C.
CRAFTS, FRED
KEED, Springfield, Ore.
CRAMER, CHRIS
WCHV, Charlottesville, Va.
CRAWFORD, BILL
KOMU-TV, Columbia, Mo.
CREAGER, MACK
KRMG, Tulsa, Okla.
CRISTIL, JACK
WELO, Tupelo, Miss.
CROCKETT, HUDLEY
WSIX, Nashville, Tenn.
CROGHAN, JOE
WBAL, Baltimore, Md.
CROSIAR, FRANK
WNDU, South Bend, Ind.
CROWE, JOHN
The Old Angler
WJAC, Johnstown, Pa.
CULLINANE, JOE
KWIK, Pocatello, Idaho
CUMMINS, JACK
WTVJ, Miami, Fla.
CUMMINS, TAIT
WMT, WMT-TV, Cedar Rapids, Iowa
CURZON, BOB
WTTB, Vero Beach, Fla.

— D —

DACRE, GEORGE
KALB-TV, Alexandria, La.
DAHLBERG, JERRY
KROX, Crookston, Minn.
DALE, JACK
KFYO, Lubbock, Tex.
DANAHER, TOM
KOEL, Oelwein, Iowa
DANIELS, CHRIS
WKY, Oklahoma City, Okla.
DANIELS, DAN
WTOP, WTOP-TV, Washington, D. C.
DARNELL, JACK
WNVA, Norton, Va.
DATSIS, JIM
WTVL, Waterville, Me.
DAVIS, DICK
WKNX, WKNX-TV, Saginaw, Mich.
DAVIS, EARL
KPAT, Pampa, Tex.
DAVIS, LEN
WGL, Fort Wayne, Ind.
DAVIS, LES
KVTV, Sioux City, Iowa
DAVIS, LES
WNAX, Yankton, S. D.
DAVIS, LES
WAVY, Norfolk, Va.
DAWS, HOBSON
WTRB, Ripley, Tenn.
DEAN, DIZZY
Baseball Game of the Week CBS-TV
DECKER, DON
WSNY, Schenectady, N. Y
DEHNER, BUD
WILO, Frankfort, Ind.
DEINES, NAY
KMMJ, Grand Island, Neb.
DeJULIO, ED
KUBC, Montrose, Cal.
DELANEY, ROBERT
WCTV, Tallahassee, Fla.
DELLINGER, JAN
KRSL, Russell, Kan.
DeMONTE, BRENT
KNGS, Hanford, Cal.
DENISON, SPENCER
WBRN, Big Rapids, Mich.
DENNIS, BOB
KTTN, Trenton, Mo.
DeVICTOR, MARTY
WBNS, Columbus, Ohio
DEWITT, DEWEY
WABM, Houlton, Me.
DIAB, GEORGE
WTRF-TV, Wheeling, W. Va.
DIAMOND, WILLIAM
WIKE, Newport, Vt.
DICKMEYER, BEN
KTOE, Mankato, Minn.
DIEDERICH, AL
KRVN, Lexington, Neb.
DIEHL, BILL
WVEC-TV, Norfolk, Va.
DIHLMANN, HANK
KROS, Clinton, Iowa
DILL, GLEN
WTSP, St. Petersburg, Fla.
DILLON, FRED
WCMA, Corinth, Miss.
DILLON, GENE
WCMW, Canton, Ohio
DILLON, LENNY
WFAS, White Plains, N. Y.
di NATALE, JOE
KODY, North Platte, Neb.
DITMER, BOB
WHGR, Houghton Lake, Mich.
DIXSON, BOB
KHMO, Hannibal, Mo.
DOBSON, GEORGE
KTFS, Texarkana, Tex.
DOCKENEY, EDWARD
WEPM, Martinsburg, W. Va.
DODSON, R. J.
KDOK, Tyler, Tex.
DOHL, PAUL
WCHN, Norwich, N. Y.
DOLAN, JAMES
WDMJ-TV, Marquette, Mich.
DONLEY, CHARLES
WSTV, Steubenville, Ohio
DOREMUS, JOHN
WKY, Oklahoma City, Okla.
DOUGHTY, TOM
WDAK-TV, Columbus, Ga.
DOUTHIT, PERRY
KLMS, Lincoln, Neb.
DOYLE, VINCE
WSJV-TV, Elkhart, Ind.
DREES, JACK
Football Roundup, Saturday Sports Mirror, CBS-TV, Wednesday Night Fights, ABC-TV
DRENNAN, JAY
KSEL, Lubbock, Tex.
DUANE, JACK
KGHF, Pueblo, Col.
DUCKWORTH, JOE
WIKC, Bogalusa, La.
DUDLEY, ACE
WTBF, Troy, Ala.
DUDLEY, JIMMY
WERE, Cleveland, Ohio
DUFFY, ROBERT
KFTM, Fort Morgan, Col.
DUGAN, DAVE
WICU, Erie, Pa.
DUKEHART, TOMMY
WAAM, Baltimore, Md.
DuMARS, JACK
KVBC, Farmington, N. M.
DUNBAR, WALT
WBET, Brockton, Mass.
DUNLEVEY, JAMES
WGIL, Galesburg, Ill.
DUNPHY, JERRY
CBS-TV
DUNSON, JIMMY
WELR, Roanoke, Ala.
DUVALL, JOHN
WFKY, Frankfort, Ky.
DYER, ED
WAGC, Chattanooga, Tenn.

— E —

EARLE, BOB
KSO, Des Moines, Iowa
EASTMAN, JAMES R.
WBMC, McMinnville, Tenn.
EDWARDS, DON
WOCH, North Vernon, Ind.
EDWARDS, ED
WCKT, Miami, Fla.
EDWARDS, JOE
WAMW, Washington, Ind.
EDWARDS, KARON
WEAB, Greer, S. C.
EGAN, LEO
WBZ, Boston, Mass.
EHRLICH, GEORGE
U-Conn Basketball
WHAY, New Britain, Conn.
ELIAS, BOB
KGEE, Bakersfield, Cal.
ELIAS, EDDIE
WAKR, WAKR-TV, Akron, O.
ELIOT, LOU
WCAM, Camden, N. J.
ELLIS, DICK
WJHL, WJHL-TV, Johnson City, Tenn.
ELLIS, GORDON
WELR, Roanoke, Ala.
ELLIS, STEVE
Wednesday Night Fights ABC
EMERY, TED
WTSL, Hanover, N. H.
ENROTH, DICK
WCCO, WCCO-TV, Minneapolis, Minn.
ERDOSSY, BILL
WHP-TV, Harrisburg, Pa.
ERMISCH, H. O.
WKXY, Sarasota, Fla.
ERVIN, BILL
KARE, Atchison, Kans.
ERWIN, ED
WCUE, Akron, Ohio
ERWIN, PUSS
KCUL, Fort Worth, Tex.
ETHERTON, BILL
WNDU, South Bend, Ind.
ETIE, KEN
KIOX, Bay City, Tex.
ETZEL, DAVE
KBIZ, KTVO, Ottumwa, Iowa
EUBANKS, BLAIR
WTAR, Norfolk, Va.
EVANS, JONES
WBAX, Wilkes-Barre, Pa.
EVANS, MILTON
KNET, Palestine, Tex.

— F —

FAIRCHILD, KEN
KAMQ, Amarillo, Tex.
FALKENSTIEN, MAX
WREN, Topeka, Kans.
FALLON, FRANK
WMEX, Boston, Mass.
FALLON, FRANK
KWTX, Waco, Tex.
FANELLI, JOE
WALK, Patchogue, N. Y.
FANTASIA, NICK
WTCS, Fairmont, W. Va.
FARIS, CLINT
WGTM, Wilson, N. C.
FARSON, ROBERT
WNIX, Springfield, Vt.
FAY, BILL
CBS-TV
FAY, JOHN F.
WKBI, St. Marys, Pa.
FENGLER, HAL
KOMB, Cottage Grove, Ore.
FENSLER, DICK
KMAN, Manhattan, Kans.
FERGUSON, JOHN
WBRZ, Baton Rouge, La.
FERRIE, ROBERT
KITE, San Antonio, Tex.
FIELD, BRYAN
Horse Racing
CBS-TV
FIELDS, BILL
WAGS, Bishopville, S. C.
FIELDS, ED
WNCT, Greenville, N. C.
FILESI, FRANK
WNAE, Warren, Pa.
FINCANNON, BOB
WMRI, Marion, Ind.
FINLAYSON, JACK
KRDO, Colorado Springs, Colo.
FINNEGAN, TIM
WTVR, Richmond, Va.
FINNERTY, HUGH
KOTV, Tulsa, Okla.
FISHER, DWIGHT A.
KVRS, Rock Springs, Wyo.
FISHER, FRANCIS
WHJB, Greensburg, Pa.
FITZGERALD, JOHN
WJW-TV, Cleveland, Ohio
FLEMING, JACK
WAJR, Morgantown, W. Va.
FLEMMING, BILL
WWJ-WWJ-TV, Detroit, Mich.
FLORA, EARL
WBNS, Columbus, Ohio
FLOWERS, CHARLIE
KMHT, Marshall, Tex.
FLOWERS, GEORGE
WJRI, Lenoir, N. C.
FLOYD, JAY
WCLG, Morgantown, W. Va.
FLYNN, FAHEY
WBBM, Chicago, Ill.
FORBES, BOB
WTHI-TV, Terre Haute, Ind.
FORD, SAM B.
WTCB, Flomaton, Ala.
FORD, TED
KCOW, Alliance, Neb.
FORDYCE, JERRY
WLRP, New Albany, Ind.

FORTE, BOB
WISN, Milwaukee, Wis.
FOSS, JOE
CBS-TV
FOUNTAIN, BILL
WKY-TV, Oklahoma City, Okla.
FOUTS, BOB
CBS-TV
FOUTS, BOB
KGO, San Francisco, Cal.
FOWLE, BOB
WHED, Washington, N. C.
FOWLER, SHELTON
WKRM, Columbia, Tenn.
FOX, DICK
KCHS, Truth or Consequences, N. M.
FOX, W. E.
WPTW, Piqua, Ohio
FOX, WM. F., JR.
WIBC, Indianapolis, Ind.
FRANKLIN, ORVIN
KDSX, Denison, Tex.
FREDERICKS, PAT
WKLO, Louisville, Ky.
FREEMAN, HARRY
KFSA, Fort Smith, Ark.
FRENCH, BOB
WVSC, Somerset, Pa.
FRENCH, GLENN
WDKD, Kingstree, S. C.
FRENCH, JACK
KNOX-TV, Grand Forks, N. D.
FRINK, BILL
WIMA, Lima, Ohio
FRISCH, FRANKIE
MBS
FROST, HOWARD
KIBS, Bishop, Cal.
FULLER, RONALD
WOWL, Florence, Ala.

— G —

GACKLE, BYRAN
KFGO, Fargo, N. D.
GAGE, BOB
WPAG, Ann Arbor, Mich.
GAGE, FRED
WIBA, Madison, Wis.
GAINES, JIM
KALB, Alexandria, La.
GALLAGHER, BOB
WNEB, Worcester, Mass.
GALLEY, JOHN
KWBU, Corpus Christi, Tex.
GALLUP, STAN
KGFL, Roswell, N. M.
GALVIN, DAN
KSRO, Santa Rosa, Cal.
GARDNER, BILL
WWPA, Williamsport, Pa.
GARDNER, DON
WKBN, WKBN-TV, Youngstown, Ohio
GARDNER, NANCY
WLSV, Wellsville, N. Y.
GENSICHEN, HAL
KTUC, Tucson, Ariz.
GENTRY, HARRY
Twin Views in Sports
WLOH, Princeton, W. Va.
GEORGE, STEVE
KGMS, Sacramento, Cal.
GEORGE, TONY
KOME, Tulsa, Okla.
GHELLER, ROBERT
KXOC, Chico, Cal.
GHEZA, BOB
WBOF, Virginia Beach, Va.
GIBBONS, JIM
CBS-TV
GIBSON, ADRIAN
WZOB, Fort Payne, Ala.
GILBERT, GARY
KNGS, Hanford, Cal.
GILBERT, GEORGE
WARM, Scranton, Pa.
GILLESPIE, EARL
WEMP, Milwaukee, Wis.
GILLIGAN, NEIL, JR.
KVOZ, Laredo, Tex.
GILMAN, BOB
KNDC, Hottinger, N. D.
GIONFRIDDO, AL
KONG, Visalia, Cal.
GLEESON, ART
MBS
GLENN, JIMMY
KDRO, Sedalia, Mo.
GLENN, RALPH
WMID, Atlantic City, N. J.
GLICKMAN, MARTY
WMGM, MBS, N. Y., N. Y.
GLIEBER, FRANK
WRR, Dallas, Tex.
GOBER, JIM
KOBE, Las Cruces, N. M.
GODECK, BOB
KVEN, Ventura, Cal.
GODFREY, DICK
KCBS, San Francisco, Cal.
GOGG, JIM
KRJB, Mason City, Iowa
GOLDEN, RAY
KSTN, Stockton, Cal.
GONZALES, HENRY
KSYC, Yreka, Cal.
GOODMAN, JAMES M., JR.
KIBL, Beeville, Tex.
GOODMAN, KEN
WCSC, Charleston, S. C.
GOODWIN, GERALD
WFVG, Fuquay Springs, N. C.
GORDON, A. M.
WWTV, Cadillac, Mich.
GORDON, KURT
WFBF, Fernandina Beach, Fla.
GORDON, LARRY
KWIN, Ashland, Ore.
GORDON, STEVE
WICH, Norwich, Conn.
GOSDEN, BY
KXEL, Waterloo, Iowa
GOSS, BAILEY
CBS-TV
GOULD, BILL
KRCO, Prineville, Ore.
GOWDY, CURT
WHDH, WBZ-TV, Boston, Mass.
GRADY, JACK
KYNO, Fresno, Cal.
GRAHAM, WALTER
WRBL, Columbus, Ga.
GRANGE, RED
CBS-TV
GRANGER, JERRY
KHOL-TV, Kearney, Neb.
GRAY, GEORGE
KRBC, Abilene, Tex.
GREBE, GUS
KWIZ, Santa Ana, Cal.
GREEN, DICK
WOI-TV, Ames, Iowa
GREEN, JACK
WMCD, Welch, W. Va.
GREENWAY, ELLIS T.
WHKY, Hickory, N. C.
GREGG, AL
WCEC, Rocky Mount, N. C.
GREGG, JACK
WISR, Butler, Pa.
GREHAN, JIM
WLNA, Peekskill, N. Y.
GREUP, ERNIE
WTVD, Durham, N. C.
GRIFFITH, DON
WCOA, Pensacola, Fla.
GRIFFITHS, DAVE
WSCR, Scranton, Pa.
GRIMBERG, WARREN
KAST, Astoria, Ore.
GRISWOLD, JACK
WEJL, Scranton, Pa.
GRISWOLD, ROGER
WBMD, Baltimore, Md.
GROSS, DON
KFSB, Joplin, Mo.
GROSS, RAYMOND E.
WRKD, Rockland, Me.
GROSSMAN, BOB
WIN-T, Ft. Wayne, Ind.
GROVES, JOE
WLAS, Jacksonville, N. C.
GUNDAKER, ED
WHP-TV, Harrisburg, Pa.
GUOKAS, MATT
WPEN, Philadelphia, Pa.
GUTHRIE, BOB
WOAI-TV, San Antonio, Tex.
GUTHRIE, GEORGE
WWWF, Fayette, Ala.

— H —

HACKMAN, JACK
WDLB, Marshfield, Wis.
HALEY, DOC
KLMX, Clayton, N. M.
HALL, HALSEY
WCCO, Minneapolis, Minn.
HALYARD, O. C.
WEKY, Richmond, Ky.
HAMILTON, ED
KRUS, Ruston, La.
HAMILTON, KEN
WEBQ, Harrisburg, Ill.
HAMLIN, TOM
WMAN, Mansfield, Ohio
HANAN, MARC
KXO, El Centro, Cal.
HANCOCK, CALVIN
KGAS, Carthage, Tex.
HANEY, BILL
WKBJ, Milan, Tenn.
HANEY, BOB
WSFC Somerset, Ky.
HANLON, JOHN
WEAN, Providence, R. I.
HANNA, BOYCE
WCGC, Belmont, N. C.
HANNAHER, TOM
KVOX, Moorhead, Minn.
HANSON, ED
WFHR, Wisconsin Rapids, Wis.
HANSON, HARLEY
KOTA, KOTA-TV, Rapid City, S. D.
HARBISON, S. T.
WTAX, Springfield, Ill.
HARDAWAY, JOHN
KSEI, Pocatello, Idaho
HARLING, HUGH
KATY, San Luis Obispo, Cal.
HARMON, TOM
Orange Bowl
CBS-TV
HARPE, RONALD
WEBK, Tampa, Fla.
HARPER, WAYNE S.
KELD, El Dorado, Ark.
HARRELL, GENE
WMSL, Decatur, Ala.
HARRIS, BILL
KLRS, Mountain Grove, Mo.
HARRIS, SONNY
WOOF, Dothan, Ala.
HARRIS, WALT
KOVR, Stockton, Cal.
HART, HAL
WOC, Davenport, Iowa
HARVEY, B. T.
WERD, Atlanta, Ga.
HARVISON, FATS
WLAU, Laurel, Miss.
HASSE, WARREN
KPDN, Pampa, Tex.
HAWKINS, VERN
KWTO, Springfield, Mo.
HAYDEN, FRANK
WJAN, Spartanburg, S. C.
HAYES, BOB
WKKO, Cocoa, Fla.
HAYES, PAT
KIRO, Seattle, Wash.

HAYES, PHIL
WAUD, Auburn, Ala.
HAYNES, JERRY
WFAA-TV, Dallas, Tex.
HAYNES, MILTON
KHBG, Okmulgee, Okla.
HEALEY, JERRY
WWCA, Gary, Ind.
HEALY, DAN
WBRK, Pittsfield, Mass.
HEARD, GIL
WMIQ, Iron Mountain, Mich.

HELFER, (GEORGE) AL

B. Sept. 26, Elrama, Pa.; Brooklyn Dodgers, Gillette Cavalcade of Sports, (World Series—All Star Game—Friday Night Fights —Rose Bowl Game) NBC; Your Hit Parade, NBC-TV; Jack Benny Show, Private Secretary, CBS-TV.

HELUMNS, LYMAN
WJTV, Jackson, Miss.
HENDRICKS, STAN
WJAM, Marion, Ala.
HENRIKSON, LES
WAGA, Atlanta, Ga.
HENRY, EARL
WHUM, Reading, Pa.
HENRY, FRAN
WJKO, Springfield, Mass.
HENSON, DOUG
WJMJ, Philadelphia, Pa.
HERMANN, CLEVE
Last Word In Sports
KRCA-TV, Los Angeles, Cal.
HERRON, H. EARL
KLFT, Golden Meadow, La.
HEULE, BILL
WSFT, Thomaston, Ga.
HEWEY, IRA I
WHAI, Greenfield, Mass.
HEWITT, BILL
KAFY, Bakersfield, Cal.
HEWITT, JACK
KRPL, Moscow, Idaho
HEWITT, WARREN
WICS, Springfield, Ill.
HICKERSON, EARL
WTVP, Decatur, Ill.
HICKEY, BILL
Saturday Sports Mirror
CBS-TV
HICKOK, BILL
WHIS, Bluefield, W. Va.
HILGER, ANDY
KCIM, Carroll, Iowa
HILL, ART, JR.
WSWW, Platteville, Wis.
HILL, EDDIE
WRR, Dallas, Tex.
HILL, JOE
WTVN, WTVN-TV, Columbus, Ohio
HINNERS, BOB
WLEC, Sandusky, Ohio
HOBAUGH, PAUL
WISR, Butler, Pa.
HOFFMAN, BILL
WCME, Brunswick, Me.
HOGAN, BILL
WLBG, Laurens, S. C.
HOLLAND, JIM
WDMG, Douglas, Ga.
HOOD, JOHN
WMTS, Murfreesboro, Tenn.
HOOKER, KEN
KSET, El Paso, Tex.
HOONAN, BOB
KXRO, Aberdeen, Wash.
HOOVER, CORKY
WKSR, Pulaski, Tenn.
HOOVER, DAN
KWBB, Wichita, Kan.
HORNBECKER, HARRY
WATR, Waterbury, Conn.
HORNE, C. R.
KXRJ, Russellville, Ark.
HORNE, TANCIL A.
WGNI, Wilmington, N. C.
HORSTMAN, BOB
KFEQ, KFEQ-TV, St. Joseph, Mo.
HOUCK, JOHN
WSSO, Starkville, Miss.
HOURIGAN, TERRY
WARK, Hagerstown, Md.
HOUTCHENS, WADE
KIRX, Kirksville, Mo.
HOWARD, BILL
WDVA, Danville, Va.
HOWARD, ROBERT
WVKO, Columbus, Ohio
HUBBARD, HARRY
KIEM, Eureka, Cal.
HUFF, FRANK
WLAG, LaGrange, Ga.
HUGHES, DAN
WANE, Ft. Wayne, Ind.
HUGHES, TOBY
WTAW, College Station, Tex.
HUNTER, AL
KNDY, Marysville, Kan.
HUNTER, DAN
WFDF, Flint, Mich.
HUNTINGTON, CLAY
KTAC, KMO, Tacoma, Wash.
HUSTED, DON
KAVE-TV, Carlsbad, N. M.
HYDE, WARREN
WJBB, Haleyville, Ala.

— I —

INGALLS, WALLIE
KGRH, Fayetteville, Ark.
INGHAM, BOB
KSD, KSD-TV, St. Louis, Mo.
IVEY, BUTCH
WGFS, Covington, Ga.

— J —

JACKSON, BILL
WPTF, Raleigh, N. C.
JACOBS, DAVID
WWNC, Asheville, N. C.
JAFFEE, SYD
WNHC-TV, New Haven, Conn.
JAMES, PAUL
KTVT, Salt Lake City, Utah
JANSSEN, WIFF
KIDO-TV, Boise, Idaho
JARSTAD, JOHN
Let's Go Skiing
KTVW, Seattle, Wash.
JENKINS, BOB
KGFW, Kearney, Neb.
JENNINGS, BOB
WEAV, Plattsburgh, N. Y.
JEWELL, TONY
KIUL, Garden City, Kan.
JIMES, NICK
KFST, Ft. Stockton, Tex.
JOHNSON, BOB
KIHR, Hood River, Ore.
JOHNSON, LEN
KTYL, Mesa, Ariz.
JOHNSON, NEAL
WBFC, Fremont, Mich.
JOHNSON, ROBERT
WAKU, Latrobe, Pa.
JOHNSON, RONALD
WSYD, Mt. Airy, N. C.
JOHNSON, WARREN
WPFB, Middletown, Ohio
JOHNSTON, JOHNNY
WENE, Binghamton, N. Y.
JONAS, BOB
WKMT, Kings Mountain, N. C.
JONES, BILL
KARD-TV, Wichita, Kan.
JONES, KEN
WCMI, Ashland, Ky.
JONES, LARRY
KTXN, Austin, Tex.
JOSEPH, AL
WAIM, Anderson, S. C.
JOYCE, FRANK
KOB, Albuquerque, N. M.
JOYNER, JACK
WIVK, Knoxville, Tenn.
JUNKERT, BOB
WDSM, WDSM-TV, Duluth, Minn.
JUROVICH, MUDO
KTHE, Thermopolis, Wyo.

— K —

KABER, RUSS
KOVC, Valley City, N. D.
KAMINSKI, CHET
WAAB, Worcester, Mass.
KANE, MICHAEL J.
WKOK, Sunbury, Pa.
KASSERA, LOREN
WBIZ, Eau Claire, Wis.
KAUFMAN, SAM
WOL, Washington, D. C.
KAY, MARVIN
KVLF, Alpine, Tex.
KEARNS, CHARLIE
WKTV, La Crosse, Wis.
KEATING, BILL
WHYN-TV, Springfield Mass.
KECK, BILL
KEYS, Corpus Christi, Tex.
KEELING, JOHN, JR.
WTRR, Stanford, Fla.
KEETER, WAYNE C.
WCDJ, Edenton, N. C.
KEHL, BILL
WING, Dayton, Ohio
KEIM, EDMOND
KSIG, Crowley, La.
KEITER, LES
Sports Page of the Air
WABC-TV
KEITH, LARRY
WIST, Charlotte, N. C.
KELLEY, ED
KITI, Chehalis, Wash.
KELLEY, STEVE
WLIP, Kenosha, Wis.
KELLY, BOB
CBS-TV
KELLY, GENE
WEBR, Buffalo, N. Y.
KELLY, JACK
WGST, Atlanta, Ga.
KELLY, JIM
WGBI, WGBI-TV, Scranton, Pa.
KEMBERLING, CLIFFORD
WCME, Brunswick, Me.
KENNEDY, EDWARD
WWLP, Springfield, Mass.
KENT, BOB
WOAY-TV, Oak Hill, W. Va.
KENT, HAL
WDBO-TV, Orlando, Fla.
KESSENICH, RAYMOND F.
WBKV, West Bend, Wis.
KEYS, BILL
KSVP, Artesia, N. M.
KEYS, DICK
WHIZ, WHIZ-TV, Zanesville, Ohio
KINCAID, FRED
KPLT, Paris, Tex.
KING, ANSON F.
WKBI, St. Marys, Pa.
KING, BILL
KLIN, KOLN-TV, Lincoln, Neb.
KING, GENE
KREX, KREX-TV, Grand Junction, Col.
KIRBY, GENE
CBS-TV
KIRCHMAN, ED
WLYC, Williamsport, Pa.
KIRKSEY, PAUL
WBAC, Cleveland, Tenn.
KIRWAN, DENNIS
KJOY, Stockton, Cal.
KLEIN, DON
KCBS, San Francisco, Cal.

KLEMP, LLOYD
KUBA, Yuba City, Cal.
KOEBERLE, FRED
WCPA, Clearfield, Pa.
KRAHLING, ED
WFAH, Alliance, Ohio
KRAUS, BILL
KOOS, Coos Bay, Ore.
KREMER, DON
WKNX, WKNX-TV, Saginaw, Mich.
KURKENKNABE, DON JAMES
WDBO, Orlando, Fla.
KUTAN, DICK
WBUT, Butler, Pa.

— L —

LADAS, DON
WJOL, Joliet, Ill.
LAFLIN, JACK
KOCY, Oklahoma City, Okla.
LAMB, JOHNNY
KXXL, Monterey, Cal.
LAMBERT, VINCE
KENL, Arcata, Cal.
LaMEAR, DOUG
KGW, Portland, Ore.
LAMKIN, NORM
WVLN, Olney, Ill.
LANE, VAN
WDOK, Cleveland, Ohio
LANG, RAY
KXRA, Alexandria, Minn.
LANGE, BEL
KOVR, Stockton, Cal.
LANKFORD, RICHARD
WRAY, Princeton, Ind.
LANSING, RAY
KRTR Thermopolis, Wyo.
LASSEN, LEO
KOL, Seattle, Wash.
LAUF, DICK
WJCD, Seymour, Ind.
LAWRENCE, JAMES H.
KOVO, Provo, Utah
LEA, ROD
WLVA, Lynchburg, Va.
LEAMING, JIM
WIP, Philadelphia, Pa.
LEAVITT, RALPH
WABI-TV, Bangor, Me.
LEDFORD, CAWOOD
WLEX, Lexington, Ky.
LEE, BARNEY
WJBK, Detroit, Mich.
LEE, MIKE
WSTV, Steubenville, Ohio
LEE, ZEB
WSKY, Asheville, N. C.
LEEDS, CARLYLE D.
KOJM, Havre, Mont.
LEIGEOIS, BILL
WMBV-TV, Marinette, Wis.
LEIGHTON, AL
KLIZ, Brainerd, Minn.
LENNON, PAUL
WTTV, Bloomington, Ind.
LEO, FRED
KDEN, KBTV, Denver, Col.
LEWIS, BARNEY
WLDS, Jacksonville, Ill.
LEWIS, ED
KIT, Yakima, Wash.
LEWIS, EVAN
WCBI, Columbus, Miss.
LEWIS, FRANK
KPRK, Livingston, Mont.
LIKE, JAP
WILO, Frankfort, Ind.
LINDSAY, WILL
WTAY, Robinson, Ill.
LISTER, BILL
WMTV, Madison, Wis.
LLOYD, BOB
WHBY, Appleton, Wis.
LLOYD, VINCE
WGN, WGN-TV, Chicago, Ill.
LOCHNER, ART
WVEC-TV, Norfolk, Va.
LOMAX, STAN
WOR, New York, N. Y.
LOONEY, TOM
KOSA, Odessa, Tex.
LOUNSBURY, TRACY
WTOB-TV, Winston-Salem, N. C.
LOVE, DAN
KTBC, KTBC-TV, Austin, Tex.
LOVETT, JIM
WIOK, Tampa, Fla.
LOWE, WALT
KBOI, Boise, Idaho
LUCKEY, EARL
KCMR, McCamey, Tex.
LUJACK, JOHN
Football Roundup, Gator Bowl
CBS-TV
LUNDQUIST, ELDY
WTRC, Elkhart, Ind.
LUNQUIST, BOB
WICU, Erie, Pa.
LYLE, GEORGE
WJMJ, Philadelphia, Pa.
LYNCH, BUDD
WWJ-TV, WXYZ-TV, Detroit, Mich.
LYONS, JOHN
WBEC, Pittsfield, Mass.

— Mc —

McALEECE, GERALD
KDTH, Dubuque, Iowa
McALLISTER, DON
WDBO-TV, Orlando, Fla.
McALLISTER, ROY
WJRD, Tuscaloosa, Ala.
McARTHUR, DOUG
KTAC, Tacoma, Wash.
McBOYLE, JOHN
KORT, Grangeville, Idaho
McCART, ARLIE
Panorama of Sports
WATG, Ashland, Ohio
McCARTHY, TOM
WLLY, Richmond, Va.
McCARTY, MARSH
WCEF, Parkersburg, W. Va.
McCAULEY, MAC
WTPA, Harrisburg, Pa.
McCOLGAN, BILL
WGAR, Cleveland, Ohio
McDANIELS, JIM
WTOB, Winston-Salem, N. C.
McDOW, WALLY
WETU, Wetumpka, Ala.
McELROY, MAC
WIRO, Ironton, Ohio
McFADDEN, A. T.
WJAK, Jackson, Tenn.
McGEARY, CLINK
KDLM, Detroit Lakes, Minn.
McGINNIS, PAT
KHBM, Monticello, Ark.
McGRATH, NED
WJOC, Jamestown, N. Y.
McKAY, JIM
Football Roundup, Pro Football Review, Gator Bowl
CBS-TV
McKECHNIE, JIM
WNDR, Syracuse, N. Y.
McKELLAR, DON
WJBC, Bloomington, Ill.
McKINLEY, LARRY
WMRY, New Orleans, La.
McKINSTRY, JIM
WCIL, Carbondale, Ill.
McLACHLAN, DELL
WSON, Henderson, Ky.
McLAUGHLIN, JAMES F.
WAVN, Stillwater, Minn.
McLEAN, DONALD
WHDL, Olean, N. Y.
McLEAN, JACK
WJPS, Evansville, Ind.
McLELLAND, BUD
KDMS, El Dorado, Ark.
McMULLEN, DICK
WALA, Mobile, Ala.
McMURDIE, WM.
KVNU, Logan, Utah
McNALLY, RAY
KGNC, KGNC-TV, Amarillo, Tex.
McWILLIAMS, HAL
KCKY, Coolidge, Ariz.

— M —

MAC, GEORGE
WAHR, Miami Beach, Fla.
MacDONALD, AL
KPUG, Bellingham, Wash.
MacDONALD, ARCH
WTOP, Washington, D. C.
MacDONALD, JOHN
WHEC, Rochester, N. Y.
MACK, BILL
KBOR, Brownsville, Tex.
MacLEAN, JOHN
MBS
MacLEOD, TOM
KYJC, Medford, Ore.
MacMURRAY, BRYAN
WITN, Washington, N. C.
MacWILLIAMS, DON
WCSH, WCSH-TV, Portland, Me.
MADDEN, EDWARD
WSIG, Mount Jackson, Va.
MADDEN, JEAN
KOMU-TV, Columbia, Mo.
MAHAFEEY, BOB
WWKY, Winchester, Ky.
MAHAR, DICK
KAUS, Austin, Minn.
MAITH, LEN
WAML, Laurel, Miss.
MAKER, BOB
In The Lockerroom
KCVL, Colville, Wash.
MALLE, BRUCE
WSAM, Saginaw, Mich.
MALOY, HANK
WTRY, Troy, N. Y.
MANESS, O. L.
Peck's Predictions
KWCB, Searcy, Ark.
MANGOLD, FRANK
KWPC, Muscatine, Iowa
MANNERS, DAVE
WAPX, Montgomery, Ala.
MANNING, TOM
KYW, Cleveland, Ohio
MARGET, MANNY
KVOX, Moorhead, Minn.
MARKEY, PAUL
KGUL-TV, Galveston, Tex.
MARS, LEE
KTBS-TV, Shreveport, La.
MARSHALL, BILL
KCRC, Enid, Okla.
MARSTON, KEN
WDXE, Lawrenceburg, Tenn.
MARTIN, DAVE
KLOV, Loveland, Col.
MARTIN, DAVID C.
WOHO, Toledo, Ohio
MARTIN, DICK
WCMI, Ashland, Ky.
MARTIN, GLENN
WSPC, Anniston, Ala.
MARTIN, JACK
WFHG, Bristol, Va.
MARTIN, MOON
WBBO, Forest City, N. C.
MARTIN, MURPHY
KTRE, Lufkin, Tex.
MARTIN, NED
WCHS, WCHS-TV, Charleston, W. Va.
MARTZ, ROBERT
WTVB, Coldwater, Mich.
MASHBURN, WAYNE
WAKN, Aiken, S. C.
MASON, FRANK
WSLB, Ogdensburg, N. Y.
MASON, JOE
WLEE, Richmond, Va.
MASSEY, ROBERT
WJNO, West Palm Beach, Fla.
MATTHEWS, NORMAN
WDIX, Orangeburg, S. C.

MAXWELL, JOCKO
WNJR, Newark, N. J.
MAZER, BILL
WGR-TV, Buffalo, N. Y.
MEDLEY, WARREN G.
WDKN, Dickson, Tenn.
MEEKINS, CLAIR
WFIN, Findlay, Ohio
MEEKS, ALTON
Right Off the Reel
WJHP-TV, Jacksonville, Fla.
MEHAFFEY, JAY
KOSA-TV, Odessa, Tex.
MEHRMAN, BOB
WTAO, Boston, Mass.
MELIA, KAY
KAYS, Hays, Kan.
MELODY, JOE
WOAI, San Antonio, Tex.
MERCER, BILL
KRLD, Dallas, Tex.
MERCHANT, STAN
WJAG, Norfolk, Neb.
MEREDITH, JIM
KWRL, Riverton, Wyo.
MERGEN, JIM
KFXM, San Bernardino, Cal.
MERRILL, BILL
KSWO, Lawton, Okla.
METZLER, ART
WATE-TV, Knoxville, Tenn.
MIDDLETON, BOB
WIPS, Ticonderoga, N. Y.
MILBURN, BOB
KGKL, San Angelo, Tex.
MILLER, BOB
KEYZ, Williston, N. D.
MILLER, BUD
WISC-TV, Madison, Wis.
MILLER, ERNEST
KANV, Shreveport, La.
MILLER, GEORGE
WOKO, Albany, N. Y.
MILLER, JACK
KAKE-TV, Wichita, Kan.
MILLER, LINDY
WBZ, Boston, Mass.
MILLER, STRETCH
WIRL, Peoria, Ill.
MISTOVICH, MIKE
KORA, Bryan, Tex.
MITCHEL, TED
KTIM, San Rafael, Cal.
MITCHELL, BO
WBSR, Pensacola, Fla.
MITCHELL, THOMAS
WANT, Richmond, Va.
MITTAN, RAY
WHFB, Benton Harbor, Mich.
MIX, GALE
KAYE, Puyallup, Wash.
MIZELLE, GEORGE
WITN, Washington, N. C.
MOCK, FRANK
WELS, Kinston, N. C.
MOE, DONALD
KMON, Great Falls, Mont.
MOELLER, ARLON E.
KGNB, New Braunfels, Tex.
MOHR,, BOB
KUIN, Grants Pass, Ore.
MOLEN, SAM
KMBC, KMBC-TV, Kansas City, Mo.
MONROE, R. A.
Fish & Tiller
WJNO, West Palm Beach, Fla.
MONTRAY, ED
KIOA, Des Moines, Iowa
MOORE, ARCHIE
KFMB, San Diego, Cal.
MOOREHEAD, TOM
WFIL, WFJL-TV, Philadelphia, Pa.
MORAN, GUSSIE
WMGM, New York, N. Y.
MORAS, BURK
WBTM, Danville, Va.
MOREHOUSE, EUGENE J.
WWNR, Beckley, W. Va.
MOREY, BOB
KDKD, Clinton, Mo.
MORGAN, EM
KPKW, Pasco, Wash.
MORROW, BEN
WCBY, Cheboygan, Mich.
MORTON, CONNIE R.
WRHI, Rock Hill, S. C.
MOSHER, CLURE
WITV, Miami, Fla.
MOSIER, WALTER
KBYE, Oklahoma City, Okla.
MOSS, DAN
WTOC-TV, Savannah, Ga.
MOSS, DAVE
WIS, Columbia, S. C.
MOST, JOHNNY
WVDA, Boston, Mass.
MULHERIN, PAT
WBBQ, Augusta, Ga.
MULLER, H.
WHAT, Philadelphia, Pa.
MULLIMAN, MAX
WESC, Greenville, S. C.
MULLINAX, WALLY
WESC, Greenville, S. C.
MULVIHILL, JOE
KYW-TV, Cleveland, Ohio
MUNGER, REX
KRUX, Phoenix, Ariz.
MURDOCK, CHARLIE
WRVA, Richmond, Va.
MURDOCK, HOWARD
WIMS, Michigan City, Ind.
MURPHY, BILL
WKNK, Muskegon, Mich.
MURPHY, BOB
WHDH, Boston, Mass.
MURPHY, DENNIS
WEBC, Duluth, Minn.
MURPHY, DUANE
KNOC, Natchitoches, La.
MURPHY, ED
WCMB, Harrisburg, Pa.
MURPHY, KEN
KIUP, Durango, Col.
MURPHY, PAT
KCRC, Enid, Okla.
MURRAY, DON
WAZL, Hazleton, Pa.
MUZZY, JIM
WHBC, Canton, Ohio
MYERS, KENT
KSUB, Cedar City, Utah

— N —

NAFSONGER, DICK
KCID, Caldwell, Idaho
NAGLER, AL
Hockey, Detroit Red Wings
WXYZ, Detroit, Mich.
NAHAN, STU
KCRA, KCRA-TV, Sacramento, Cal.
NAIMO, JACK
WJOB, Hammond, Ind.
NATION, HERSCHEL
WDEF-TV, Chattanooga, Tenn.
NAUGLE, DAVE
KFJZ, KFJZ-TV, Fort Worth, Tex.
NEAL, BOB
MBS
NEAL, BOB
WERE, Cleveland, Ohio
NELSON, BOB
WTAL, Tallahassee, Fla.
NELSON, CHARLES
WFTG, London, Ky.
NELSON, GENE
WLCS, Baton Rouge, La.
NELSON, JOHN
WWHG, Hornell, N. Y.
NELSON, LINDSAY
NCAA Football, National Open Golf, Palm Beach Golf, NBC Pro Basketball, Cotton Bowl Football, East-West Shrine Football
NBC-TV
NELSON, RALPH
KPTL, Carson City, Nev.
NEVERS, ERNIE
CBS-TV
NEWMAN, BOB
WEEU, Reading, Pa.
NEWMAN, JACK
WIBA, Madison, Wis.
NEY, CHUCK
KAYL, Storm Lake, Ind.
NICHOLSON, JAMES R.
WMGW, Meadville, Pa.
NOE, BOB
WBEL, Beloit, Wis.
NORMAN, ROBERT C.
WKNY, Kingston, N. Y.
NORTON, RAY
KSIM, Sikeston, Mo.
NORWIG, GEORGE
WCSC-TV, Charleston, S. C.
NOWELL, KEN
KANE, New Iberia, La.
NOYES, AL
WHAV, Haverhill, Mass.

— O —

O'BRIEN, JOHN
WBSE, Hillsdale, Mich.
O'BRIEN, JOHN
KDUB, Lubbock, Tex.
O'BRIEN, SHERRY
WDAS, Philadelphia, Pa.
OCHAMANSKI, LOU
WFAU, Augusta, Me.
O'DELL, VIRGIL
WNEM-TV, Bay City, Mich.
ODLE, DENNIS B.
KTTR, Rolla, Mo.
O'DONNELL, BILL
WSYR-TV, Syracuse, N. Y.
O'DONNELL, ODIE
WJEH, Gallipolis, Ohio
O'HALLORAN, HAL
KVOO, Tulsa, Okla.
OLDES, MIKE
KWEW, Hobbs, N. M.
OLES, PAUL
WCDL, Carbondale, Pa.
OLIVER, WALLY
WLEA, Hornell, N. Y.
OLSON, DANNY
KSOO, Sioux Falls, S. Dak.
O'MARA, BILL
Northwest Sports Page
KING, KING-TV, Seattle, Wash.
O'NEILL, JOHNNY
WMFR, High Point, N. C.
O'QUINN, ROBERT
WHAB, Baxley, Ga.
ORNEST, STAN
WGBS, Miami, Fla.
OSBORN, GENE
KGGM-TV, Albuquerque, N. M.
OSBORNE, FRANK
WBOB, Galax, Va.
OTTE, CHUCK
KLPW, Union, Mo.
OVINGTON, RAY
WROD, Daytona Beach, Fla.
OWEN, DICK
WISL, Shamokin, Pa.
OWENS, MOREY
WROK, Rockford, Ill.

— P —

PAAR, JACK
ABC
PAGE, ELIOT
WDEV, Waterbury, Vt.
PALMER, BILL
WSBB, New Smyrna Beach, Fla.
PALMER, H. J.
WJOT, Lake City, S. C.
PARK, BUD
WPVL, Painesville, Ohio
PARK, CHARLIE
KDRS, Paragould, Ark.

PARKER, BILL
WNBF, WNBF-TV, Binghamton, N. Y.
PARKER, VIRG
KRSN, Los Alamos, N. M.
PARKS, BILL
KRDW, Dinuba, Cal.
PARMET, GUS
WICE, Providence, R. I.
PARSONS, MARSHALL
WCKR, WCKT, Miami, Fla.
PATE, JOE
KNED, McAlester, Okla.
PATRICK, JOE
KFAB, Omaha, Neb.
PATRICK, VAN
WKMH, Detroit, Mich.
PAUL, ED
WCED DuBoise, Pa.
PAULIN, ED
WMRN, Marion, Ohio
PAYNE, JACK
WOW, WOW-TV, Omaha, Neb.
PAYTON, JIM
WDSM-TV, Duluth, Minn.
PECK, CLAIR W.
KGHM, Brookfield, Mo.
PEISS, ED
KOOK-TV, Billings, Mont.
PELLS, LOU
WEOK, Poughkeepsie, N. Y.
PENFIELD, ADD
WBIG, Greensboro, N. C.
PENROSE, BILL
WDLP, Panama City, Fla.
PERLIN, BERNIE
KOPO, KOPO-TV, Tucson, Ariz.
PERRY, DICK
WFAI, Fayetteville, N. C.
PETERSON, HAL
WBSM, New Bedford, Mass.
PETTI, RALPH
KWBY, Colorado Springs, Col.
PHELEN, JOHN
KTSM-TV, El Paso, Tex.
PHILLIPS, BOB
KLIK, Jefferson City, Mo.
PHILLIPS, CONRAD
WSVA, WSVA-TV, Harrisonburg, Va.
PHILLIPS, LEE
WITV, Miami, Fla.
PIERRO, LOU
WHUC, Hudson, N. Y.
PLAC, RUDY
WKOW, Madison, Wis.
PLATT, BILL
WBBZ, Ponca City, Okla.
POPWELL, J. D.
Game of Week
WCEH, Hawkinsville, Ga.
POWELL, JOHN
WPRS, Paris, Ill.
POWERS, JIMMY
WRCA, N. Y. C.
PRATT, BUD
KSIS, Sedalia, Mo.
PRESTON, H. A.
KJAN, Atlantic, Iowa
PRIEST, DONALD
WSPB, Sarasota, Fla.
PRIESTER, BILLY
WMIS, Natchez, Miss.
PRITCHARD, JON
KOFO, Ottawa, Kan.
PROUGH, EL
WWDC, Washington, D. C.
PRZYTULA, ALEX
WTAY, Robinson, Ill.
PURSLEY, FRANK
WLVA, Lynchburg, Va.
PYLES, DAVE
WMOA, Marietta, Ohio

— Q —

QUIGLEY, DON
KWEI, Weiser, Idaho
QUIGLEY, E. C. ERNIE
KLWN, Lawrence, Kan.
QUIMBY, LEE
WWSC, Glens Falls, N. Y.

— R —

RABER, ALAN
WKAP, Allentown, Pa.
RAFFERTY, JOHN
WHIT, New Bern, N. C.
RAINS, DOUG
KFDA-TV, Amarillo, Tex.
RAPER, JIMMY
WCNC, Elizabeth City, N. Y.
RAUER, MAX
KWDM, Des Moines, Iowa
RAYMON, PAUL
WAGA-TV, Atlanta, Ga.
RAYMOND, STAN
WQXI, Atlanta, Ga.
REDDY, JOHN
WOKY, Milwaukee, Wis.
REDUS, JACK
KFKA, Greeley, Col.
REED, DON
KEYS, Corpus Christi, Tex.
REEDY, BILL
WLBE, Leesburg, Fla.
REEDY, BOB
Outdoor Trails
KCCC-TV, Sacramento, Cal.
REESE, JIM
KOSA-TV, Odessa, Tex.
REICHBLUM, CHUCK
WJAS, Pittsburgh, Pa.
REID, JIM
WPTF, Raleigh, N. C.
REIFF, GUY
KFKA, Greeley, Col.
REIMERS, BOB
KBRK, Brookings, S. D.
REITH, HARRY
WKST, New Castle, Pa.
RENFROW, CHARLES
WHKP, Hendersonville, N. C.
RENSCH, TY
KGFX, Pierre, S. D.
REYNOLDS, BOB
CBS-TV
REYNOLDS, BOB
WJR, Detroit, Mich.
REYNOLDS, JOE
Sports Final
KBST, KBST-TV, Big Spring, Tex.
REYNOLDS, PAUL
WTVT, Tampa, Fla.
RHODES, BOB
WFBM, Indianapolis, Ind.
RHODES, DICK
WMON, Montgomery, W. Va.
RICHARDS, JAY
KGBC, Galveston, Tex.
RICHARDSON, BOB
KEYJ, Jamestown, N. Dak.
RICHARDSON, EARL
WASK, Lafayette, Ind.
RICHARDSON, LYLE
KBON, Omaha, Neb.
RICHMOND, HYLE
WXRA, Buffalo, N. Y.
RICKEY, FRANK
WRBL-TV, Columbus, Ga.
RICO, WILLIAM V.
WHOM, New York, N. Y.
RIDENOUR, REX
WJER, Dover, Ohio
RIDGEWAY, CHARLIE
WBHB, Fitzgerald, Ga.
RILES, FREELAND
WPFD, Darlington, S. C.
RILEY, CHAD
WTBO, Cumberland, Md.
RIVLIN, JULES
Pressbox Prevues
WSAZ, Huntington, W. Va.
ROACH, JACK
WKBZ, Muskegon, Mich.
ROBERTS, KENNETH L.
KLVC, Leadville, Col.
ROBERTS, SAM
WHBU, Anderson, Ind.
ROBERTSON, BOB
KYNO, Fresno, Cal.
ROBINSON, BILL
WILE, Cambridge, Ohio
ROGERS, DAVE
WJMX, Florence, S. C.
ROMANCE, ED
WPPA, Pottsville, Pa.
ROMERO, JOHN
KLRJ-TV, Las Vegas, Nev.
ROPER, DEAN
KAVL, Lancaster, Cal.
ROPER, GENE
WHBQ, Memphis, Tenn.
ROPER, KEITH
WABJ, Adrian, Mich.
ROSE, PHIL
KFBI, Wichita, Kan.
ROSELLE, JIM
WJTN, Jamestown, N. Y.
ROSS, CHARLIE
WMOU, Berlin, N. H.
ROSS, LARRY
KGAY, Salem, Ore.
ROTE, KYLE
Football Roundup
CBS-TV
ROTZ, SID
WDZ, Decatur, Ill.
RUSH, CHARLES
WTYN, Tryon, N. C.
RUSHING, JACK
WPLA, Plant City, Fla.
RUSHTON, RAY
WINA, Charlottesville, Va.
RUSSELL, EARLE
KSJO, San Jose, Cal.
RUST, ART
WWRL, New York City, N. Y.
RUST, BILL
KGUL, Greenville, Tex.
RUTLEDGE, BUDDY
WHMA, Anniston, Ala.
RYAN, BILL
WNOG, Naples, Fla.

— S —

SAAM, BYRUM
CBS-TV
SADLER, BOB
WPAR, Parkersburg, W. Va.
SAIDT, BUS
WBUD, Trenton, N. J.
SANDERS, STU
KFOX, Long Beach, Cal.
SANDLER, JACK
WQAM, Miami, Fla.
SANDS, GEORGE
WMAS, Springfield, Mass.
SARGENT, RHETT
KLEN, Killeen, Tex.
SAULINE, FRANK
WIMS, Michigan, City, Ind.
SAUNDERS, ERNIE
WMUR-TV, Manchester, N. H.
SAVAGE, GUY
KXYZ, Houston, Tex.

SCHENKEL, CHRIS E.

B. Aug. 21, 1923, Wabash, Ind.; St. Nicks Boxing, DuMont; New York Football Giants, Football Roundup, Horse Racing, CBS-TV; Tele Sports Digest, Tel RA Productions, Monitor, NBC; Milwaukee Braves, Midwest Network.

SCHOENDIENST, TOM
WCIA, Champaign, Ill.
SCHOONMAKER, JOHN
WDLC, Port Jervis, N. Y.
SCHRADER, WALT
WBLK, Clarksburg, W. Va.
SCHUSSLER, DALE
WKWK, Wheeling, W. Va.
SCHUSTER, GEORGE
WBRY, Waterbury, Conn.
SCHWAB, BOB
WGGA, Gainesville, Ga.
SCHWING, BILL
WBBF, Rochester, N. Y.
SCOFIELD, DAVE
KFRC, San Francisco, Cal.
SCOTT, AL
KCLW, Hamilton, Tex.
SCOTT, DAVE
WKNB, New Britain, Conn.
SCOTT, RAY
CBS-TV
SEARLES, NEIL
WFOX, Milwaukee, Wis.
SENYCZKO, ED
WTTH, Port Huron, Mich.
SHAFFER, ED
KOKO, Warrensburg, Mo.
SHAFFER, MAX
WDAN, WDAN-TV, Danville, Ill.
SHANE, BURT
WDLC, Port Jervis, N. Y.
SHANLEY, GIB
WPON, Pontiac, Mich.
SHARP, ROGER
WBLY, Springfield, Ohio
SHEIL, BILL
WREX-TV, Rockford, Ill.
SHELDON, RUSS
KOLO-TV, Reno, Nev.
SHELL, TOM
WCPO-TV, Cincinnati, Ohio
SHELLEY, BOB
WFBC, WFBC-TV, Greenville, S. C.
SHEPHERD, CHARLIE
WMFD, Wilmington, N. C.
SHERMAN, DICK
WISC, Madison, Wis.
SHERMAN, W. C. "BUD"
WBAP, WBAP-TV, Ft. Worth, Tex.
SHIPLEY, ROBERT
Today in Sports
WJMA, Orange, Va.
SHIVER, JACK L.
WCRE, Cheraw, S. C.
SIGMON, BARNEY
WHKY, Hickory, N. C.
SIMPSON, JIMMY
WKIX, Raleigh, N. C.
SIMS, WAYNE
KMUS, Muskogee, Okla.
SINGER, LAN
WROV, Roanoke, Va.
SINGER, PHIL
WNDR, Syracuse, N. Y.
SINGLETARY, CRAIG
KMCM, McMinnville, Ore.
SJOLANDER, HERB
WSPB, Sarasota, Fla.
SKJELSTAD, JIM
KCRE, Crescent City, Cal.
SLACK, VAN
WSMT, Sparta, Tenn.
SLATER, MANNING
WICC, Bridgeport, Conn.
SLATER, SAM
WCOM, Parkersburg, W. Va.
SLOAN, GENE
WGNS, Murfreesboro, Tenn.
SMITH, DALE
WMRF, Lewistown, Pa.
SMITH, DALE
KFJB, Marshalltown, Iowa
SMITH, FRED
KTXJ, Jasper, Tex.
SMITH, P. W.
WLAT, Conway, S. C.
SMITH, RUSS
KLPM, Minot, N. D.
SNYDER, BILL
WJAX, Jacksonville, Fla.
SNYDER, DON
KSLV, Monte Vista, Col.
SNYDER, DWIGHT
WJAY, Mullins, S. C.
SOBOL, JOHNNY
WILK, Wilkes-Barre, Pa.
SOLOMON, JAY
WHRV, Ann Arbor, Mich.
SOUTHARD, BOB
WMBV-TV, Marinette, Wis.
SPANGER, AL
KBAB, El Cajon, Cal.
SPATT, BOB
WAUX, Waukesha, Wis.
SPENCER, LESTER G.
WKBV, Richmond, Ind.
SPENCER, MILTON
WFLA-TV, Tampa, Fla.
SPRAGUE, DICK
WSEE, Erie, Pa.
STADVEC, ERNIE
WADC, Akron, Ohio
STANTON, PETER
Play by Play
WJPA, Washington, Pa.
STARK, RALPH
KDLM, Detroit Lakes, Minn.
STATZ, DICK
KFAM, St. Cloud, Minn.
STAUB, PETE
WHVR, Hanover, Pa.
STEELE, BOB
WTIC, Hartford, Conn.
STEIN, WALLY
WPAY, Portsmouth, Ohio
STENKAMP, JOHN
KIMA, KIMA-TV, Yakima, Wash.
STENSLAND, WARNER
KVNC, Winslow, Ariz.
STEPHAN, VIC
WARL, Arlington, Va.
STEVENS, DICK
KENE, Toppendish, Wash.
STEWART, LARRY
WDWS, Champaign, Ill.
STIEGLER, ERNIE
WAEB, Allentown, Pa.
STILL, BRUCE
WCVS, Springfield, Ill.
STODDER, KEN
KHUM, Eureka, Cal.
STOOPS, HAROLD
WACB, Kittanning, Pa.
STOREY, ROY
KLX, Oakland, Cal.
STRATTON, DICK
Univ. of Florida Football Highlights
WMBR, WMBR-TV, Jacksonville, Fla.
STRINE, EARL
WCHA, Chambersburg, Pa.
STRONGHEART, BILL
WSGW, Saginaw, Mich.
STUCKEY, BILL
WNCT, Greenville, N. C.
SULLIVAN, CHARLIE
WHBQ, Memphis, Tenn.
SUMMERS, LOUIS
WOIC, Columbia, S. C.
SUTTERFIELD, PHIL
WNOX, Knoxville, Tenn.
SWEENEY, FRANK
WJJD, Chicago, Ill.
SWEET, DAVE
WBSM, New Bedford, Mass.
SWISHER, BOB
Down Sports Avenue
WKYB, Paducah, Ky.
SYMES, BILL
CBS-TV

— T —

TABNER, DOUG
WTOL, Toledo, Ohio
TARLETON, SAM
KPLC, KPLC-TV, Lake Charles, La.
TATE, VERNER
WFBC-TV, Greenville, S. C.
TATUM, TOMMY
KTOW, Oklahoma City, Okla.
TAYLOR, BOB
KWBY, Colorado Springs, Col.
TAYLOR, DICK
WBTW, Florence, S. C.
TAYLOR, ROBERT
WFIE, Evansville, Ind.
TEBBE, DON
KMA, Shenandoah, Iowa
TEDDER, HOWARD
WTTM, Trenton, N. J.
TEGTMEIER, DOUG
KTRF, Thief River Falls, Minn.
TERMINE, JAMES
WTUX, Wilmington, Del.
THACKER, JIM
WSAZ, Huntington, W. Va.
THILENIUS, ED
WRBL, Columbus, Ga.
THOMAS, BOBBY
WMEV, Marion, Va.
THOMAS, ED
WSLS, WSLS-TV, Roanoke, Va.
THOMAS, GLENN
WJEJ, Hagerstown, Md.
THOMAS, JERRY
KVEN, Ventura, Cal.
THOMAS, ROLLIE
KFI, Los Angeles, Cal.
THOMPSON, CHUCK
CBS-TV
THOMPSON, J. C.
KSPR, Casper, Wyo.
THOMPSON, JIMMY
WJJL, Niagara Falls, N. Y.
THOMPSON, JOHN
Wabash Sportscaster
WARU, Peru, Ind.
THOMPSON, LARRY
WLAU, Laurel, Miss.
THRASHER, ERNIE
KCLV, Clovis, N. M.
TIDWELL, TRAVIS
WSGN, Birmingham, Ala.
TORGERSON, STAN
WMC, Memphis, Tenn.
TRACY, BERNIE
WADS, Ansonia, Conn.
TRAEGER, JOHN
KWED, Seguin, Tex.
TRAYNOR, PIE
KQV, Pittsburgh, Pa.
TRINE, PHL
KUKI, Ukiah, Cal.

TROUT, LARRY
KERN, Bakersfield, Cal.
TRUSSELL, JAKE
KINE, Kingsville, Tex.
TUCKER, CARNELL
WNLA, Indianola, Miss.
TUCKER, DAVID
WMFJ, Daytona Beach, Fla.
TUCKER, JOE
CBS-TV
TURNER, JIM
WAYS, Charlotte, N. C.
TURNER, RAY
WTAR-TV, Norfolk, Va.

— U —

UFER, ROBERT
WPAG, WPAG-TV, Ann Arbor, Mich.
ULRICH, MAX
WSJS, Winston-Salem, N. C.
UNDERWOOD, RALPH
WCNB, Connersville, Ind.
URBAN, JOHN
WCNY-TV, Watertown, N. Y.
URDAN, BAKER
WJPD, Ishpeming, Mich.

— V —

VALICENTI, JOE
WBBW, Youngstown, Ohio
VANDERHEYDEN, BUDDY
WSTC, Stamford, Conn.
VAN ROBY, CLIFFTON
WTBO, Cumberland, Md.
VAN SLYCKE, HARRY
KITE, San Antonio, Tex.
VAUGHAN, DICK
WHIL, Medford, Mass.
VAZQUEZ, PEDRO
Schlitz En Los Deportes
WAPA, WAPA-TV, San Juan, Puerto Rico
VENNER, FRANK
WSPD-TV, Toledo, Ohio
VICK, RICHARD V.
KGEZ, Kalispell, Mont.
VICKERS, BILL
WINX, Rockville, Md.
VOLKEMA, HAROLD
WHTC, Holland, Mich.
VOORHIS, VAN
WLBR, Lebanon, Pa.

— W —

WALDON, WARREN
WJAR, Providence, R. I.
WALESKI, EDDIE
WSBA-TV, York, Pa.
WALKER, BOB
WGHN, Grand Haven, Mich.
WALKER, HAL
WXIX, Milwaukee, Wis.
WALKER, LLOYD
KFTM, Fort Morgan, Col.
WALKER, RONALD
WOWL, Florence, Ala.
WALLACE, NOEL
KNCO, Garden City, Kan.
WALLIS, DAVE
The Sportsman
KCLA, Pine Bluff, Ark.
WALSH, FRANK
KLX, Oakland, Cal.
WALSH, FRANK
WBCM, Bay City, Mich.
WALTHALL, CLYDE
KGGF, Coffeyville, Kan.
WALTHALL, TUBBY
WJWS, South Hill, Va.
WALTON, BOB
WSPN, Saratoga Springs, N. Y.
WALTON, EARL
WJZM, Clarksville, Tenn.
WANZER, HAL
WLSI, Pikeville, Ky.
WARD, JOHN
WBIR, Knoxville, Tenn.
WARDEN, AL
KLO, Ogden, Utah
WARREN, MERT
WLOE, Leaksville, N. C.
WATERMAN, BERNIE
WAAB, Worcester, Mass.
WATSON, DRANE
WDVN, Gainesville, Ga.
WATSON, JIM
WWNS, Statesboro, Ga.
WATT, JIM
KSTT, Davenport, Iowa
WATTRICK, DON
Post-Hockey Show
WXYZ, WXYZ-TV, Deroit, Mich.
WAYNE, KEN
WTAO, Boston, Mass.
WEATHERLY, ROBERT
WTAN, Clearwater, Fla.
WEAVER, HANK
KABC, Hollywood, Cal.
WEAVER, RICK
KFH, Wichita, Kan.
WEBB, JACK
KTIL, Tillamook, Ore.
WEBSTER, JAMES
WCUM, Cumberland, Md.
WEEDEN, BOB
KFDX-TV, Wichita Falls, Tex.
WEILER, BOB
KDIX, KDIX-TV, Dickinson, N. D.
WEISER, DAVE
KEYY, Provo, Utah
WELLS, LINN
WGAN, Portland, Me.
WELSH, BILL
Jalopy Derby
KTTV, Hollywood, Cal.
WESLEY, STEVE
WKIS-WORZ, Orlando, Fla.
WEST, BILL
KGBX, Springfield, Mo.
WEST, JACK
WLBT, Jackson, Miss.
WESTERVELT, R. H.
WJBS, DeLand, Fla.
WHALEN, JOSEPH
WVPO, Stroudsburg, Pa.
WHIPPLE, DAVE
WLDL, La Crosse, Wis.
WHITAKER, BOB
WMIX, Mt. Vernon, Ill.
WHITE, DICK
WGLC, Centreville, Miss.
WHITLEY, TOM
WBRC-TV, Birmingham, Ala.
WIBLE, DARL
WBOW, Terre Haute, Ind.
WIDMAN, RALPH
WFAA, Dallas, Tex.
WILCOX, PAUL
WEWS, Cleveland, Ohio
WILKINSON, JIM
WOMI, Owensboro, Ky.
WILLIAMS, CHUCK
KWNO, Winona, Minn.
WILLIAMS, GARNET
WFIW, Fairfield, Ill.
WILLIAMS, GENE
WENK, Union City, Tenn.
WILLIAMS, GEORGE
WCED, DuBois, Pa.
WILLIAMS, PAT
WDUZ, Green Bay, Wis.
WILLIAMS, ZEB
KHOB, Hobbs, N. M.
WILSON, BOB
KTIV, Sioux City, Iowa
WILSON, JIM
WSBT, South Bend, Ind.
WILSON, JOE
Championship Bowling
WNBQ, WMAQ, Chicago, Ill.
WILSON, LEO
WHOP, Hopkinsville, Ky.
WILSON, ROY
Scoreboard
WJPA, Washington, Pa.
WILSON, WARD
WMGM, New York, N. Y.
WISE, WES
KFDM, KFDM-TV, Beaumont, Tex.
WISEMAN, CLYDE
Play by Play
WOKZ, Alton, Ill.
WISMER, HARRY
MBS
WOLF, HAL
KNBC, San Francisco, Cal.
WOLFE, ART
WAMS, Wilmington, Del.
WOLFE, ROLAND
WBSR, Pensacola, Fla.
WOLFF, BOB
WTTG, Washington, D. C.
WOLFF, BOB
Madison Square Garden Events, WPIX; World Series, Mutual, NBC, CBS; All-Star Games, All Networks
WOOD, TOM
KPKW, Pasco, Wash.
WOODS, BILL
KVOU, Uvalde, Tex.
WOODS, JIM
WGAI, Elizabeth City, N. C.
WOODSIDE, SAM
WHCU, Ithaca, N. Y.
WOODWARD, LeROY
WVJS, Owensboro, Ky.
WOODY, WILLIAM H., JR.
WHAP, Hopewell, Va.
WRIGHT, JEFF
WKCT, Bowling Green, Ky.
WRIGHT, JOE
WKMI, Kalamazoo, Mich.
WYLIE, BOB
Spotlight on Sports
WAKR, WAKR-TV, Akron, Ohio
WLMAN, MAL
Remotes
KUTV, Salt Lake City, Utah

— Y —

YELLAND, STARR
KLZ-TV, Denver, Col.
YOUNG, CLAUDE
WEBB, Baltimore, Md

— Z —

ZABITKA, MATT
WDRF, Chester, Pa.
ZEIDMAN, IRV
KENT, Shreveport, La.
ZURN, BYRON
KDMA, Montevideo, Minn.

Claude Kirchner

MU. 8-6600

ANNOUNCERS—MC'S

RADIO AND TELEVISION
—their work during 1956

— A —

ABERNETHY, ARCH
Musical Minuteman
WIPC, Lake Wales, Fla.
ADAMS, DANA
Timekeeper Show
KDOK, Tyler, Tex.
ADAMS, JOHNNY
KXXL, Monterey, Cal.
ADAMS, WES
WKRT, Cortland N. Y.
ADELSON, JIM
KXJB-TV, Valley City, N. D.
ADKINS, BOB
KEX, Portland, Ore.
ADKINS, JOHN C.
WLSI, Pikeville, Ky.
AGA, ERCEL
KXRA, Alexandria, Minn.
ALAN, MARK
WRAP, Norfolk, Va.
ALBEA, BENNY
WTND, Orangeburg, S. C.
ALBRIDGE, KEN
KHMO, Hannibal, Mo.
ALBRIGHT, DAVE
Problem or Solution
KCRG, Cedar Rapids, Iowa
ALEXANDER, PAUL
KRTV, Hillsboro, Ore.
ALLAN, BOB
Suncoast Coffee Break
WTSP, St. Petersburgh, Fla.
ALLEN, BOB
WGTM, Wilson, N. C.
ALLEN, CHUCK
Ladies Day
WKNX-TV, Saginaw, Mich.
ALLEN, DON
KLIX, Twin Falls, Idaho
ALLEN, GEORGE
WSPD, Toledo, Ohio
ALLEN, JOHN
Early Birds
WFAA, Dallas, Tex.
ALLEN, JOHN F., JR.
KBUC, Corona, Cal.
ALLEN, LEN
KLO, Ogden, Utah
ALSTON, BOB
WKOY, Bluefield, W. Va.
ALLINGER, RALPH
WIBX, Utica, N. Y.
ALSUP, JOE
KPAR-TV, Sweetwater, Tex.
AMES, DOUGLAS E.
WCDJ, Edenton, N. C.
AMES, SHEPP
WEEB, Southern Pines, N. C.
AMOLE, GENE
KDEN, Denver, Colo.
ANDERSON, ART
KFMB, San Diego, Cal.
ANDERSON, BOB
KOJM, Havre, Mont.
ANDERSON, BRUCE
Adventures in Music
WMTE, Manistee, Mich.
ANDERSON, HAROLD
WSWW, Platteville, Wis.
ANDERSON, JANE
KIOA, Des Moines, Iowa
ANDERSON, RAY
WMAM, Marinette, Wis.
ANDERSON, WARREN
Caprock Ranch
KFDA-TV, Amarillo, Tex.
ANDRE, PIERRE
WGN, Chicago, Ill.
ANDREE, JAN
WTAL, Tallahassee, Fla.
ANDREWS, DAVID
Dinnerbell Round-Up
KMBC, Kansas City, Mo.
ANDREWS, DAVID
Jalopy
WDEF-TV, Chattanooga, Tenn.

ANDREWS, JOHNNY W.
B. Apr. 1, 1917, Boston, Mass.

ANDREWS, NICK
Clock Watcher
WNRC, New Rochelle, N. Y.
ANSBRO, GEORGE
ABC, ABC-TV
ANSELMI, MARY LOU
KVRS, Rock Springs, Wyo.
ANTHONY, JOHNNY
WITI-TV, Milwaukee, Wis.
ANTOINE, TEX
NBC-TV
APENES, EMIL
WBTA, Batavia, N. Y.
ARMSTRONG, STU
WITI-TV, Milwaukee, Wis.
ARNOLD, CHUCK
WIRL, Peoria, Ill.
ARNOLD, EDDY
Stars of 1965
KIEM, Eureka, Cal.
ARNOLD, TED
Top O' The Morning
WJNO, West Palm Beach, Fla.
ARO, BOBBIE
WHLB, Virginia, Minn.
ARTMAN, PAUL
WNLA, Indianola, Miss.
ASH, HENRY
WGLC, Centreville, Miss.
ASHTON, KEITH
Club Five
KFBC-TV, Cheyenne, Wyo.
ASHWORTH, AUDIE
T.V. Playhouse
WKSR, Pulaski, Tenn.
ASKEY, ROBERT
KFOR, Lincoln, Neb.
ASSAF, WOODIE
WLBT, Jackson, Miss.
ATKINSON, STAN
KVIP, Redding, Cal.
AUSTIN, FLETCHER
WBT, Charlotte, N. C.
AVERBACH, HY
The Tony Martin Show, NBC
Comedy Hour
NBC-TV
AVRAM, GENE
WXYZ, Detroit, Mich.

— B —

BAER, TOM
WAHR, Miami Beach, Fla.
BAILEY, BOB
KSHO-TV, Las Vegas, Nev.
BAILEY, CARL
KBIG, Avalon, Cal.
BAILEY, JACK
Your Party
KTHV, Little Rock, Ark.
BAIR, PAUL
WIL, St. Louis, Mo.

BAKER, ART
B. Jan. 7, 1898, New York City.
You Asked For It, ABC-TV;
Dinah Shore Show, NBC-TV

BAKER, BILL
Town and Country Calendar
WMIK, Middlesboro, Ky.
BAKER, KEITH
KXJK, Forrest City, Ark.
BAKER, PAUL
Rise & Shine
WLAD, Danbury, Conn.
BAKER, SAM
KFST, Ft. Stockton, Tex.
BALDWIN, BOB
KGKL, San Angelo, Tex.
BALLAS, JIM
KCOW, Alliance, Neb.
BANKES, LEROY
WPPA, Pottsville, Pa.
BANKS, BILL
KOYN, Billings, Mont.
BANKS, LEW
Dinnerbell Jamboree
WAGS, Bishopville, S. C.
BANNISTER, GEORGE
Breezing Along
WBUD, Trenton, N. J.
BARBER, BILL
WJR, Detroit, Mich.
BARBER, RED
Showcase of Sports
WPIX, New York, N. Y.
NBC-TV
BARCUS, DAVID
KLEE, Ottumwa, Iowa
BAREA, ALFREDO
WWRL, New York City, N. Y.
BARLOW, JACK
KSTT, Davenport, Iowa
BARLOW, JOHN
KSL, Salt Lake City, Utah
BARNETT, BOB
TNT Show
KAVE, Carlsbad, N. M.
BARNETT, BOB
Howdy, Pardner
KVWO, Cheyenne, Wyo.
BARNETT, DEAN
Farm Show
KFNF, Shenandoah, Iowa
BARNETT, MEL
Traffic Jam
WHIS, Bluefield, W. Va.
BARNETT, PAUL
Rise and Shine
WROX, Clarksdale, Miss.
BARRETT, JOHNNY
WHB, Kansas City, Mo.
BARRON, KARL
KTIM, San Rafael, Cal.
BARRY, DICK
WSGW, Saginaw, Mich.
BARRY, DONALD
WIKE, Newport, Vt.
BARRY, GENE
WING, Dayton, Ohio
BARRY, MARVIN
Tops in Music
WSLI, Jackson, Miss.
BARRY, NICK
Turntable Show
WCMW, Canton, Ohio
BARSHA, GERRY
WRIV, Riverhead, N. Y.
BARTELME, JOE
Night Bulletin
KCRG-TV, Cedar Rapids, Iowa
BARTLET, RAY
KTHS, Little Rock, Ark.
BARTON, BEV
WHTN-TV, Huntington, W. Va.
BARTON, HAL
KHQA-TV, Quincy, Ill.
BASETT, JOHN
WBZ, Boston, Mass.
BATTISTI, PAUL
KBIS, Bakersfield, Cal.
BAUM, ROBERT
WDUZ, Green Bay, Wis.
BEACH, RICHARD
WREX-TV, Rockford, Ill.

CY

HARRICE

— • —

COMMERCIALS
RADIO-TV
FILMS

SU. 7-5400

BILL

SHIPLEY

BEARDUCCI, ART
Tune Time
WMCK, McKeesport, Pa.
BEAUCHAMP, DENNIS
WDMJ-TV, Marquette, Mich.
BEAUMONT, JOE
WBBN, Perry, Ga.
BECHTEL, EARL
WFPG, Atlantic City, N. J.
BECKER, BOB Z.
WBKV, West Bend, Wis.
BEE, ALON
WJOX, Jackson, Miss.
BEERS, BOBBY
KOSI, Aurora, Col.
BEHRENS, MARVIN
WJEF, Grand Rapids, Mich.
BELL, JACK
KDET, Center, Tex.
BELL, JOHNNY
Saturday Nite Dance Party
KYW, Cleveland, Ohio
BELL, TONY
WHLD, Niagara Falls, N. Y.
BELTRAN, ALMA LEONOR
KALI, Pasadena, Cal.
BENDER, TED
KTSM-TV, El Paso, Tex.
BENDT, JACK
WKLO, Louisville, Ky.
BENNETT, BILL
Top Forty Show
WDGY, Minneapolis, Minn.
BENNETT, GEORGE
WMVO, Mt. Vernon, Ohio
BENNETT, JOHN
WNNJ, Newton, N. J.
BENNETT, LEN
Tops in Pops
KREO, Owatonna, Minn.
BENSON, GORDON
KEEN, San Jose, Cal.
BENSON, RED
WPEN, Philadelphia, Pa.
BENSON, RUSS
OK Bandstand
WOKZ, Alton, Ill.

BENTLEY, GARY
KVVG, Tulare, Cal.
BERG, HAL
WILK-TV, Wilkes-Barre, Pa.
BERGESON, CHUCK
Ladies Day
WJBK-TV, Detroit, Mich.
BERNAM, MEL
WAMS, Wilmington, Del.
BERNARD, CHARLES
KPOJ, Portland, Ore.
BERRY, GENE
King's Theatre
WDSM-TV, Duluth, Minn.
BERRY, GRADY
WKLE, Washington, Ga.
BERRY, JACK
Scrapbook
WAGA, Atlanta Ga.
BERTENSHAW, BILL
USA Show
WHBI, Newark, N. J.
BETHELL, DAN
WSLB, Ogdensburg, N. Y.
BICKFORD, RALPH
WABM, Houlton, Me.
BICKNELL, HALE, JR.
KMUS, Muskogee, Okla.
BIELOH, JOHN THOMAS
The Top 100
KTFS, Texarkana, Tex.
BILLINGTON, TOM
1280 Club
WIPT, Lake Wales, Fla.
BILLMAN, BOB
KWG, Stockton, Cal.
BIRD, BUD
KGCX, Sidney, Mont.
BIRD, CHUCK
WAHR, Miami Beach, Fla.
BIRDAN, BIRD
WPTZ-TV Plattsburgh, N. Y.
BIRKETT, BILL
1570 Club
WILO, Frankfort, Ind.

BISH, DON
Backfence Theatre
KBOI-TV, Boise, Idaho
BISHOP, BENNIE
WMID, Atlantic City, N. J.
BISHOP, TED
WLCR, Torrington, Conn.
BLAKE, RANDY
Suppertime Frolic
WJJD, Chicago, Ill.
BLANCHARD, LOWELL
Merry-go-Round
WNOX, Knoxville, Tenn.
BLAND, SAMMY
WCEC, Rocky Mount, N. C.
BLANTON, WALLY
KFJZ, Fort Worth, Tex.
BLECK, JERRY
WIMS, Michigan City, Ind.
BLEVINS, KEN
WTTH, Port Huron, Mich.
BLISS, HOMER
WROC-TV, Rochester, N. Y.
BLOEDORN, ROY
WOMT, Manitowoc, Wis.
BLOOM, BENNY
KREI, Farmington, Mo.
BOBBETT, M. G.
WTIK, Durham, N. C.
BODA, LOU
KSYD-TV, Wichita Falls, Tex.
BODEN, LEN
KGKL, San Angelo, Tex.
BODKIN, LARRY
WJAX, Jacksonville, Fla.
BOGDEN, HILARY
WJAS, Pittsburgh, Pa.
BOLEN, JIM
KTVO, Ottumwa, Iowa
BOLTON, AL
KSLA-TV, Shreveport, La.
BOLTON, JOE
WPIX, New York, N. Y.
BOND, PAUL
KVOE, Emporia, Kan.
BONETTI, DARIO
WSBC, Chicago, Ill.

BILL WENDELL

ANNOUNCER OF

1.) **TONIGHT WITH ERNIE KOVACS**
NBC-TV

2.) **WIDE WIDE WORLD**
NBC-TV

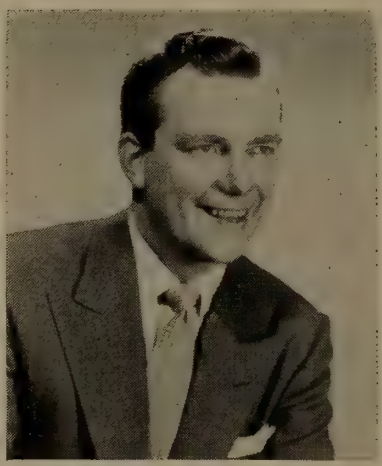
3.) **NBC BANDSTAND**

4.) **NBC-TV COLOR SPECTACULARS**

BOOTH, JERRY
Jingle's Menagerie
WTVP, Decatur, Ill.
BORGESEN, ARTHUR
WGKA, Atlanta, Ga.
BOSWORTH, CHESTER O.
WIRY, Plattsburgh, N. Y.
BOUNERBA, DICK
WNLK, Norwalk, Conn.
BOVEE, CARL
WWSC, Glens Falls, N. Y.
BOWEN, GENE
WMOA, Marietta, Ohio
BOWLBY, LOU
WNDU, South Bend, Ind.
BOWMAN, ROGER
NBC-TV
BOWMAN, W. M.
WOIC, Columbia, S. C.
BOYD, JIMMY
Town and Country Time
WTYN, Tryon, N. C.
BOYD, TY
WCHL, Chapel Hill, N. C.
BOYLE, CHARLES
WVSC, Somerset, Pa.
BOYLE, ED
Tourist Time
WSEV, Sevierville, Tenn.
BOYLE, JAMES
WWHG, Hornell, N. Y.
BOYLE, PETE
Fun House
WRCV-TV, Philadelphia, Pa.
BOZEMAN, VIC
WLIB, New York, N. Y.
BRADLEY, LYLE
WRVA, Richmond, Va.
BRADLEY, ROBERT
Rebel Revielle
WRBL, WRBL-TV, Columbus, Ohio
BRADSHAW, TOM
KSL-TV, Salt Lake City, Utah
BRADY, ED
KNBC, San Francisco, Cal.

BRADY, JOSH
WBBM, Chicago, Ill.
BRAGG, NELSON
WJDA, Quincy, Mass.
BRANNON, BOB
Big Movie
KPIX, San Francisco, Cal.
BRANSON, GLASCO P.
KMCM, McMinnville, Ore.
BRASSFIELD, JIM
KCRV, Caruthersville, Mo.
BRAWLEY, HARRY, JR.
Town Meeting and Radio Classroom
WCHS, Charleston, W. Va.
BRAZIEL, BOB
KGAS, Carthage, Tex.
BREEDING, BOB
KGHM, Brookfield, Mo.
BRELAND, ED
Morning Timekeeper
WAML, Laurel, Miss.
BRENDLER, EUGENE
KPTV, Portland, Ore.
BRENNAN, DAN
WVOK, Birmingham, Ala.
BRIDGE, H. A.
KMHT, Marshall, Tex.
BRODIE, EARLE
Juke Box Review
WAKN, Aiken, S. C.
BROOKE, GLENN
KIMA, Yakima, Wash.
BROOKS, FRANK
WBUD, Trenton, N. J.
BROOKS, KEN
KGAL, Lebanon, Ore.
BROOKS, KIRBY
WINZ, Miami, Fla.
BROOKS, MIKE
Crackerjack Show
WPDQ, Jacksonville, Fla.
BROOKS, VERNE A.
Morning Serenade
WTPR, Paris, Tenn.
BROPHY, BILL
ABC, ABC-TV

BROSCHE, HANK
WKCT, Bowling Green, Ky.
BROUGHEY, ED
WAAB, Worcester, Mass.
BROWN, AL
WADS, Ansonia, Conn.
BROWN, ART
WWDC, Washington, D. C.
BROWN, BOB
Money for Music
KTOK, Oklahoma City, Okla.
BROWN, BOB
WBEL, Beloit, Wis.
BROWN, DICK
WSPN, Saratoga Springs, N.Y.
BROWN, DON
Rhythm Ranch
KUBA, Yuba City, Calif.
BROWN, HUGH
KGHI, Little Rock, Ark.
BROWN, JACK
WLON, Lincolnton, N. C.
BROWN, KEN
KBIS, Bakersfield, Cal.
BROWN, LEN
Sunrise Ranch
KULE, Ephrata, Wash.
BROWN, LEONARD
KFSB, Joplin, Mo.
BROWN, PETE
WKTV, Utica, N. Y
BROWN, RAY
WHBQ, Memphis, Tenn.
BROWN, R. C.
Anniversary Hour
WLBK, DeKalb, Ill.
BROWN, STAN
KLZ, Denver, Colo.
BROWN, THACARA
WJEJ, Hagerstown, Md.
BROWN, WARREN
KREM, Spokane, Wash.
BROWNING, DOUG
ABC, ABC-TV
BROWNING, REED
KABC, Hollywood, Cal.



RALPH PAUL

— MANAGEMENT —
GEORGE F. FOLEY

730 Fifth Ave. JUdson 6-4312

NELSON CASE

Represented by:
CARL EASTMAN
80 Park Ave. MU 2-4986

BRUNER, MARSHALL
WOMI, Owensboro, Ky.
BRUSH, JACK
KROX, Crookston, Minn.
BRUTON, Dennis
KCUL, Forth Worth, Tex.
BRYAN, BILL
Stamps for Shoppers
KTOK, Oklahoma City, Okla.
BRYANT, AL, JR.,
WSIR, Winter Haven, Fla.
BUBP, R. C.
WPTW, Piqua, Ohio
BUCKLEY, DICK
WAAF, Chicago, Ill.
BUCKEY, PAGE
KUSN, St. Joseph, Mo.
BUCKNER, DICK
Crazy Show
WNOG, Naples, Fla.
BUECHLER, JACK
WKOW, Madison, Wis.
BUICE, BOB
RFD, Channel 4
KARK-TV, Little Rock, Ark.
BULLOCK, SHELDON E.
WIRY, Plattsburg, N. Y.
BUNCH, JAMES
KEED, Springfield, Ore.
BUNN, BILL
WGTM, Wilson, N. C.
BURCH, DICK
WPAD, Paducah, Ky.
BURGESS, DENNIE
WKLZ Kalamazoo, Mich.
BURGESS, FRANK
Chuck Wagon Roundup
WHMA, Anniston, Ala.
BURGREEN, PAT
WBAR, Bartow, Fla.
BURKE, JIM
WFPG, Atlantic City, N. J.
BURKE, RAY
WTOB, WTOB-TV, Winston-Salem, N. C.
BURKE, SPIDER
KSTL, St. Louis, Mo.
BURKS, MARIA
Miss Be-Bop
KIWW, San Antonio, Tex.
BURNETT, VIC
KXIC, Iowa City, Iowa
BURNHAM, ARTHUR
WLCR, Torrington, Conn.
BURNS, ALBERT
WMEX, Boston, Mass.
BURNS, DICK
WTTM, Trenton, N. J.
BURNS, GARY
KBAM, Longview, Wash.

BURNS, STAN

B. Sept. 18, 1927, New York City. Kashbox Quiz, Stan, The Spinner, WINS; Nora Drake, Helen Trent, Our Gal Sunday, CBS; Cerebral Palsy Telethon, WOR-TV

BURRUS, GENE
1230 Club
KRIZ, Phoenix, Ariz.
BURT, HARDY
State of the Nation
MBS
BURTENSHAW, BOB
KID, Idaho Falls, Idaho
BURTON, AL
WSPN, Saratoga Springs, N.Y.
BURTON, DAN
WDBO-TV, Orlando, Fla.
BUSH, STARLEY
Homemakers Feature Matinee
KUTV, Salt Lake City, Utah
BUTLER, LEE
Wake up Smiling
KVWO, Cheyenne, Wyo.
BUTKOVICH, JOHN
Slovenian Hour
KGHF, Pueblo, Col.
BYARS, JOE
WDAK, Columbus, Ga.
BYRNE, BOB
KEEN, San Jose, Cal.

— C —

CADIGAN, PAT
WDSM, Superior, Wis.
CAIN, JESS
WNDU-TV, South Bend, Ind.
CALABRESE, RAY
WHLM, Bloomsburg, Pa.
CALLAN, BOB
Record Shop
WMCA, New York, N. Y.

CAMARGO, RALPH

Alcoa Hour, Kraft, Robt. Montgomery Show, Big Story, NBC-TV; Road of Life, CBS, Whispering Streets, ABC

CAMPBALL, SHERIDAN
WEPM, Martinsburg, W. Va.
CAMPBELL, DICK
WDVA, Danville, Va.
CANNON, LOWELL,
Rise and Shine
KMED, Medford, Ore.
CANTER, RUSS
WBNS, Columbus, Ohio
CAPPS, JOHN PAUL
KWCB, Searcy, Ark.
CAPRAL, ED
Surprise Party
WLW-A, Atlanta, Ga.
CARDONE, MARTY
WHWL, Naticoke, Pa.
CARICKER, KEN
KARD-TV, Wichita, Kan.
CARLE, BENNY
Circle 6 Ranch
WBRC-TV, Birmingham, Ala.
CARLEY, JIM
WPIN, St. Petersburg, Fla.
CARLSON, WALT
KSMM, Mason City, Iowa

CARL KING

Management: CARL EASTMAN
80 Park Ave.

William (Bill) Cochran

Announcer — M. C.— Sportscaster

MU 8-6600

CARLSON, WARREN R.
KVOC, Casper, Wyo.
CARLTON, JOHN
Caravan of Music
WFIL, Philadelphia, Pa.
CARNEGIE, JACK
Big Movie
KPIX, San Francisco, Cal.
CARPENTER, BOB
WAAF, Chicago, Ill.
CARPENTER, KEN
Lux Video Theater
NBC-TV
CARPENTER, ROBERT
KPIG, Cedar Rapids, Iowa
CARR, BOB AND JAN
WSAZ, Huntington, W. Va.
CARR, EDNA T.
KGFX, Pierre, S. D.
CARREKER, KNOX
WGFS, Covington, Ga.
CARRIGAN, JIM
Musical Clock
WCBI, Columbus, Miss.
CARRIGAN, SYD
WBRM, Marion, N. C.
CARRINGER, FRED
WJAG, Norfolk, Neb.
CARROLL, JIM
Brazos Valley Roundup
KMLW, Marlin, Tex.
CARTER, DIAMOND
Alarm Clock Club
WMFR, High Point, N. C.
CARTER, JAMES
WOIC, Columbia, S. C.
CARTER, JANIS
Feather Your Nest
NBC-TV

CARUSO, CARL A.

B. Jan. 11, 1917, Boston, Mass. Modern Romances, Star Stage, NBC-TV; Doug Edwards, CBS-TV; Films

CARVER, JOHNNY
KFAB, Omaha, Neb.
CASE, DWIGHT
KMOD, Modesto, Calif.

CASE, NELSON

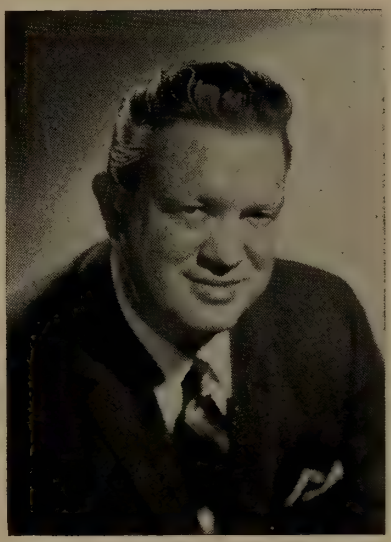
Wide Wide World, Sid Caesar, Jane Wyman, NBC-TV; Baseball and Football, CBS-TV; Celebrity Playhouse, State Trooper, Syndicated

CASTON, WILLIE
Daily Spirituals
KANV, Shreveport, La.
CATHEY, JIM
Relax and Listen
WJBO, Baton Rouge, La.
CAUDILL, CARL
WITN, Washington, N. C.
CAUSIER, JOHN
ABC, ABC-TV
CHAPMAN, GLENN
Country Concert
KOLS, Pryor, Okla.
CHAPP, ANTHONY
WDAF-TV, Kansas City, Mo.
CHASE, BUD
Our Gang
WCPO-TV, Cincinnati, Ohio
CHAVEZ, JIM
KVNC, Winslow, Ariz.
CHERRY, HUGH
Midwestern Hayride
NBC-TV
CHESLO, JOHN
Waxworks
WCDL, Carbondale, Pa.
CHILDRESS, ELMER
KARD-TV, Wichita, Kan.
CHOMEL, FRANCIS
WCNB, Connersville, Ind.
CHRISTIAN, HARRY
WGN, Chicago, Ill.
CIPOLLA, CHIP
WHLI, Hempstead, N. Y.

CLARK, DEL
Top 40 Show
WJJD, Chicago, Ill.
CLARK, DICK
Music Break
WFIL, Philadelphia, Pa.
CLARK, JACK
WDBL, Springfield, Tenn.
CLARK, JON
The Carousel
WTRL, Bradenton, Fla.
CLARK, TED
Platterama
WCED, DuBois, Pa.
CLARK, TOM
WTAP-TV, Parkersburg, W. Va.
CLAUS, DICK
KXXL, Monterey, Cal.
CLAYTON, BOB
Biscayne Theatre
WCKT, Miami, Fla.
CLAYTON, W. DEAN
Farm Reporter Time
WLBK, DeKalb, Ill.
CLEAR, BILL
WRTA, Altoona, Pa.
CLEARY, ED
WELO, Tupelo, Miss.
CLIFTON, CHUCK
Coffee Club
WROX, Clarksdale, Miss.
CLINE, DICK
KGMC, Englewood, Col.
COBB, AL
Uncle Al's Kiddy Karnival
KTXL-TV, San Angelo, Tex.

COCHRAN, BILL

B. Feb. 16, 1919, New York City. Studebaker Corp., Brylcream Hairdressing, Post Cereals, Gulf Oil Co., Ethyl Corp., Pan American Air, Standard Oil Co., General Electric, Robt. Burns Cigars,



GENE HAMILTON
WRCA NBC-TV

Rex Marshall

Commercial Credits on all Networks

COCKLEY, MAX
WCSI, Columbus, Ind.
COLE, BIFF
WTVW, Evansville, Ind.
COLEMAN, BOB
WJPA, Washington, Pa.
COLEMAN, DICK
WLBE, Leesburg-Eustis, Fla.
COLEMAN, STARLING L.
WJAX, Jacksonville, Fla.
COLLIER, RALPH
Hi Neighbor
WCAU, Philadelphia, Pa.
COLLIER, RAY
Money Tunes
WRR, Dallas, Tex.
COLLINS, BILL
WRFD, Worthington, Ohio
COLLINS, JERRY
WNOX, Knoxville, Tenn.
COLLINS, JERRY
WJBC, Bloomington, Ill.
COLLINS, TOM
WNAM, Neenah, Wis.
COLLYER, BUD
Feather Your Nest
NBC-TV
COLON, RON
WCBY, Cheboygan, Mich.
COMBS, MARK
WFMY-TV, Greensboro, N. C.
COMLEY, JACK
WKNB, New Britain, Conn.
CONNOR, BURT
WALK, Patchogue, N. Y.
CONNOR, DAVE
WCKR, Miami, Fla.
CONOHAN, CLIFF
Mr. Music
WISC, Madison, Wis.
CONRAD, RUSS
KEX, Portland, Ore.
CONTE, JOHN
Matinee Theatre
NBC-TV
CONWAY, ED
Man Around the House
WGTC, Greenville, N. C.
CONWAY, JIM
WBBM, Chicago, Ill.
COOK, BILL
KTVI, St. Louis, Mo.
COOK, DICK
Come Out of the Kitchen
WDSR, Lake City, Fla.
COOK, JAY
KRDO, KRDO-TV, Colorado Springs, Col.
COOKE, ALISTAIR
Omnibus
ABC-TV
COOKE, HENRY
WMAQ, Chicago, Ill.
COOLEY, FRANK
KOIN-TV, Portland, Ore.
COONEY, JAMES
WRSW, Warsaw, Ind.
COOPER, TED
KOSI, Aurora, Col.
COPELAND, BURNS
630 Bandstand
WEJL, Scranton, Pa.
COPELAND, DAVE
WLAU, Laurel, Miss.
CORBIN, RICHARD
WOTW, Nashua, N. H.
CORCORAN, BILL
KING.-TV, Seattle, Wash.
COSGROVE, JIM
Mid-Morning Interlude
WNDR, Syracuse, N. Y.
COSTA, FRANK
WKIT, Mineola, N. Y.
COTTEN, PAT
WBRZ, Baton Rouge, La.
COUGHLIN, PAUL
Chuckwagon Tales
WFBM-TV, Indianapolis, Ind.
COURTNEY, ALAN
WQAM, Miami, Fla.
COURTNEY, CLEM
WABB, Mobile, Ala.

COY, JIM

B. Oct. 5, 1916, Kansas City, Mo.; Producer's Showcase, Douglas Fairbank's Theatre, Down You Go, NBC-TV; Aunt Jenny, CBS, Summer Serenade, NBC

CRABILL, LAVON
WAVI, Dayton, Ohio
CRABTREE, IRA R.
KRTN, Raton, N. M.
CRAFT, JACK
Western Jamboree
KOLS, Pryor, Okla.
CRAGER, JOEL
Great Moments with Great Composers, Grand Central Station
ABC, ABC-TV
CRAIG, ROGER
KILT-TV, El Paso, Tex.
CRAIN, MARVIN
1450 Club
KNET, Palestine, Tex.
CRANNA, JIM
WHUC, Hudson, N. Y.
CRAWFORD, GENE
Toast 'N Coffee
WGBF, Evansville, Ind.
CRAWFORD, JIM
WJTV, Jackson, Miss.
CREWS, JAMES
WATM, Atmore, Ala.
CROMWELL, CHUCK
KXLL, Missoula, Mont.
CRONKRIGHT, JAMES
Second Cup of Coffee
WILO, Frankfort, Ind.
CROSS, MILTON
Imagination, Texaco Weekend

DON MORROW

ANNOUNCER-HOST-ACTOR

MU. 8-6600

FRED SCOTT

ANNOUNCER — MC — HOST

News, Festival, Metropolitan Opera
ABC, ABC-TV

CROSS, RICHARD
Musical Mixmaster
KERG, Eugene, Ore.

CULLEN, BILL
Pulse, National Radio Fan Club, Price Is Right
NBC, NBC-TV, WRCA

CUMMINGS, JOE
Guess Who—Guess What
KDLM, Detroit Lakes, Minn.

CUMMINS, DAVE
1450 Club
WLEC, Sandusky, Ohio

CUNNINGHAM, HUGH
WDAN, WDAN-TV, Danville, Ill.

CURLES, WAYNE
WCLB, Camilla, Ga.

CURRAN, DAN
WWIL, Fort Lauderdale, Fla.

CURRIE, NEAL
KLER, Lewiston, Idaho

CURRY, BILL
WCDT, Winchester, Tenn.

CURRY, CHARLES
WHPE, High Point, N. C.

CUTRER, C. B.
Jambalaya
WIBR, Baton Rouge, La.

— D —

DABECCO, HENRY
WJAS, Pittsburgh, Pa.

DAILEY, BUDD
KKTV, Colorado Springs, Col.

DAKAN, JIM
KSTN, Stockton, Cal.

D'AMICO, ALVIN
WLVA, Lynchburg, Va.

DANIELS, BOB
WFHR, Wisconsin Rapids, Wis.

DARIEN, FRANK
KSJO, San Jose, Cal.

DARY, ALAN
WBZ-TV, Boston, Mass.

DASCH, RED
The Warm-up
WOI-TV, Ames, Iowa

DAUGHERTY, CHUCK
Fun-A-Rama
WXYZ, Detroit, Mich.

DAUGHERTY, PAUL
WLW-A, Atlanta, Ga.

DAVID, JOHN
WUSJ, Lockport, N. Y.

DAVID, RUSS
KSD, KSD-TV, St. Louis, Mo.

DAVIDSON, BRYAN
WFIW, Fairfield, Ill.

DAVIES, BUD
Dance Party
CKLW-TV, Detroit, Mich.

DAVIS, BILL
1400 Club
WCOH, Newnan, Ga.

DAVIS, HAL
KWIZ, Santa Ana, Cal.

DAVIS, HUGH
Holiday Inn
KIMA-TV, Yakima, Wash.

DAVIS, JACK
Swinging with Stars
WTCS, Fairmont, W. Va.

DAVIS, JACK
WJLS, Beckley, W. Va.

DAVIS, JAMES
WTTV, Bloomington, Ind.

DAVIS, JOHN
WPCO, Mt. Vernon, Ind.

DAVIS, LES
WREX-TV, Rockford, Ill.

DAVISSON, HAROLD
KAWL, York, Neb.

DAY, BOB
Success Story
KGO-TV, San Francisco, Cal.

DAY, GEORGE
KERO-TV, Bakersfield, Cal.

DAYE, GEORGE
WGMA, Hollywood, Fla.

DEAL, BILL
Clock of the Morning
WCAM, Camden, N. J.

DEAL, FRANK
WCYB-TV, Bristol, Va.

DEAL, JACK
WHCU, Ithaca, N. Y.

DEAN, DAVE
Swap-Shop
KIMO, Independence, Mo.

DEAN, JERRY
WISC-TV, Madison, Wis.

DEAVER, MASON C.
WPUV, Pulaski, Va.

DEDRICK, DICK
Campus Daze
KFKA, Greeley, Col.

DEE, TOMMY
Dinner Winner
WSBT, South Bend, Ind.

DEEGAN, MICHAEL
WJMJ, Philadelphia, Pa.

DEER, JIMMY
WDAK, Columbus, Ga.

DEKINDER, BEN
KWCO, Chickasha, Okla.

de la PENA, GENE
KABQ, Albuquerque, N. M.

DeLARA, MARIO
WHOM, New York, N. Y.

de la VEGA, JOSE
WWRL, New York City, N. Y.

DELINE, JIM
WSYR-TV, Syracuse, N. Y.

DELL, FRANK
Polka Party
WJAC, Johnstown, Pa.

DELZELL, BILL
KMMJ, Grand Island, Neb.

DEMING, DON
WPFB, Middletown, Ohio

VINCENT A. LINDNER

ANNOUNCER—NEWSCASTER—DISC JOCKEY

CARL CARUSO

MU 8-6600

DENHAM, RICHARD
WINX, Rockville, Md.
DENMAN, DENNY
WGOV, Valdosta, Ga.
DENT, GARY
WWNR, Beckley, W. Va.
DENTON, CLYDE E.
WSFC, Somerset, Ky.
DENTON, JACK
WISN, Milwaukee, Wis.
DENVER, DEE D.
KFEQ, St. Joseph, Mo.
DEUEL, BILL
WLYC, Williamsport, Pa.
DEWART, JIM
WERC, Erie, Pa.
DeYOUNG, JOHN
WGL, Fort Wayne, Ind.
DICKERSON, ARTHUR
KBSF, Springhill, La.
DIGGS, BILL
Night Train
WCNC, Elizabeth City, N. Y.
DILL, FRANK
Off-Beat
WGR-TV, Buffalo, N. Y.
DISNEY, WALT
Disneyland
ABC-TV
DIXON, DAVE
KATZ, St. Louis, Mo.
DIXON, GEORGE
WFHG, Bristol, Va.
DOBBS, JACK C.
WZOB, Fort Payne, Ala.
DOCKERY, DON
Radio Clock
WDSR, Lake City, Fla.
DODD, JIMMY
Mickey Mouse Club
ABC-TV
DODSON, JAY
KDOK, Tyler, Tex.
DOKKA, GERRY
WHED, Washington, N. C.
DORRELL, JIMMY
KMCO, Conroe, Tex.
DOTY, BILL
Silver Minutes Game
KITE, San Antonio, Tex.
DOUGLAS, BOB
WDZ, Decatur, Ill.
DOUGLAS, LEE
Swap Shop
WIRC, Hickory, N. C.
DOUGLAS, PAUL
Adventure Theatre
NBC-TV
DOWD, DON
Mystery Time, News
ABC, ABC-TV
DOYLE, LARRY
Breakfast Club
WCIL, Carbondale, Ill.
DOYLE, TOM
Pulse-740
WKIS-WORZ, Orlando, Fla.
DRAKE, ALAN
WCAO, Baltimore, Md.
DRAKE, RON
Stars of Tomorrow
WHP-TV, Harrisburg, Pa.
DREPPERD, BOB
For Housewives Only
WLOW, Norfolk, Va.
DRESSER, DON
KTRF, Thief River Falls, Minn.
DRISCOLL, EDDIE
WTWO, Bangor, Me.
DRIVER, JOHN
WRVA, Richmond, Va.
DRUM, DEWEY
WSOC, Charlotte, N. C.
DUCK, GEORGE
WFBF, Fernandina Beach, Fla.
DUFFY, WARREN
WFMD, Frederick, Md.
DULANE, CHUCK
WGAY, Silver Spring, Md.
DULL, JIM
WGBI-TV, Scranton, Pa.
DUMAS, ROLAND
WMAS, Springfield, Mass.
DUNAWAY, AL
1300 A.D.
WIBR, Baton Rouge, La.
DUNCAN, DOPEY
WKAP, Allentown, Pa.
DUNLOP, RUTH
Cook's Corner
KPHO-TV, Phoenix, Ariz.
DUNN, BOB
Melody Ballroom
KCRG, Cedar Rapids, Iowa
DUNN, EDWARD W.
KWBU, Corpus Christi, Tex.
DUNN, TOM
WSIV, Pekin, Ill.
DUNNICLIFF, JOHN
KTRF, Thief River Falls, Minn.
DUNNING, BILL
KRSN, Los Alamos, N. M.
DUNPHY, DON
Cavalcade of Sports
NBC
DUPREE, WAYNE
KALT, Atlanta, Tex.
DURAND, TOM
WTTM, Trenton, N. J.
DURIO, CHARLES
KSLO, Opelousas, La.
DYER, BOB
County Fair
WKNX, Saginaw, Mich.
DYER, WILLIAM
WKOK, Sunbury, Pa.

— E —

EAKINS, PHIL
KOB-TV, Albuquerque, N. M.
EARLE, GEORGE
Man on the Street
KWTO, Springfield, Mo.

BILL ROGERS
—Management—
George F. Foley
730 Fifth Ave. JUdson 6-4312

PHIL TONKEN
ACTOR-ANNOUNCER-M.C.
THE BIG PICTURE — TV
TOMORROW'S FRONT PAGE HEADLINES
Radio Registry MU. 8-6600

EASTMAN, JOHN
WINZ, Miami, Fla.
EATON, GORDON
WCCO, Minneapolis, Minn.
EATON, JACK
WMC, Memphis, Tenn.
ECKSTEIN, CHARLES
WHLP, Centerville, Tenn.
EDDY, FOREST
KBHS, Hot Springs, Ark.
EDELL, BOB
WGBS-TV, Miami, Fla.
EDGAR, BILL
KSYD-TV, Wichita Falls, Tex.
EDMONDS, BILL
Barnyard Jamboree
WMGM, New York, N. Y.
EDMONDS, JOHN
1010 Coffee Club
KJCF, Festus, Mo.
EDNEY, KERMIT
Good Morning Man
WHKP, Hendersonville, N. C.
EDWARDS, A. C.
KWCB, Searcy, Ark.
EDWARDS, GEORGE
Bright and Early
WQXR, New York, N. Y.
EDWARDS, HERB
WDBO-TV, Orlando, Fla.
EDWARDS, MACK
Take A Break
WAAM, Baltimore, Md.
EDWARDS, PAUL
WBEC, Pittsfield, Mass.
EGGERS, WALTER
Time and Tunes
KROG, Sonora, Cal.
EHLIS, ED
KDIX-TV, Dickinson, N. D.
EIDT, JO
WMIS, Natchez, Miss.
EISENHOWER, JOHN
WCMB, Harrisburg, Pa.
EKHARDT, WALT
KAGR, Yuba City, Cal.
ELDRIDGE, TOM and PEGGY
Music for You
WFBG, Altoona, Pa.
ELIASSEN, JACK
KMBY, Monterey, Cal.
ELLIOT, NORMAN
WRIV, Riverhead, N. Y.
ELLIOT, WIN
Cavalcade of Sports
NBC
ELLIOTT, DOYCE
Memory Melody Time
KOSA, Odessa, Tex.
ELLIOTT, FRANK
Musical Clock
WLOE, Leaksville, N. C.
ELLIOTT, SAM
WPAD, Paducah, Ky.
ELLIS, GORDON
WELR, Roanoke, Ala.
ELLIS, LEN
Breakfast Country Style
WJOB, Hammond, Ind.
ELLIS, PETE
WENE, Binghamton, N. Y.
ELLISON, BILL
Dance Party
KXO, El Centro, Cal.
ELLISON, ED
KBTA, Batesville, Ark.
EMBRY, DINK
Sweet Corn
WHOP, Hopkinsville, Ky.
EMERALD, GENE
Happy Jack Show
WMIL, Milwaukee, Wis.
EMICH, HOWARD L.
WMAM, Marinette, Wis.
EMMERT, LLOYD
Sunny Side Up
KDRS, Paragould, Ark.
ENGEBRETSON, HAL
KGYW, Vallejo, Cal.
ENGEL, JOHN
Scrapbook Panorama
WGBS, Miami, Fla.
ENGLE, GEORGE
Morning Varieties
WTVB, Coldwater, Mich.
ENGLER, BOB
KAYO, Seattle, Wash.
ENO, JACK
WEBR, Buffalo, N. Y.
ENOCHS, BEN
WDXL, Lexington, Tenn.
ERCK, LOU
KSST, Sulphur Springs, Tex.
ERNEST, JERRY
WJER, Dover, Ohio
ERWIN, GEORGE
KFJZ, Fort Worth, Tex.
ESTES, JIM
WTYC, Rock Hill, S. C.
ETTINGER, MERRY and BILL
KOLN-TV, Lincoln, Neb.
EVANS, ED
WHNC, Henderson, N. C.
EVANS, GREGORY
Putting on Aires
WFAU, Augusta, Me.
EVANS, MARK
WTOP, WTOP-TV, Washington, D. C.
EVWIN, PEB
WGEA, Geneva, Ala.
EWING, GUY
WSEE, Erie, Pa.

— F —

FABRE, NUMA, JR.
WTCS, Fairmont, W. Va.
FACEMAIER, ROY
WSNJ, Bridgeton, N. J.
FARLEY, GRACE
KCID, Caldwell, Idaho
FARMER, JERRY
860 Club
WFMO, Fairmont, N. C.
FARMER, JON
WAGA-TV, Atlanta, Ga.
FARNSWORTH, KEN
WMTV, Madison, Wis.
FAUCHER, RALPH
WTAG, LaGrange, Ill.
FAUSH, ERSKINE
Gospel Cavalcade
WBCO, Bessemer, Ala.
FAY, JERRY
KOYN, Billings, Mont.
FEIMSTER, HOWARD
Ted's Whiz Quiz
WCGC, Belmont, N. C.
FENNEMAN, GEORGE
You Bet Your Life
NBC-TV
FERGURSON, CHARLES
WSYL, Sylvania, Ga.
FERRIS, VIC
KTIV, Sioux City, Iowa
FESPERMAN, HOMER
Night Watch
WIS, Columbia, S. C.
FIELDS, CUYLER
Coffee Club
WRHI, Rock Hill, S. C.
FILBEN, PAUL
WDEC, Americus, Ga.
FILLINGHAM, BILL W.
WNAV, Annapolis, Md.
FINLAYSON, JACK
KRDO-TV, Colorado Springs, Col.
FIONTE, BERNARD
Breakfast at 800
WCCM, Lawrence, Mass.
FISCHER, WALT
WMPM, Smithfield, N. C.
FISHER, ED
WHIZ-TV, Zanesville, Ohio
FITTS, LEW
KSVP, Artesia, N. M.
FITZ, STEVE
WSNY, Schenectady, N. Y.
FITZGERALD, ED
Commuters Special
WMAX, Grand Rapids, Mich.
FITZGERALD, PAT
WNDU-TV, South Bend, Ind.
FLANNAGAN, BOB
WMBG, Richmond, Va.
FLEMING, ARNAULD
WCLT, Newark, Ohio
FLETCHER, CLIFF
KUJ, Walla Walla, Wash.
FLETCHER, TOM
WHK, Cleveland, Ohio
FLETCHER, WARREN
KSL-TV, Salt Lake City, Utah
FLYNN, CHARLES
WFBG-TV, Altoona, Pa.
FLYNN, JOHN
WICY, Malone, N. Y.
FORBES, BOB
Musical Alarm Clock
WJMX, Florence, S. C.
FORBES, DAN
WHIZ, Zanesville, Ohio
FORBES, JERRY
WMAS, Springfield, Mass.
FORD, ALLEN
WDOT, Burlington, Vt.
FORD, DAUN
KFEQ-TV, St. Joseph, Mo.
FORD, SAM B.
Dial 9-9-0
WTCB, Flomaton, Ala.
FORESTER, ROGER
WKOW-TV, Madison, Wis.
FORREST, JOHN R.
KOL, Seattle, Wash.
FORREST, RAY
Childrens Theatre, Ask The Camera
NBC-TV
FORSYTH, DAVE
WICU, Erie, Pa.
FOSTER, LaVERNE
WELR, Roanoke, Ala.
FOSTER, LLOYD
WFNC, Fayetteville, N. C.
FOX, DAVE
KLIX, Twin Falls, Idaho
FOX, JIM
KBOR, Brownsville, Tex.
FOX, JOHNNY
WKKO, Cocoa, Fla.
FOX, LES
WMMW, Meriden, Conn.
FRANDSEN, TOM
Take Five
KRCA-TV, Los Angeles, Cal.
FRANK, FRIENDLY
Hayloft Jamboree
WCEF, Parkersburg, W. Va.
FRANKLIN, JOHN
KUKI, Ukiah, Cal.
FRANKLIN, PETER
WSYL, Sylvania, Ga.
FREDERICKS, DIRK
On The Go, ABC Late News
ABC
FRAZIEAR, H. D.
Dr. Jazzmo
KANV, Shreveport, La.
FREEMAN, CLAUDE
Kitchen Kapers
WFBC, Greenville, S. C.
FREEMAN, GENE
KVVG, Tulare, Cal.
FREEMAN, VERN
WLBT, Jackson, Miss.
FREIMUTH, BOB
Teen Time
KVIC, Victoria, Tex.
FRIBERG, ALICE
WCYB, Bristol, Va.
FRIBLEY, JOE
KWKH, Shreveport, La.
FRIEDMAN, SID
WARM-TV, Scranton, Pa.
FRITTS, PAUL
WMFR, High Point, N. C.
FROELICH, DON
WISN, Milwaukee, Wis.
FROLAND, JOHN
WMC, Memphis, Tenn.
FROOME, JOHN
KAKE-TV, Wichita, Kan.
FRYAR, HAL
WFMJ-TV, Youngstown, Ohio

FULLER, BOB
KAVE-TV, Carlsbad, N. M.
FULLER, LARRY
WLIB, New York, N. Y.
FULMER, DALE
WHLM, Bloomsburg, Pa.
FUNGE, FRANK
Around Town
KJBS, San Francisco, Cal.
FUNNELL, BOB
KSBW, Salinas, Cal.
FYFFE, PAUL
Alarm Clock Club
WSIP, Paintsville, Ky.

— G —

GAGE, FRED
WRFD, Worthington, Ohio
GAINES, FOSTER
WLYC, Williamsport, Pa.
GALE, EDDIE
Swingin' Session
KDUB, Lubbock, Tex.
GALLAHER, EDDIE
WTOP, WTOP-TV, Washington, D. C.
GALLANT, JAMES
WNHC-TV, New Haven, Conn.
GALLEGOS, JOSE
KABQ, Albuquerque, N. M.
GALLOP, FRANK
The Perry Como Show
NBC-TV
GAMBLING, JOHN A.
Music From Studio X
WOR, New York, N. Y
GAMMON, JIM
Hi Neighbor
KWRT, Boonville, Mo.
GARCIA, JOSE JAIME
KTXN, Austin, Tex.
GARDINER, DON
ABC Late News, Famous Film Festival, Monday Morning Headlines, Wall Street Final, Whispering Streets
ABC, ABC-TV
GARDNER, RUSS
WSVA, Harrisonburg, Va.
GARLAND, KEN
WPOR, Portland, Me.
GARNER, JOHN
KCMC-TV, Texarkana, Tex.
GARRISON, JACK
WBOF, Virginia Beach, Va.
GARTON, DICK
KCOP, Hollywood, Cal.
GARWOOD, JOHN
WNBZ, Saranac Lake, N. Y.
GATES, GEORGE
What do the People Think?
KYNO, Fresno, Cal.
GATZA, GARY
KBTK, Missoula, Mont.
GAVIN, MIKE
Club 800
WCCM, Lawrence, Mass.
GAYLORD, WILLIE
WAMS, Wilmington, Del.
GEER, STEVE
WHEN, Syracuse, N. Y.
GEHRETT, HARRY
The Early Show
KFGT, Fremont, Neb.
GEORG, FRANK
WEOK, Poughkeepsie, N. Y.
GEORGE, CLYDE
WMSL, Decatur, Ala.
GEORGE, PHIL
KVAL-TV, Eugene, Ore.
GEORGE, WALLY
KHUM, Eureka, Cal.
GERARD, JIM
WLW-D, Dayton, Ohio
GEREAU, RICK
Melody, Inc.
KWAT, Watertown, S. D.
GERIMONTE, DON
KLER, Lewiston, Idaho
GERMAIN, BOB
WIKC, Bogalusa, La.
GIBBONS, LONNIE
Montana Slim
KALB-TV, Alexandria, La.
GIBSON, ALEC
WTVJ, Miami, Fla.
GIBSON, EARL
KDDD, Dumas, Tex.
GIBSON, JACK
Jockey Club
WERD, Atlanta, Ga.
GIEBLE, DOUG
KBTK, Missoula, Mont.
GILBERT, AL
Musical Clock
WIBA, Madison, Wis.
GILBERT, JOHN
WRR, Dallas, Tex.
GILMAN, HAL
WSLB, Ogdensburg, N. Y.
GINDIN, JOE
WHUC, Hudson, N. Y.
GISSING, EARL
1240 Club
WOBT, Rhinelander, Wis.
GLEASON, BOB
WFBF, Fernandina Beach, Fla.
GLOVER, ART
Kitchen Karnival
WDBJ, Roanoke, Va.
GODDARD, DON
Medical Horizons
ABC-TV
GODFREY, RICHARD
WGSV, Guntersville, Ala.
GODWIN, RAY
Angier on the Air
WFVG, Fuquay Springs, N. C.
GOERNER, FRED
Two on the Aisle
KUTV, Salt Lake City, Utah
GOMEZ, PAUL
Latin Rhythms
KWDM, Des Moines, Iowa
GONYER, GEORGE
WABI-TV, Bangor, Me.
GONZALEZ, ED
Clockwatchers Society
WCMB, WCMB-TV, Harrisburg, Pa.
GOODMAN, LEE
Bold Journey
ABC-TV
GOODMAN, SAMUAL
Record Rack
WARD-TV, Johnstown, Pa.
GOODWIN, ART
WHEN, Syracuse, N. Y.
GOODWIN, BILL
Jane Wyman's Fireside Theatre
NBC-TV
GOSAR, DONNA
KEYY, Provo, Utah
GOSLIN, JOHN
KCBC, Des Moines, Iowa
GOTENBERGER, LOUIS
KSTT, Davenport, Iowa
GOUNDER, JACK
WEEU, Reading, Pa.
GRACE, MELVIN
WOBS, Jacksonville, Fla.
GRADY, CHARLES
WIMA, Lima, Ohio
GRAFF, LLOYD
KHOL-TV, Kearney, Neb.
GRAHAM, BILL
WBSR, Pensacola, Fla.
GRAHAM, HERB
WAIT, Chicago, Ill.
GRAHAM, JERRY
WFIE, Evansville, Ind.
GRAHAM, WILLIAM
WIKE, Newport, Vt.
GRANGE, RED
NCAA Football
NBC-TV
GRANT, BRUCE
WGRD, Grand Rapids, Mich.
GRANT, HUBERT J.
WABB, Mobile, Ala.
GRANT, JOE
Bands & Ballads
WAKR, Akron, Ohio
GRANT, JOSEPH
WMEX, Boston, Mass.
GRANT, MILT
Ladies Be Seated
WTTG, Washington, D. C.
GRAUER, ANDREW J. E.
KNDY, Marysville, Kan.
GRAUER, BEN
Big Story, Weekday, Monitor, Citizens Union Searchlight
NBC, NBC-TV
GRAULICH, BERT
Burnt Toast & Coffee
WVCG, Coral Gables, Fla.
GRAVELIN, NOBLE
Coffee Break
WAMM, Flint, Mich.
GRAY, BARRY
WMCA, New York, N. Y.
GRAY, GORDON
WJJL, Niagara Falls, N. Y.
GRAY, SOLON
KREX-TV, Grand Junction, Col.
GRAYSON, JAY
WBAL, Baltimore, Md.
GREENE, FRED
Meet the People
WHP-TV, Harrisburg, Pa.
GREENER, BILL
Blue Scarecrow
KFMA, Davenport, Iowa
GREENHOW, TOM
KTVR, Denver, Col.
GREENWAY, ELLIS T.
WHKY, Hickory, N. C.
GREGORY, AL
WJHL, Johnson City, Tenn.
GREGSON, JERRY
KFJB, Marshalltown, Iowa
GRENNAN, ED
WAIT, Chicago, Ill.
GREVI, SANTIAGO
WLIB, New York, N. Y.
GREY, JOHN
WRGP-TV, Chattanooga, Tenn.
GREY, MITCH
Shopping Show
WJPA, Washington, Pa.
GRIFFIN, VIRGINIA
Look Ladies
WSTV-TV, Steubenville, Ohio
GRIFFITH, LEO
ABC, ABC-TV
GRIFFITH, LES
ABC Late News
ABC
GRISKEY, BILL
Sunbeam Commercials—Comedy Hour, Man On The Go
NBC, NBC-TV
GROVES, JOE
WLAS, Jacksonville, N. C.
GRU, NORMAN
KSIM, Sikeston, Mo.
GUEST, BOB
KLWN, Lawrence, Kan.
GULDAGER, GEORGE
KERG, Eugene, Ore.
GUYER, ROBERT L.
WMOA, Marietta, Ohio
GWIER, JEFF
Starlit Stairway
WBEX, Chillicothe, Ohio
GWINN, BILL
What's the Name of that Song?
KABC-TV, Los Angeles, Cal.

— H —

HAGAN, STAN
KVOO, Tulsa, Okla.
HAINES, FRANK
KVEN, Ventura, Cal.
HAINES, MARLIN
KROD, El Paso, Tex.
HALE, BILL
WBEJ, Elizabethton, Tenn.

HALE, CECIL
WSAI, Cincinnati, Ohio
HALE, GEORGE
WABI-TV, Bangor, Me.
HALE, HARRY H.
WVMC, Mount Carmel, Ill.
HALE, JOHN
WLAG, La Grange, Ga.
HALEY, TOM
KYW-TV, Cleveland, Ohio
HALL, FRED
KVEN, Ventura, Cal.
HALL, HOWARD
KOL, Seattle, Wash.
HALL, HUGH
Drive-In Time
WBEJ, Elizabethton, Tenn.
HALL, MARC
WOTW, Nashua, N. H.
HALL, MEL
KOCS, Ontario, Cal.
HALL, MONTY
Sky's the Limit
NBC-TV
HALTER, BUD
WICS, Springfield, Ill.
HALVORSON, JOHN
KCOP, Hollywood, Cal.

HAMILTON, GENE
WRCA, NBC-TV

HAMILTON, SELMA
Suncoast Coffee Break
WTSP, St. Petersburg, Fla.
HAMMOND, GALYN
KMBY, Monterey, Cal.
HAMMOND, HOWARD
KIMA, Yakima, Wash.
HAMRICK, HAL
Hal's Hayride
WORD, Spartanburg, S. C.
HANCOCK, CHUCK
KDET, Center, Tex.
HANEMAN, RALPH
Top O' The Morning
WCRE, Cheraw, S. C.
HANLEY, ANDY
WHBO, Tampa, Fla.
HANLEY, DON
WMAY, Springfield, Ill.
HANLIN, DON
KFJI, Klamath Falls, Ore.
HANNEN, JACK
WNAX, Yankton, S. D.
HARBART, JIM
WIMS, Michigan City, Ind.
HARDCASTLE, ELBERT
KWRF, Warren, Ark.
HARPER, BOB
KGNO, Dodge City, Kan.
HARPER, CHARLES
KWFR, San Angelo, Tex.
HARPER, JERRY
WKOW-TV, Madison, Wis.

HARRICE, CY
B. Mar. 1, 1915, Chicago, Ill. Big Story, Cavalcade of America, NBC; John Daly, Lone Ranger, Silver Eagle, Danny Thomas Show, ABC; Brighter Day, CBS

HARRINGTON, JOHN
Could This Be You?
KVI, Seattle, Wash.
HARRIS, MILLIARD L.
WTCB, Flomaton, Ala.
HARRIS, WENDAL
Record Rack
WJRD, Tuscaloosa, Ala.
HARRISON, ARCH
WFVA, Fredericksburg, Va.
HARRISON, DON
KVOE, Emporia, Kan.
HARRISON, JACK
Woodchopper's Ball
KTRE, Lufkin, Tex.
HARRISON, JACK
WLAV, Grand Rapids, Mich.
HARROLD, PHIL
KGFL, Roswell, N. M.

HARSGROVE, FRANK H.
Wake Up & Shine
KCLE, Cleburne, Tex.
HART, AL
KTBS-TV, Shreveport, La.
HARVEY, JOHN
KGO, San Francisco, Cal.
HARWELL, GENE
WMSL-TV, Decatur, Ala.
HATCHER, WARD
KLRS, Mountain Grove, Mo.
HATCHER, WILSON
WKLO, Louisville, Ky.
HATFIELD, PAUL
WOOF, Dothan, Ala.
HATHAWAY, LEN
WENE, Binghamton, N. Y.
HAUPTMAN, HARVEY
Yawn Patrol
WCTC, New Brunswick, N. J.
HAWKINS, LEM
KFGO, Fargo, N. D.
HAY, LaMAR
KPIG, Cedar Rapids, Iowa
HAYES, GEORGE
ABC Late News, Texaco
Weekend News
ABC, ABC-TV
HAYES, RAY
Early Bird
WHAP, Hopewell, Va.
HAYNES, DICK
WKRM, Columbia, Tenn.
HAYWARD, BRUCE
KXOK, St. Louis, Mo.
HAYWARD, LEE
WVLN, Olney, Ill.
HEALD, JIM
KSVP, Artesia, N. M.
HEALY, GENE
WPAC, Patchogue, N. Y.
HEENAN, TOM
WILK, Wilkes-Barre, Pa.
HEFFINGTON, ED
Jazzland
WHAP, Hopewell, Va.
HEIGHT, HARRY
WPCF, Panama City, Fla.

HELFER, (GEORGE) AL
B. Sept. 26, Elrama, Pa. Brooklyn Dodgers, Gillette Cavalcade of Sports, (World Series-All Star Game-Friday Night Fights-Rose Bowl Game) NBC; Your Hit Parade, NBC-TV; Jack Benny Show, Private Secretary, CBS-TV

HELMS, JIMMY
Party Line
WGEA, Geneva, Ala.
HEMKE, BILL
KOLN-TV, Lincoln, Neb.
HEMHILL, JAMES
1580 Club
WJHB, Talladega, Ala.
HENDERSON, GIG
WLEX, Lexington, Ky.
HENDRICKS, DAVID
WCRE, Cheraw, S. C.
HENNESSY, FRANK
WBAL, Baltimore, Md.
HENRY, BOB
KCRG-TV, Cedar Rapids, Iowa
HENRY, JIM
Kid's Korner
KVTV, Sioux City, Iowa
HENRY, OLLIE
Warner Bros. Premiere,
First Run,
Little Rascals
KAKE-TV, Wichita, Kan.
HENSON, RUSSELL
WFTG, London, Ky.
HEPNER, FRED, JR.
KXRO, Aberdeen, Wash.
HERING, JIM
Rise N' Shine
WMOD, Moundsville, W. Va.

HERLIHY, ED
Horn & Hardart Children's Hour
NBC, NBC-TV, WRCA-TV, N.Y.C.
HERMAN, DON
WHRV, Ann Arbor, Mich.
HERMANN, LYLE
Top Ten
WHIT, New Bern, N. C.
HERNANDEZ, SOLIS
KALI, Pasadena, Cal.
HEROLD, E. C
KAYE, Puyallup, Wash.
HESS, BOB
Billboard
KATV, Little Rock, Ark.
HESTER, JESSE
WQBC, Vicksburg, Miss.
HESTERMAN, LENNY
KSL, Salt Lake City, Utah
HEYDE, BUDD
KNBC, San Francisco, Cal.
HEYWARD, JACK
Traffic Jam
WPDQ, Jacksonville, Fla.
HEYWORD, GEORGE
WABJ, Adrian, Mich.
HICKEY, EDWARD
WGAT, Utica, N. Y.
HICKMAN, BRUCE
WGL, Fort Wayne, Ind.
HICKMAN, RONNIE
Club 1360
WNNJ, Newton, N. J.
HICKS, BEN
Broad St. Calling
WFIG, Sumter, S. C.
HIDER, ED
WDOS, Oneonta, N. Y.
HIGHAM, LEO
KID, Idaho Falls, Idaho
HIGLEY, JERRY
KGBX, Springfield, Mo.
HILDEBRAND, BERNADO
WTND, Orangeburg, S. C.
HILKER, ROBERT R.
WCGC, Belmont, N. C.
HILL, BILL
WTVW, Evansville, Ind.
HILL, CAL
KGMS, Sacramento, Cal.
HILL, FRED
Sandman Serenade
WGGA, Gainesville, Ga.
HILL, HOLLIS
KOOL, Phoenix, Ariz.
HILL, JIM
KFKA, Greeley, Col.
HILL, WALTER
Rise and Shine
WJBO, Baton Rouge, La.
HILLIARD, WAYNE
WCLB, Camilla, Ga.
HILMER, GLENN H.
WCME, Brunswick, Me.
HILSON, NORM
WNAX, Yankton, S. D.
HINKLEY, GORDON
WTMJ-TV, Milwaukee, Wis.
HIRSCHMAN, JAY
WIOU, Kokomo, Ind.
HODGES, GILBERT
American Music Hall,
Record Corner
ABC, ABC-TV
HODGES, JOHN
WRLD, West Point, Ga.
HODGSON, JAY
Mother's Delight
KTBC-TV, Austin, Tex.
HODKIN, DICK
WPAC, Patchogue, N. Y.
HOFFMAN, MARK
WBLY, Springfield, Ohio
HOFMANN, MEL
KYES, Roseburg, Ore.
HOGAN, JOSEPH
WDOR, Sturgeon Bay, Wis.
HOLBROOK, CHARLES
WBFC, Fremont, Mich.
HOLBROOK, JOE
WBNS-TV, Columbus, Ohio

HOLDER, DICK
WEPM, Martinsburg, W. Va.
HOLMES, DICK
WILM, Wilmington, Del.
HOLMES, VIRGINIA
KIBS, Bishop, Cal.
HOLTBERG, MILO
KMUS, Muskogee, Okla.
HONEYMAN, KEN
Platter Pattern
WHIO, Dayton, Ohio
HOOD, STEVE
1290 Club
WFIG, Sumter, S. C.
HORTON, BILL
KASH, Eugene, Ore.
HOUGHTON, JERRY
KRLD, Dallas, Tex.
HOWARD, HERBERT
WJHL-TV, Johnson City, Tenn.
HOWARD, PAUL
Sunshine Club
WCUE, Akron, Ohio
HOWARD, TOBE
WLOU, Louisville, Ky.
HOWELL, WAYNE
The Big Surprise
NBC-TV
HOYLE, DON
Open House
WIN-T, Ft. Wayne, Ind.
HOYLE, STOWE
Little Rascals
WFBC-TV, Greenville, S. C.
HUBBLE, DICK
KBIZ, Ottumwa, Iowa
HUDDLE, CHUCK
Songs of Cheer
WYVE, Wytheville, Va.
HUEBNER, PAUL
Poor Paul's Almanac
KWG, Stockton, Cal.
HUGGINS, HANK
KTRE, Lufkin, Tex.
HULL MARVIN
Serenade to Housewife
KHBG, Okmulgee, Okla.
HULSE, EDITH
KGFX, Pierre, S. D.
HUNGERFORD, LAYNE
Harlem Hi-jinks
KWEW, Hobbs, N. M.
HUNT, MEL
WOWL, Florence, Ala.
HUNTER, DEAN
WMGM, New York, N. Y.
HUOT, ED
WTRC, Elkhart, Ind.
HURLBUT, JIM
Zoo Parade
NBC-TV
HURLEIGH, ROBERT
Reporters' Roundup
MBS
HUSTON, NICK
Open House
KTHV, Little Rock, Ark.
HUTCHNS, H. BAILEY
KDSX, Denison-Sherman, Tex.
HUTCHINSON, JIM
WHBQ, Memphis, Tenn.
HYATT, MARION
WAUD, Auburn, Ala.
HYER, IVAN
WCHN, Norwich, N. Y.

— I —

IHLENFELD, WARREN
WISR, Butler, Pa.
IMES, WALLY
Ladies Matinee
KOOL, KOOL-TV, Phoenix, Ariz.
IRISH, BOB
WSHE, Sheboygan, Wis.
IRVIN, TUCKER
WKLE, Washington, Ga.
IRVING, BOB
WMAY, Springfield, Ill.
IRWIN, BOB
WKDA, Nashville, Tenn.
IVORY, EDWARD B.
WGH, Norfolk, Va.

— J —

JACKSON, DON
KTBB, Tyler, Tex.
JACKSON, HAL
WLIB, New York, N. Y.
JACKSON, LAVELLE
WGSV, Guntersville, Ala.
JACKSON, LeROY
WCOW, Sparta, Wis.
JACKSON, REUBEN
WGAD, Gadsden, Ala.
JACOBS, RAY
Coffee Club
KJEO-TV, Fresno, Cal.
JACOBSON, TOM
Rise 'n Shine
KMON, Great Falls, Mont.
JAFFE, ARNOLD
WLIB, New York, N. Y.
JAMES, HERB
Karnival Klub
KCRG-TV, Cedar Rapids, Iowa
JAMES, HUGH
The Voice of Firestone
ABC-TV
JAMES, KEN
WOW-TV, Omaha, Neb.
JAMES, LES
WRHI, Rock Hill, S. C.
JARBOE, MACK
WLBN, Lebanon, Ky.
JASS, MEL
WCCO-TV, Minneapolis, Minn.
JAY, BILL
Cartoon Carnival
WLAC-TV, Nashville, Tenn.
JEFFERYS, ALLAN
Sunday Music Hall
ABC, ABC-TV
JELINEK, DAWSON
KFTM, Fort Morgan, Col.
JENSEN, LEIF
WDRC, Hartford, Conn.
JEWELL, DICK
What's My Number
WCSI, Columbus, Ind.
JIVE, JOHNNY
WBCO, Bessemer, Ala.
JOHN, ED
Western Hits
WHVR, Hanover, Pa.
JOHNSON, BERNIE
WICS, Springfield, Ill.
JOHNSON, BOS
WSAZ, Huntington, W. Va.
JOHNSON, CHUCK
WHLI, Hempstead, N. Y.
JOHNSON, DEAN
KBST-TV, Big Spring, Tex.
JOHNSON, DEANE
Matinee Melodies
KCIM, Carroll, Iowa
JOHNSON, ELDON
WITY, Danville, Ill.
JOHNSON, HARRY
Rhythms at Random
WNDB, Daytona Beach, Fla.
JOHNSON, HUGH
1280 Club
WPID, Piedmont, Ala.
JOHNSON, JOE
KWIK, Pocatello, Idaho
JOHNSON, KARL
KDIX-TV, Dickinson, N. D.
JOHNSON, LEN
KTYL, Mesa, Ariz.
JOHNSON, RAOUL
WJZM, Clarksville, Tenn.
JOHNSON, TED
KMAC, San Antonio, Tex.
JOHNSRUD, MERT
KEYZ, Williston, N. D.
JOHNSTON, DOC
WBIR, Knoxville, Tenn.
JOHNSTON, KEN
WNRC, New Rochelle, N. Y.
JOLLY, JACK
KGOS, Torrington, Wyo.
JONES, ART
Junior Auction
KOTA, KOTA-TV, Rapid City, S. D.
JONES, BOB
KFAB, Omaha, Neb.
JONES, BOB
WIST, Charlotte, N. C.
JONES, CARL
WILM, Wilmington, Del.
JONES, DON
WLEA, Hornell, N. Y.
JONES, DUB
Sandman Serenade
WGGA, Gainesville, Ga.
JONES, HASKELL
Video Varieties
KCMC-TV, Texarkana, Tex.
JONES, MEL
This is the Story
WEHT, Evansville, Ind.
JONES, WILLIAM F.
KBUS, Mexia, Tex.
JORDAN, EDWARD
Mostly Music, Sunday Music Hall
ABC, ABC-TV
JORGENSEN, LEE
KKOG, Ogden, Utah
JORGENSON, FRED
KGO, San Francisco, Cal.

— K —

KAINE, ARNOLD
WSGW, Saginaw, Mich.
KARRENBAR, BILL
WHBC, Canton, Ohio
KARVER, WALLY
Nightcap
WILK, Wilkes-Barre, Pa.
KAYE, HARVEY
Musical Matinee
WCEF, Parkersburg, W. Va.
KEARNEY, GERRY
WMUR-TV, Manchester, N. H.
KEARNS, VIC
Top 20 Time
KUSN, St. Joseph, Mo.
KECKI, MICHAEL
WLIB, New York, N. Y.
KEITH, DEANE, JR.
KNED, McAlester, Okla.
KELLER, BOB
Kitchen Kapers
WLBR, Lebanon, Pa.
KELLY, HELEN
WBRZ, Baton Rouge, La.
KELLY, HERMAN
Mystery Voice
WWKY, Winchester, Ky.
KELSO, BILL
KOPO, Tucson, Ariz.
KEMP, ED
KALL, Salt Lake City, Utah
KENNEDY, BILL
CKLW-TV, Detroit, Mich.
KENNEDY, HAL
KVOR, Colorado Springs, Col.
KEOGH, WALTER
WTUX, Wilmington, Del.
KEOUGH, DAN
KGBI, Harlingen, Tex.
KERWOOD, ORIE
KMMJ, Grand Island, Neb.
KEVER, BONNIE
Golden Gate Playhouse
KRON-TV, San Francisco, Cal.
KIETH, JOE
Melody Manor
KPLC, Lake Charles, La.
KIEVMAN, MIKE
KOPO-TV, Tucson, Ariz.
KIMBLE, WILLIAM
WKOK, Sunbury, Pa.

KING, CARL
B. Dec. 30, 1921, St. Louis, Mo. Democratic and Republican Conventions, Miss America Contest, ABC-TV; Two for the Money,

CBS-TV; King's Crossroad, Syndicated Film Series

KING, CHRISTOPHER
Sounding Board
MBS
KIRBY, BILL
WMPM, Smithfield, N. C.
KIRBY, GEORGE
Morning Glory
KDRS, Paragould, Ark.

KIRCHNER, CLAUDE

B. Feb. 11, 1916, Europe. Terrytoon Circus, WOR-TV; Mighty Mouse Theatre, Lassie, CBS; Roy Rogers Show, General Electric Theatre, NBC; Wild Bill Hickok, CBS-TV

KIRK, NEAL
KIBS, Bishop, Cal.
KIRWAN, JIM
WNLK, Norwalk, Conn.
KISER, JIMMY
WSOC, Charlotte, N. C.
KLINE, DICK
WFDF, Flint, Mich.
KNELLY, CARL
KCLW, Hamilton, Tex.
KNIGHT, DELOS, JR.
Musical Clock
WIKC, Bogalusa, La.
KNIGHT, JIM
Swap Shop
WKWK, Wheeling, W. Va.
KNIGHT, LLOYD
The Clock Watcher
KDEN, Denver, Col.
KNIGHT, TOM
WLON, Lincolnton, N. C.
KNORR, JOHNNY
Melodies in the Night
WKBI, St. Marys, Pa.
KOBAK, ED
WBBQ, Augusta, Ga.
KOCK, LYNN
1400 Club
KXGN, Glendive, Mont.
KOERS, VIRGEL
WLDL, La Crosse, Wis.
KRANZ, GEORGE
Requestfully Yours
KRFO, Owatonna, Minn.
KRAUS, PHILIP
1400 Club
WKBI, St. Marys, Pa.
KREHBIEL, MEL
KJSK, Columbus, Neb.
KRIEGER, BILL
WESC, Greenville, S. C.
KROECK, JACK
KLIK, Jefferson City, Mo.
KRUEGER, JACK
KEYS, Corpus Christi, Tex.
KRUEGER, RALPH
WJJL, Niagara Falls, N. Y.
KRUGER, OTTO
Lux Video Theater
NBC-TV
KULT, ERV
Marshfield Time
WFHR, Wisconsin Rapids, Wis.
KUNSAK, JOHN
KPLT, Paris, Tex.

— L —

LAHR, GUY
Highway To Heaven
KATZ, St. Louis, Mo.
LAMB, ART
WTTG, Washington, D. C.
LAMBERT, KEN
WLDS, Jacksonville, Ill.
LAMONT, GEORGE
Fireman Frank
KRON-TV, San Francisco, Cal.
LAMPSON, LES
KFDX-TV, Wichita Falls, Tex.
LANDFEAR, DEAN
WMT, Cedar Rapids, Iowa
LANDIS, JOHN
KRAK, Stockton, Cal.
LANE, DICK
WSBC, Chicago, Ill.
LANE, LARRY
WEBK, Tampa, Fla.
LARAWAY, LARRY
Talk of the Town
WJEH, Gallipolis, Ohio
LARK, ROBERT
WHTC, Holland, Mich.
LARSEN, GENE
KGFW, Kearney, Neb.
LASHBROOK, DICK
WSAZ, Huntington, W. Va.
LaTULIPPE, DONALD
WJDA, Quincy, Mass.
LAVENDER, RALPH
WBIA, Augusta, Ga.
LAWRENCE, ART
Gaslight Varieties
WGIR, Manchester, N. H.
LAWRENCE, BOB
Charade Party
WGR-TV, Buffalo, N. Y.
LAWRENCE, TED
Treasury Bandstand, National Juke Box
Sunday Music Hall
ABC, ABC-TV
LAWSON, KEN
Little Rascals
KVTV, Sioux City, Iowa
LAWYER, JACK
Coffee Call
WMLV, Millville, N. J.
LAYMAN, EARLE
WPRC, Lincoln, Ill.
LAZICH, BOB
KXLL, Missoula, Mont.
LEA, DAVID
WRBL, Columbus, Ga.
LEAFSTEDT, RAY
KOEL, Oelwein, Iowa
LEAVITT, BOB
Music at Lunchtime
WWSR, St. Albans, Vt.
LEE, DAVE
Yawn Patrol
WROV, Roanoke, Va.
LEE, JACK
KXGI, Ft. Madison, Iowa
LEE, KELLY
WMSN, Raleigh, N. C.
LEE, RONNIE
WHOS, Decatur, Ala.
LEE, WALTER
KOBE, Las Cruces, N. M.
LEEPER, TED
Down Home
WNCT, Greenville, N. C.
LEESON, DEL
KTVT, Salt Lake City, Utah
LEHMAN, BILL
WTRC, Elkhart, Ind.
LEHNHOFF, HENRY
KWED, Seguin, Tex.
LEIGHTON, JERRY
WAAF, Chicago, Ill.
LEONARD, AL
WKKO, Cocoa, Fla.
LEONARD, BOB
WWVA, Wheeling, W. Va.
LEONARD, ROBERT
ABC, ABC-TV
LEROY, MARVIN
WPBC, Minneapolis, Minn.

LESCOULIE, JACK

Jackie Gleason Show, CBS; Today, Meet The Champions, NBC

LESH, BOB
Rip. v. Winkle
KWBY, Colorado Springs, Col.
LESTER, GARY
WWKY, Winchester, Ky.
LETCHER, SKIP
WEKK, Erie, Pa.
LEVERTON, BUCK
Top O' Morning
WSAU, Wausau, Wis.
LEWIS, AL
WCPO-TV, Cincinnati, Ohio
LEWIS, DICK
KLZ-TV, Denver, Col.

LEWIS, ROBERT Q.

B. April 5, 1921, New York City. The Robert Q. Lewis Show, CBS, CBS-TV; The Name's the Same, ABC-TV

LEWIS, ROY
WEDO, McKeesport, Pa.
LEYDEN, BILL
It Could Be You
NBC-TV
LINDLEY, BOB
KBST-TV, Big Springs, Tex.
LINDMAN, STUART A.
Midday Matinee
WTCN-TV, Minneapolis, Minn.

LINDNER, VINCENT A.

B. Apr. 11, 1920, West New York, N. J. Jazz 56, Miss America Pageant, The News, WMID, Atlantic City

LINDSAY, BROOKS
WFMY-TV, Greensboro, N. C.
LINGLE, DICK
WFBM, Indianapolis, Ind.
LINGLE, JAY
WMOG, Brunswick, Ga.
LINK, JACK
KIDO-TV, Boise, Idaho
LINN, KEN
Hoosier House Party
WFBM, Indianapolis, Ind.
LITTLE, JERRY
Red Rooster
WCOJ, Coatesville, Pa.
LIVELY, BILL
Western Roundup
KWIN, Ashland, Ore.
LIVINGSTON, J. A.
WPID, Piedmont, Ala.
LLOYD, TED
Sagebrush Shorty
WJBK-TV, Detroit, Mich.
LOCKARD, MURRAY
KPTV, Portland, Ore.
LOCKBEAM, ROGER
Swap Shop
KBOM, Bismarck-Mandan, N.D.
LOCKWOOD, ED
Rush Hour
WKIS-WORZ, Orlando, Fla.
LOGAN, JOHN
Melancholy Moods
KRIE, Odessa, Tex.
LOHMEYER, FRANK
KLPW, Union, Mo.
LOMAX, KEN
KPOJ, Portland, Ore.
LONG, HARRY
Sunrise Blub
KVI, Seattle, Wash.
LONGWORTH, BILL
WGBI, WGBI-TV, Scranton, Pa.
LONTZ, JIMMY
WELL, Battle Creek, Mich.
LOOPER, GENE G.
KSIX, Corpus Christi, Tex.
LOPP, PHIL
Singing Convention
WBAR, Bartow, Fla.
LORING, JACK
WBZ, Boston, Mass.
LOUCKS, BILL
WARU, Peru, Ind.
LOUNSBURY, JIM
Bandstand Matinee
WGN, WGN-TV, Chicago, Ill.

LOVOS, MILTON
WPCF, Panama City, Fla.
LOWE, DONALD
Imagination, Mystery Time
ABC, ABC-TV
LOWRY, LEW
KTRH, Houston, Tex.
LUCAS, WILLIS G.
KWHO, Salt Lake City, Utah
LUCIER, ROD
KVOX, Moorhead, Minn.
LUCKHURST, BILL
KBRO, Bremerton, Wash.
LUECK, KEN
WNDB, Daytona Beach, Fla.
LUEDERS, TOM
WMTV, Madison, Wis.
LUNDBOM, DEL
KIDO-TV, Boise, Idaho
LURIE, AL
Solar, The Magician
KRGV-TV, Weslaco, Tex.
LUTZ, RON
KGHM, Brookfield, Mo.
LYLES, OBY
Sunny Side Up Show
WHSC, Hartsville, S. C.
LYON, JOHN
WBBQ, Augusta, Ga.

— Mc —

McAMIS, BILL
WBAC, Cleveland, Tenn.
McARTHUR, BILL
KOJM, Havre, Mont.
McBURNEY, DEAN JOHN
Northwestern U. Reviewing Stand; MBS
McCAFFRIE, PAT
WGN, Chicago, Ill.
McCANN, DICK
South Omaha Salute
KBON, Omaha, Neb.
McCANN, LARRY
Theatre Seven
WXYZ-TV, Detroit, Mich.
McCLANAHAN, STEELE
KBOR, Brownsville, Tex.
McCOURT, BOB
Varsity Varieties
WVEC-TV, Norfolk, Va.
McCOY, DUANE
KOOK-TV, Billings, Mont.
McCOY, JACK
Glamour Girl
KABC-TV, Los Angeles, Cal.
McCOY, ROBERT
KOB-TV, Albuquerque, N. M.
McCOY, RONNIE
KALL, Salt Lake City, Utah
McCRACKEN, WIN
KYNO, Fresno, Cal.
McCULLEY, JOE
WSNJ, Bridgeton, N. J.
McCULLOUGH, DICK
WJZM, Clarksville, Tenn.
McDEVITT, LEO
Sun Dial
WOKO, Albany, N. Y.
McDONALD, ROSSER
The Wax Works
KUSH, Cushing, Okla.
McELROY, JACK
Von's Movie
KRCA-TV, Los Angeles, Cal.
McEWUEN, JIM
WCLG, Morgantown, W. Va.
McGEEHAN, JACK
Early Riser's Club
KEYZ, Williston, N. D.
McGEEHEE, GENE
KTBS-TV, Shreveport, La.
McGRATH, MARION
Talk of the Town
WHAN, Charleston, S. C.
McKENDRICK, FRED
Oldsmobile Show
WFKY, Frankfort, Ky.
McKENNA, JACK
Birthday Party
WDSM-TV, Duluth, Minn.
McKEOWN, GEORGE
WEKZ, Monroe, Wis.
McKINSTRY, TED
KXOC, Chico, Cal.
McLAUGHLIN, JIM
WICY, Malone, N. Y.
McLEAN, BILL
KAKE, Wichita, Kan.
McLEAN, CLYDE
WBT, Charlotte, N. C.
McLEAN, JACK
WXRA, Buffalo, N. Y.
McLEOD, DON
WJBK, Detroit, Mich.
McMAHON, PAT
Carousel
KFMA, Davenport, Iowa
McMULLEN, JOHN
Uncle Mac
KOPO-TV, Tucson, Ariz.
McNAMARA, JIM
WALA, Mobile, Ala.
McNAMARA, WILLIAM
WHDL, Olean, N. Y.
McNAMEE, JACK
Melody Matinee
WOKO, Albany, N. Y.
McNERNEY, JIM R.
WKRT, Cortland, N. Y.
McNEW, LEON
Star Bowling
WXYZ-TV, Detroit, Mich.
McNULTY, TERRY
Hometown Top Ten
WSCR, Scranton, Pa.
McQUIRE, JOHN
KSYD, Wichita Falls, Tex.
McQUISTON, GIL
Starlight Club
KRIZ, Phoenix, Ariz.

— M —

MACK, CHRIS
WFNC, Fayetteville, N. C.
MACK, WAYNE
WDOK, Cleveland, Ohio
MACKIN, JOHN
WTVR, Richmond, Va.
MacPHERSON, MONROE
WION, Ionia, Mich.
MADELEY, ARTHUR L.
WGNI, Wilmington, N. C.
MADER, JIM
1310 Club
WIBA, Madison, Wis.
MAGERA, GEORGE
Yawn at Dawn
WJAY, Mullins, S. C.
MAHONEY, JIMMIE PAUL
KGGM, Albuquerque, N. M.
MAIN, MAX
WIOU, Kokomo, Ind.
MAJOR, JIM
WWOC, Manitowoc, Wis.
MALLOW, JOHN
WGN, Chicago, Ill.
MALONEY, JERRY
WSJV-TV, Elkhart, Ind.
MANN, CHARLES
Record Rack
WTVL, Waterville, Me.
MANN, SEL
Top of Morning
WCNC, Elizabeth City, N. Y.
MANNING, ART
WBGR, Jesup, Ga.
MANSFIELD, BOB
WKIC, Hazard, Ky.
MANSFIELD, ROGER
WTTB, Vero Beach, Fla.
MARLOWE, BILL
WCOP, Boston, Mass.
MARLOWE, PAUL
Saturday Dancing Party
WWOK, Charlotte, N. C.
MARQUARDT, JIM
WLET, Toccoa, Ga.
MARSH, ROY
KJAN, Atlantic, Iowa
MARSHALL, BILL
WLIB, New York, N. Y.
MARSHALL, BOB
Petticoat Partyline
WBRC-TV, Birmingham, Ala.

MARSHALL, REX
B. Jan. 10, 1919

MARTIN, DON
WHCU, Ithaca, N. Y.
MARTIN, JOE
WCDL, Carbondale, Pa.
MARTIN, JOHNNY
WHIZ, Zanesville, Ohio
MARTIN, KEN
WLDB, Atlantic City, N. J.
MARTIN, LARRY
WKAM, Goshen, Ind.
MARTIN, PETER
KXOK, St. Louis, Mo.
MARTIN STEVE
Drama Manor
KTTV, Hollywood, Cal.
MARX, ELZER
WITY, Danville, Ill.
MASEY, BILL
WELO, Tupelo, Miss.
MASINGILL, DAVID I.
WSFB, Quitman, Ga.
MASON, CHARLES
Pee Dee Potpourri
WJMX, Florence, S. C.
MASSENGILL, LUTHER
WDEF-TV, Chattanooga, Tenn.
MATHEWSON, DON
WTUX, Wilmington,. Del
MATHIS, JERRY
KBRO, Bremerton, Wash.
MATHIS, RALPH C.
Wake Up Dixie
WCPC, Houston, Miss.
MATHIS, ROBIN H.
Open House
WCPC, Houston, Miss.
MATTHEWS, PAT
Polka Matinee
WKOP, Binghamton, N. Y.
MATTOX, MAT
Matinee Today
WTON, Staunton, Va.
MAXWELL, CHUCK
WDAF, Kansas City, Mo.
MAXWELL, RAY
WGHM, Waterville, Me.
MAY, BEA
WITV, Miami, Fla.
MAYERS, DICK
WPAG, Ann Arbor, Mich.
MAYNE, ROBERT
WGAD, Gadsden, Ala.
MEAD, BOB
WMIX, Mt. Vernon, Ill.
MEADOR, BOB
WNLA, Indiancla, Miss.
MEJIA, TONY
Pan American Hour
KGHF, Pueblo, Col.
MELLOY, JACK
WANE, Ft. Wayne, Ind.
MELODY, JOE
WOAI-TV, San Antonio, Tex.
MENEFEE, BOB
Heading Home
WIP, Philadelphia, Pa.
MERCEIN, TOM
WMAQ, Chicago, Ill.
MERCIER, RAY
Dance Party
WCSH, WCSH-TV, Portland, Me.
MESMER, BILL
KFMB-TV, San Diego, Cal.
MESSER, NORMAN
WOAI, San Antonio, Tex.
METHVEN, JEFF
KPLT, Paris, Tex.
MEUNIER, JOHN
WVPO, Stroudsburg, Pa.
MEYER, LEWIS
KOME, Tulsa, Okla.
MEYER, TOM
OK Ballroom
WOKZ, Alton, Ill.

MEYERS, DON
WSPD, Toledo, Ohio
MICHAEL, ED
ABC, ABC-TV
MIDDLETON, HARRY
WTVD, Durham, N. C.
MIKKALSON, BOB
WMT, Cedar Rapids, Iowa
MILLAN, DAVE
WKNX, Saginaw, Mich.
MILLER, BILL
All Star Country Show
WKNA, Charleston, W. Va.
MILLER, BILL
WIL, St. Louis, Mo.
MILLER, BOB
KJSK, Columbus, Neb.
MILLER, BOB
KSCO, Santa Cruz, Cal.
MILLER, BOB
Video Theatre
WSJV-TV, Elkhart, Ind.
MILLER, ED. C.
Neighborhood News
KWEI, Weiser, Idaho
MILLER, GARY
WATS, Sayre, Pa.
MILLER, JAMES
Gospel Jubilee
WKUL, Cullman, Ala.
MILLER, JOHNNY
Gospel Sing
WTOB-TV, Winston-Salem, N. C.
MILLER, MAC
WCBI-TV, Columbus, Miss.
MILLER, NEAL
Gospel Show
WSGN, Birmingham, Ala.
MILLS, ALLAN
WTRL, Bradenton, Fla.
MILLS, DON
KGNO, Dodge City, Kan.
MILLS, ELMO
WFTG, London, Ky.
MILNER, GENE
Dawn Patrol
WIP, Philadelphia, Pa.
MILTON, JUD
KROD, El Paso, Tex.
MILWEE, N. C.
WVJS, Owensboro, Ky.
MITCHELL, EVERETT
National Farm & Home Hour
NBC
MITCHELL, LES
WVLN, Olney, Ill.
MOEGLE, FRED
KWK-TV, St. Louis, Mo.
MOFFETT, CHUCK
WWCA, Gary, Ind.
MOFFIT, JIM
KREM-TV, Spokane, Wash.
MOISELLE, ED
WVDA, Boston, Mass.
MONROE, JOE
KJOE, Shreveport, La.
MONTGOMERY, STU
WBUX, Doylestown, Pa.
MOODEY, MARION McCOOK
KFXM, San Francisco, Cal.
MOONEY, JESS
WTOC-TV, Savannah, Ga.
MOORE, JAY
WENK, Union City, Tenn.
MOORE, TED
WFRV-TV, Green Bay, Wis.
MOREAU, AL
WSPB, Sarasota, Fla.
MORGAN, HANK
WQXI, Atlanta, Ga.
MORGAN, HOWARD
Uncle Howdy's Fun Time
KCKT, Great Bend, Kan.
MORGAN, JIM
KCUL, Fort Worth, Tex.
MORGAN, PAT
KPLC-TV, Lake Charles, La.
MORLEY, JIM
Treasure Chest
KGGM-TV, Albuquerque, N. M.
MORRIS, MONTE
Name Your Neighbor
KYJC, Medford, Ore.
MORRISON, GEORGE W.
KPLK, Dallas, Ore.

MORROW, DON

B. Jan. 29, 1927, Stamford, Conn. Rin-Tin-Tin, ABC-TV; Wide Wide World, Dragnet, This Is Your Life, NBC-TV; Vic Damone Show, Gunsmoke, CBS-TV

MORTON, BROOKS
Sunshine Serenade
WTOL, Toledo, Ohio
MORTON, JAY
WEDO, McKeesport, Pa.
MORTON, LOU
WQXI, Atlanta, Ga.
MOTT, DAVE
KILT-TV, El Paso, Tex.
MOTTER, WILLIAM
WACB, Kittanning, Pa.
MOUNTEER, JOHN
Mood Indigo
WTRY, Troy, N. Y.
MOYER, DON
Barn Dance
WOAY-TV, Oak Hill, W. Va.
MULCAHY, JOHN
WALK, Patchogue, N. Y.
MULLALLY, DON
WTWN, St. Johnsbury, Vt.
MULLEN, JAY
WCSC-TV, Charleston, S. C.
MULLINS, REV
KMBC-TV, Kansas City, Mo.
MURFF, JIM
Alarm Clock Club
WDSC, Dillon, S. C.
MURPHY, BOB
WNBQ, Chicago, Ill.
MURPHY, ED
Hollywood Matinee
WSYR-TV, Syracuse, N. Y.
MURPHY, JOHN
Saturday San Joaquin
KFRE-TV, Fresno, Cal.
MURRAY, BILL
KWON, Bartlesville, Okla.
MURRAY, JIM
KDRO, Sedalia, Mo.
MUSGRAVE, BILL
Noon Tunes
WKNK, Muskegon, Mich.
MYER, BILL
In the Mood
KVOR, Colorado Springs, Col.

— N —

NAPPIER, NAP
Corral Call
KTLD, Tallulah, La.
NARZ, JIM
Merchants Quiz
KPOL, Los Angeles, Cal.
NASH, JERGEN
WCCO, Minneapolis, Minn.
NASH, JOHN
Golden Crescent
KIOX, Bay City, Tex.
NAVEN, DEAN
KMA Shenandoah, Iowa
NEHRLING, WALLY
1430 Club
WIRE, Indianapolis, Ind.
NEIMAN, WIN
KMUR, Murray, Utah
NELSON, CHARLES
Platter Pit
KBAM, Longview, Wash.
NELSON, CY
WJJD, Chicago, Ill.
NELSON, DAN
KVNC, Winslow, Ariz.
NELSON, DAVE
WMVO, Mt. Vernon, Ohio
NELSON, LINDSEY
NCAA Football
NBC-TV
NELSON, LOUIS
WGH, Norfolk, Va.
NELSON, PAUL
Trading Post
KIOA, Des Moines, Iowa
NELSON, RALPH
KPTL, Carson City, Nev.
NELSON, ROBERT
WFMC, Goldsboro, N. C.
NELSON, STAN
WSTC, Stamford, Conn.
NELSON, TOMMY
WDDT, Greenville, Miss.
NELSON, WARREN
WROK, Rockford, Ill.
NELSON, WILLIE
KVAN, Vancouver, Wash.
NEUMANN, JERRY
WCOW, Sparta, Wis.
NEW, JAMES H.
KGAL, Lebanon, Ore.
NEWSOM, L. H.
Kingshighway
WOKJ, Jackson, Miss.
NEWSOME, GIL
KWK-TV, St. Louis, Mo.
NICHOLS, CHUCK
WJOL, Joliet, Ill.
NICHOLS, DELMAS
WHAB, Baxley, Ga.
NICHOLS, HAROLD
KVOM, Morrilton, Ark.
NICHOLS, LEE
KWBB, Wichita, Kan.
NICHOLS, STEVE
KBHS, Hot Springs, Ark
NIELSON, WARREN
KMA, Shenandoah, Iowa
NIEMI, TED
Polka Party
WKBN, WKBN-TV, Youngstown, Ohio
NILES, DAVE
KRDG, Redding, Cal.
NIX, ED
Top Banana Show
KWIZ, Santa Ana, Cal.
NOLAN, TIM
KXYZ, Houston, Tex.
NOLAND, ROBERT J.
KDKD, Clinton, Mo.
NORTHINGTON, JIM
WHKP, Hendersonville, N. C.
NORTON, RAY
KSIM, Sikeston, Mo.
NORVELL, GEORGE
KSLV, Monte Vista, Col.
NORWOOD, BILL
Cartoon Carnival
WNCT, Greenville, N. C.
NOVINS, STUART
Face The Nation
CBS
NUSS, TOM
KHOL-TV, Kearney, Neb.

— O —

OAKVIK, JOHN
WJEF, Grand Rapids, Mich.
O'BRIEN, DAVE
WDXI-TV, Jackson, Tenn.
O'BRIEN, PAT
Your Nutrilite Radio Theatre
NBC
O'CONNER, RICHARD
WCRB, Boston, Mass.
ODEGAARD, RUSS
KCBC, Des Moines, Iowa
O'DONNEL, D. J.
KALB, Alexandria, La.
O'DONNELL, JIM
Musical Sunday
WWOK, Charlotte, N. C.
O'DONNELL, LEW
Panorama
WHEN-TV, Syracuse, N. Y.
OFFHAUS, RUSSELL
WLOS, Asheville, N. C.
OGLE, RON
Tomorrows Headlines
KVAL-TV, Eugene, Ore.

OLIVER, GREGORY
WDAF-TV, Kansas City, Mo.
OLIVER, ROGER
KTVI, St. Louis, Mo.
OLSEN, JACK
Polka Party
KLOK, San Jose, Cal.
OLSEN, JOHNNY
Break the $250,000 Bank, Masquerade Party
NBC-TV, ABC-TV
OLSON, BOB
WCBI-TV, Columbus, Miss.
OLSON, DON
WJBC, Bloomington, Ill.
OLSON, HARVEY
WDRC, Hartford, Conn.
OLSON, LEE
Sunrise Serenade
KROS, Clinton, Iowa
OLSON, RAY
WOW, Omaha, Neb.
OLSON, RIG
KBMB-TV, Bismarck, N. D.
O'MASSEY, DENNIS
WJSB, Crestview, Fla.
O'NEILL, MICHAEL
KITE, San Antonio, Tex.
O'REILLY, JACK
WPEN, Philadelphia, Pa.
O'REILY, MIKE
Western Theatre
WJTV, Jackson, Miss.
ORR, BILL
Teen-time
KREX, KREX-TV, Grand Junction, Col.
ORTON, JIM
WSON, Henderson, Ky.
OSMUNDSON, DEAN
KBIZ, Ottumwa, Iowa
O'TOOLE, BILL
Life Is Worth Living, Mostly Music
ABC, ABC-TV
OUELLETTE, ROLAND
KPET, Lamesa, Tex.

— P —

PACK, MARSHALL
WLOS, Asheville, N. C.
PADGETT, MATTIE
Lillie Anne
WIRC, Hickory, N. C.
PAGE, DAVE
KREM-TV, Spokane, Wash.
PAGE, LARRY
Merry-Go-Round
WTOC, Savannah, Ga.
PALMER, CURT
KFJB, Marshalltown, Iowa
PALMER, KEITH
KRMW, The Dalles, Ore.
PANNONE, LOU
Trading Post
KGBC, Galveston, Tex.
PARK, CHARLEY
WJR, Detroit, Mich.
PARKER, BOB
WDOT, Burlington, Vt.
PARKER, CY
WLOI, Laporte, Ind.
PARKER, JOHN
KERO-TV, Bakersfield, Cal.
PARKER, PAUL
WLAS, Jacksonville, N. C.
PARKER, RUSTY
WDEV, Waterbury, Vt.
PARKES, HAL
KEYY, Provo, Utah
PARKS, BERT
Bandstand
NBC
PARKS, DEL
Coffee Grind
WDRF, Chester, Pa.
PARLE, PAUL
KEYS, Corpus Christi, Tex.
PARR, JACK
WDZ, Decatur, Ill.
PARRISH, BYRON
WBLK, Clarksburg, W. Va.
PATTERSON, GEORGE
KASH, Eugene, Ore.
PAUL, GENE
WSTN, St. Augustine, Fla.
PAUL, PETER
WRUM, Rumford, Me.

PAUL, RALPH D.

B. Oct. 11, 1920. Strike It Rich-Colgate, The Millionaire, CBS; The Goodyear Playhouse, NBC.

PAWLAK, TOBY
KALB, Alexandria, La.
PAXTON, TOM
WKY, WKY-TV, Oklahoma City, Okla.
PAYNTER, LARRY
WPBC, Minneapolis, Minn.
PEACH, FRED
Dinner Is Served
WHYN-TV, Springfield, Mass.
PEARCE, MARSHALL
WSMB, New Orleans, La.
PEARSON, BOB
Trend of the Times
KNGS, Hanford, Cal.
PECK, GALE
Melody Every Evening
KERN, Bakersfield, Cal.
PELA, JOHN
Tomorrow's Weather
KCRG-TV, Cedar Rapids, Iowa
PENNINGTON, MEL
Sound-O-Rama
KRBC, Abilene, Tex.
PENNY, GAIL
Hall of Hits
WLEE, Richmond, Va.
PERAZZO, DON
Sunrise Serenade
KBON, Omaha, Neb.
PERKINS, GENE
Top O' the Morning
KBOI, Boise, Idaho
PERKINS, JACK
WGAR, Cleveland, Ohio
PERRAULT, CARL
WSBS, Great Barrington, Mass.
PERRY, BOB
WCKR, Miami, Fla.
PERRY, GENE
WABO, Waynesboro, Miss.
PERRY, JOHN
WTAP-TV, Parkersburg, W. Va.
PERRY, SID
Midwest Matinee
WCIA, Champaign, Ill.
PETERS, CHARLOTTE
KSD-TV, St. Louis, Mo.
PETERS, ROBERT
WFAS, White Plains, N. Y.
PETERSON, BOB
WNAM, Neenah, Wis.
PETERSON, JACK
WPVL, Painesville, Ohio
PETERSON, WARREN
Breakfast at Netties
KAYE, Puyallup, Wash.
PETRI, NELLO
WJKO, Springfield, Mass.
PETTY, JERRY
KENN, Kenedy, Tex.
PEYTON, RICHARD
Hi Neighbor
KLVC, Leadville, Col.
PFAFF, DAVE
WNOG, Naples, Fla.
PFISTER, TED
WNDU, South Bend, Ind.
PFLEEGER, GEORGE
WJTN, Jamestown, N. Y.
PHALEN, TOM
KREM, Spokane, Wash.
PHILLIPS, DON
WEW, St. Louis, Mo.
PHILLIPS, GENE
WMAN, Mansfield, Ohio
PHILLIPS, KEN
KAFP, Petaluma, Cal.
PICKREN, CONRAD
Musical Clock
WFEB, Sylacauga, Ala.
PIERCE, BILL
WEJL, Scranton, Pa.
PIERCE, FELDER L.
WZOB, Fort Payne, Ala.
PIRNIE, DUNCAN
Cocktail Time
WQXR, New York, N. Y.
PITTCOCK, ROBERT
King Arthur
KWBY, Colorado Springs, Col.
PITTMAN, CHARLES
1280 Musical Journal
WJAY, Mullins, S. C.
PLAYER, JIM
Movie Matinee
WBTW, Florence, S. C.
POINDEXTER, RAY
KGHI, Little Rock, Ark.
POLK, BILL
Mid Day Frolics
WHBO, Tampa, Fla.
POLLOCK, BOB
WCLT, Newark, Ohio
POLSON, JOHN
Musical Merry Go Round
KCLE, Cleburne, Tex.
POOLE, BOB
WBIG, Greensboro, N. C.
POTEET, JIM
KDUB, Lubbock, Tex.
POTTBERG, RICK
Concert Time
WDCL, Tarpon Springs, Fla.
POTTER, WES
WFIE, Evansville, Ind.
POWELL, JACK
Bar 15
WIN-T, Ft. Wayne, Ind.
POWERS, DON
Koffee Klub
KXGN, Glendive, Mont.
POWERS, JIMMY
Cavalcade of Sports
NBC-TV
PRATER, FRANK
Dixie Diary
WSEV, Sevierville, Tenn.
PRELL, ALLEN
Top Tune Time
KFGT, Fremont, Neb.
PRENTICE, BILL
WEWS, Cleveland, Ohio
PRESTON, JAMES L.
KDKD, Clinton, Mo.
PREVETTI, BILL
Teenage Canteen
KGGM, KGGM-TV, Albuquerque, N. M.
PRICE, RALPH
WJHL-TV, Johnson City, Tenn.
PRICE, SAM
Nightwatchman
KMED, Medford, Ore.
PRIEST, GEORGE
KIEM, Eureka, Cal.
PRIMIKIRIS, JOHN
WHDL, Olean, N. Y.
PRINCE, JIM
WBRM, Marion, N. C.
PRITCHARD, MARK
Listening Post
WCSS, Amsterdam, N. Y.
PROCTOR, FRANK
WWOD, Lynchburg, Va.
PRUITT, AL.
WAGR, Lumberton, N. C.
PRYOR, CACTUS
KTBC, KTBC-TV, Austin, Tex.
PUFFER, GEORGE
WCLI, Corning, N. Y.
PUGH, CHUCK
Telequiz
WTVR, Richmond, Va.
PUTMAN, DON
WBBZ, Ponca City, Okla.
PUTNAM, JIM
WHIT, New Bern, N. C.

—Q—

QUAVE, MACKIE
Music You Want
WIS, Columbia, S. C.
QUIMBY, JOHN
KRNO, San Bernardino, Cal.
QUINN, ED
WFHG, Bristol, Va.

—R—

RADECK, JOHN
WJBF, Augusta, Ga.
RADKA, AL
KFRE-TV, Fresno, Cal.
RAE, BOB
550 Club
KAFY, Bakersfield, Cal.
RAGSDALE, NORMAN
WKUL, Cullman, Ala.
RAINEY, BOB
WCPA, Clearfield, Pa.
RAINS, CAL
WIST, Charlotte, N. C.
RANDALL, DALE
Man Called X
KBOI-TV, Boise, Idaho
RANDALL, ROY
R.F.D. 1330
KFH, Wichita, Kan.
RAPCHAK, MIKE
WAAF, Chicago, Ill.
RATHBUN, JOHN
WNDR, Syracuse, N. Y.
RAWLINGS, WAYNE
KULE, Ephrata, Wash.
RAY, CHARLES
WPVL, Painesville, Ohio
RAY, CURT
Clockwatcher
KMOX, St. Louis, Mo.
RAY, JOHN
Tic Toc Time
WTAY, Robinson, Ill.
RAY, LEA
KOPO, Tucson, Ariz.
RAYMOND, FRANK
Farm Cast
WCYB, Bristol, Va.
RAYNOR, JAMES
WLSV, Wellsville, N. Y.
READ, THOMAS W.
KRLC, Lewiston, Idaho
RECTOR, BOB
KRDO, Colorado Springs, Col.
REDDY, TOM
Circus Time, Treasure Hunt
ABC-TV
REED, KENYON
Moods in Melody
WFRM, Coudersport, Pa.
REETER, DEAN
The Home Show
KWIN, Ashland, Ore.
REEVES, BOB
Prof. R & B
WKWK, Wheeling, W. Va.
REID, DICK
Luck 8 Ranch
WCHS-TV, Charleston, W. Va.
REIG, HOWARD
NBC
REILLY, ED
WBRY, Waterbury, Conn.
REILLY, JIM
WRTA, Altoona, Pa.

REIMERS, ED

B. Oct. 26, Moline, Ill.; Kaiser Aluminum Hour, Wire Service, ABC-TV; Crusader, Mr. Adams & Eve, Do You Trust Your Wife? CBS-TV; Global Zobel, KTTV

REISING, KEITH
WLRP, New Albany, Ind.
REKEDAL, ART
KYES, Roseburg, Ore.
REMY, MEL
KNAK, Salt Lake City, Utah
RENAULT, DON
KBUS, Mexia, Tex.
RENWICK, CHARLES
WKNX-TV, Saginaw, Mich.
REYNOLDS, CLIF
Kaleidoscope
WCSH-TV, Portland, Me.
REYNOLDS, DICK
WCUE, Akron, Ohio
REYNOLDS, GENE
WBAP, Fort Worth, Tex.
REYNOLDS, TOMMY
Movietime, U.S.A.
KENS-TV, San Antonio, Tex.
REZNOR, JOHNNY
WPFB, Middletown, Ohio
RHEA, DON
Coffee Club
KIOX, Bay City, Tex.
RHODES, BOB
WFBM-TV, Indianapolis, Ind.
RICE, DICK
WTOD, Toledo, Ohio
RICH, AL
WJAC, Johnstown, Pa.
RICHARDS, AL
WTYC, Rock Hill, S. C.
RICHARDS, BILL
WCHS-TV, Charleston, W. Va.
RICHARDS, BOB
Record Session
WKOP, Binghamton, N. Y.
RICHARDS, ROBERT
WAZL, Hazleton, Pa.
RICHARDSON, ART
Eye Opener
WRVA-TV, Richmond, Va.
RICHARDSON, BRUCE
WROK, Rockford, Ill.
RICHARDSON, PORTER
KVMC, Colorado City, Tex.
RICHMOND, BOB
Ed Marling Show
WREN, Topeka, Kan.
RICK, BUD
WKRM, Columbia, Tenn.
RICKENBACKER, ACE
Talk of the Town
WORD, Spartanburg, S. C.
RICKWA, JOHN
KTIV, Sioux City, Iowa
RIDDICK, DAVE
Mid-day Spirituals
WRAP, Norfolk, Va.
RIDENHOUR, PAUL
WELS, Kinston, N. C.
RIDGE, ROY
WKBV, Richmond, Ind.
RIDNER, JACK S.
Circle 6 Ranch
WCTV, Tallahassee, Fla.
RIGGS, A. F. Butch
Rise N' Shine
WIRO, Ironton, Ohio
RIGLER, ROBERT
KGEZ, Kalispell, Mont.
RILEY, JOHN
WVAM, Altoona, Pa.
RING, BILL
California Hayride
KOVR, Stockton, Cal.
RIPPE, BILL
Tex & Jinx Show
WRCA, N. Y. C.
RISNER, JIM
Old Timer
KSYD, Wichita Falls, Tex.
RITZ, MYRNA
WBTA, Batavia, N. Y.
RIZZO, HANK
WVDA, Boston, Mass.
ROBBINS, ED
WKNB, New Britain, Conn.
ROBBINS, JOHN
WINX, Rockville, Md.
ROBERSON, AL
Roseland Review
WPEP, Taunton, Mass.
ROBERTS, BILL
WBOW, Terre Haute, Ind.
ROBERTS, BUNNY
WKIT, Mineola, N. Y.
ROBERTS, CHARLIE
WGAR, Cleveland, Ohio
ROBERTS, JIM
Homeward Bound
WHBC, Canton, Ohio
ROBERTS, MIKE
WATM, Atmore, Ala.
ROBERTS, PAUL
Town Clock
KERN, Bakersfield, Cal.
ROBERTS, RAY
WKDL, Clarksdale, Miss.
ROBERTS, SID
WJJD, Chicago, Ill.
ROBERTS, STAN
WTOW, Towson, Md.
ROBERTS, WM. L.
KGYW, Vallejo, Cal.
ROBERTSON, TRAFTON
WTAR, Norfolk, Va.
ROBINSON, C. R.
WWOC, Manitowoc, Wis.
ROBINSON, CLEOPHUS
WOKJ, Jackson, Miss.
ROBINSON, DAVE
KOMO, Seattle, Wash.
ROBINSON, MAX
WJTN, Jamestown, N. Y.
ROCZ, BILL
Highway Safety
WPON, Pontiac, Mich.
ROD, SHERRY
KFSD-TV, San Diego, Cal.
ROEDEL, JOHN
KSD, St. Louis, Mo.
ROGERS, LANDIS
Down Home with Grandpappy
WACR, Columbus, Miss.
ROGERS, TOM
Southeast Almanac
WBTW, Florence, S. C.

ROGERS, WILLIAM H.

B. Nov. 17; $64,000 Question, $64,000 Challenge, Ford Theatre, G.E. Theatre CBS

ROHLING, LARRY
WOWL, Florence, Ala.
ROLAND, RAY
WATS, Sayre, Pa.
RONALD, STAN
WKAN, Kankakee, Ill.
ROODHOF, TED
WDOS, Oneonta, N. Y.
ROPER, JAMES T.
KRTN, Raton, N. M.
ROSE, DARRELL
Chapel By Road
KTNM, Tucumcari, N. M.
ROSENTHAL, CONRAD
KWHO, Salt Lake City, Utah
ROSS, BILL
WCKT, Miami, Fla.
ROSS, LLOYD
WMLS, Sylacauga, Ala.
ROSS, NORMAN
WGN, Chicago, Ill.
ROSSIER, JOSEPH
WLSV, Wel'sville, N. Y.
ROSSITER, FRANK
WKAN, Kankakee, Ill.
ROTHMANN, LEE
WKOW, Madison, Wis.
ROUNDTREE, MARTHA
Press Conference
ABC-TV
ROWE, DILLARD
WGFS, Covington, Ga.
RUBIO, ZATARAIN
KIWW, San Antonio, Tex.
RUCKLE, BOB
WBIA, Augusta, Ga.
RUDES, JIM
WSPD-TV, Toledo, Ohio
RULE, RON
KOIN-TV, Portland, Ore.
RUSE, PAUL
Wake Up to Music
KOEL, Oelwein, Iowa

RUSSELL, BOB
Stand Up and Be Counted, CBS-TV; Miss Universe Pageant, Long Beach, Cal.

RUSSELL, BARCLAY
WOAI, San Antonio, Tex.
RUSSELL, FRAN
Barter Time
WCYB, Bristol, Va.
RUSSELL, JIM
Radio Roundup
KCOW, Alliance, Neb.
RUSSELL, LANCE
WDXI-TV, Jackson, Tenn.
RUSSELL, VERNE
KUJ, Walla Walla, Wash.
RUTLEDGE, KEN
Cool Classics
KRIE, Odessa, Tex.
RUTLEDGE, NED
Mulberry Bush
WHVR, Hanover, Pa.
RYAN, JOHNNY
KVOO, Tulsa, Okla.
RYAN, TOM
WSNY, Schenectady, N. Y.
RYHNER, WARREN
WFRV-TV, Green Bay, Wis.
RYRE, REED
WBGR, Jesup, Ga.

— S —

SAGGESE, BOB
WBML, Macon, Ga.
SAINT, TERRY
WTVT, Tampa, Fla.
ST. JOHN, CHARLIE
KVDO-TV, Corpus Christi, Tex.
ST. THOMAS, DON
KTNT, Tacoma, Wash.
SALES, JERRY
Spins & Needles
KFAM, St. Cloud, Minn.
SALESKI, STAN
Polka Time
WMMW, Meriden, Conn.
SALINER, PAUL
WGN, Chicago, Ill.
SALTER, RUSS
WTAQ, LaGrange, Ill.
SANDERS, GORDON
KRLD, Dallas, Tex.
SANDERS, JIM
Ruffin Reddy
WSIX-TV, Nashville, Tenn.
SANDERS, NICK
KWCO, Chickasha, Okla.
SANDLER, BERNIE
WEBR, Buffalo, N. Y.
SANDSTROM, JACK
WADP, Kane, Pa.
SANTON, CHESTER
Adventures in Sound
WQXR, New York, N. Y.
SAUNDERS, BRUCE
Record Shop
WSBT, South Bend, Ind.
SAWYER, VERNE
KENE, Toppenish, Wash.
SAYLOR, EARL
KREI, Farmington, Mo.
SCANLAN, JIM
WOW-TV, Omaha, Neb.
SCHARMAN, GEORGE
Federal Men
WOAI-TV, San Antonio, Tex.
SCHEIE, DAVE
WOW, Omaha, Neb.
SCHELL, OLLIE
Operation Western Living
KEPR-TV, Pasco, Wash.
SCHENCK, BUD
Movie Marshall
WTRF-TV, Wheeling, W. Va.

SCHENKEL, CHRIS
B. Aug. 21, 1923, Wabash, Ind. New York Football Giants, Horse Racing, Football Roundup, Orange Bowl, CBS-TV; St. Nick Fights, DuMont; Monitor, NBC; Pro Championship, NBC-TV

SCHLABACH, EARL
Mystery Melody
WBSE, Hillsdale, Mich.
SCHMEER, WILLIAM
WAZL, Hazleton, Pa.
SCHMITT, JIM
KSLO, Opelousas, La.
SCHOEN, STEVE
KSCO, Santa Cruz, Cal.
SCHOLFIELD, JOHN
Movies for Kids
KSAU-TV, Wausau, Wis.
SCHOLL, DUTCH
WNOP, Newport, Ky.
SCHRIMSHER, DON
KSST, Sulphur Springs, Tex.
SCOFIELD, CARTER
WDBO, Orlando, Fla.
SCOGIN, JOHN
Concert Hall
WTAW, College Station, Tex.
SCOLLAY, AL
Cline's Talent Time
KOMU-TV, Columbia, Mo.
SCOTT, ALAN
WRCV-TV, Philadelphia, Pa.
SCOTT, BILL
WRLD, West Point, Ga.
SCOTT, BLAINE
KID-TV, Idaho Falls, Idaho
SCOTT, BOB
WOOD-TV, Grand Rapids, Mich.
SCOTT, ED
KDUB-TV, Lubbock, Tex.

SCOTT, FRED
B. June 25, 1920. Liberace Show, WABD; Captain Video Space Show; Cildren's Shows

SCOTT, HAROLD
WJAC-TV, Johnstown, Pa.
SCOTT, HOWARD
WLAQ, Rome, Ga.
SCOTT, JIM
KOSA-TV, Odessa, Tex.
SCOTT, JOHN
WCOP, Boston, Mass.
SCOTT, JOHN
Little Rascals
WHEN-TV, Syracuse, N. Y.
SCOTT, RAY
R.F.D. Ramble
WNOP, Newport, Ky.
SCOTT, RON
WOI-TV, Ames, Iowa
SCOTT, SAM
WCAM, Camden, N. J.
SEAY, JIM
Music After Hours
WLEE, Richmond, Va.
SEIFERT, FRANK
Early Movie
WTCN-TV, Minneapolis, Minn.
SEMPLE, HUGH
Ebony Rhapsody
KWDM, De Moines, Iowa
SEWELL, DOUG
KDUB-TV, Lubbock, Tex.
SEXTON, HOWARD
Walkerton News
WLOI, Laporte, Ind.
SEYMOUR, ROBIN
Bobbin' with Robin
WKMH, Detroit, Mich.
SHACKELFORD, DON
WHLP, Centerville, Tenn.
SHADBURN, BILL
WSAV-TV, Savannah, Ga.
SHALLCROSS, WILLIAM
WADP, Kane, Pa.
SHANAHAN, PAT
WDOR, Sturgeon Bay, Wis.
SHANAHAN, TOM
WEMP, Milwaukee, Wis.
SHARP, IRVING
WDBJ, WDBJ-TV, Roanoke, Va.
SHARPE, INGRAM
WXRA, Buffalo, N. Y.
SHAW, JAMES
WFAU, Augusta, Me.
SHAW, JOE
WTSL, Hanover, N. H.

SHELDON, HERB
Herb Sheldon Show, WRCA

SHELDON, LINN
Late Matinee
WJW-TV, Cleveland, Ohio
SHELTON, JIM
KHAD-TV, Laredo, Tex.
SHEPPARD, ROBERT
Amateur Hour
ABC-TV
SHERIDAN, BILL
Sandman Chaser
WADK, Newport, R. I.
SHERIDAN, PHIL
Triangle Theatre
WFJL-TV, Philadelphia, Pa.
SHERMAN, ARTHUR
WJAC-TV, Johnstown, Pa.
SHERMAN, TOM
Tennessee Jamboree
WBIR, Knoxville, Tenn.
SHERRILL, BOB M.
Best on Wax
WAKN, Aiken, S. C.
SHERRILL, DON
KGFW, Kearney, Neb.
SHERWOOD, DON
KGO-TV, San Francisco, Cal.
SHIEL, MARK
KWAT, Watertown, S. D.
SHIELD, MIKE
WMIX, Mt. Vernon, Ill.
SHIELDS, HERB
KSLV, Monte Vista, Col.

SHIPLEY, BILL
B. Aug. 1, 1918, Ottawa, Kans. The Buccaneers, You Are There, CBS-TV; Jonathan Winters Show, The Big Story, NBC-TV

SHIPLEY, JIM
WJER, Dover, Ohio
SHOEMAKER, NATHAN
WABO, Waynesboro, Miss.
SHREVE, LEONARD
Dancetime
KGW, Portland, Ore.
SHUFFETT, CHARLES
WLBN, Lebanon, Ky.
SHULL, CHUCK
WRVA-TV, Richmond, Va.
SHUPERT, W. H., JR.
WWNR, Beckley, W. Va.
SHUTTS, WILLIAM F.
KVOC, Casper, Wyo.

SILL, DAVE
Past & Present
WESB, Bradford, Pa.

SIMPSON, GEORGE
WJNO, West Palm Beach, Fla.

SIMS, BOB
New Port Richey Show
WDCL, Tarpon Springs, Fla.

SINCLAIR, CHARLES
Matinee Melodies
WMEV, Marion, Va.

SINCLAIR, DICK
Polka Party
KFI, Los Angeles, Cal.

SIPHERD, ARTHUR
Meet Your Neighbor
KCMJ, Palm Springs, Cal.

SKINNER, GEORGE
WABC, New York City, N. Y.

SLATTERY, JOE
Ozark Jubilee
ABC-TV

SLATTON, PAUL
WJBB, Haleyville, Ala.

SMITH, BILL
WWIL, Fort Lauderdale, Fla.

SMITH, BOB
WOR, New York, N. Y.

SMITH, DICK
WMCK, McKeesport, Pa.

SMITH, DOUGLAS
WFDF, Flint, Mich.

SMITH, GEORGE B., JR.
KPLK, Dallas, Ore.

SMITH, GUY
KIMO, Independence, Mo.

SMITH, IRV
WHB, Kansas City, Mo.

SMITH, JIM
WJHP, Jacksonville, Fla.

SMITH, ROBERT
WABM, Houlton, Me.

SMITH, ROGER
WJBB, Haleyville, Ala.

SMITH, SEALY
KOSA-TV, Odessa, Tex.

SMITH, WEBB
KAMQ, Amarillo, Tex.

SNODGRASS, KEITH
KGEZ, Kalispell, Mont.

SOBOL, JOHNNY
Rumpus Room
WILK-TV, Wilkes-Barre, Pa.

SOILEAU, JIM
Good Rockin'
KNOC, Natchitoches, La.

SORENSON, EARL
KWEW, Hobbs, N. M.

SPARKS, KEN
WHLD, Niagara Falls, N. Y.

SPENCER, RAYMOND E.
KFXM, San Bernardino, Cal.

SPILLMAN, SANDY
KPIX, San Francisco, Cal.

SPOO, EDWARD H.
WWHG, Hornell, N. Y.

SPRIGG, MEL
KTVR, Denver, Col.

SQUIER, KEN
WDEV, Waterbury, Vt.

STAMPS, BILL
WGNS, Murfreesboro, Tenn.

STANLEY, BILL
WICH, Norwich, Conn.

STANLEY, JIM
WICH, Norwich, Conn.

STANLEY, ROY
KWBB, Wichita, Kan.

STANT, JACK
WDRF, Chester, Pa.

STAPLETON, JAMES
WLVA, Lynchburg, Va.

STAR, MARK
Open House
KGBC, Galveston, Tex.

STARK, DICK

B. Nov. 7, 1911, Grand Rapids, Mich. What's My Line, Gunsmoke, CBS-TV; NBC News-Chet Huntley, Comedy Time, NBC-TV

STARLING, DAVID
KFI, Los Angeles, Cal.

STAVAS, JOE
KODY, North Platte, Neb.

STEBBINS, ROGER
WERC, Erie, Pa.

STEELE, DON
KLIK, Jefferson City, Mo.

STEELE, TED
WOR-TV, New York, N. Y.

STEFFES, ART
KVOX, Moorhead, Minn.

STEIN, MIKE
WJLS, Beckley, W Va

STEIN, MICHAEL
WAKR, Akron, Ohio

STEPHENSON, BOB
KXYZ, Houston, Tex.

STEVENS, BILL
WCYB-TV, Bristol, Va.

STEVENS, BOB
WARU, Peru, Ind.

STEVENS, GENE
Broadway's Best
KEEP, Twin Falls, Idaho

STEVENS, PHIL
KMOX, St. Louis, Mo.

STEVENS, RALPH
WRAY, Princeton, Ind.

STEVENSON, JOHN
Bold Journey
ABC-TV

STEWART, DON
WKCT, Bowling Green, Ky.

STEWART, HAYES
KIVA, Yuma, Ariz.

STEWART, JOHN
KDKA, Pittsburgh, Pa.

STIDSTONE, WES
WLEA, Hornell, N. Y.

STILES, DANNY
WCTC, New Brunswick, N. J.

STOCKDALE, TERRY
WMSC, Columbia, S. C.

STONE, DEWEY
WDEC, Americus, Ga.

STORM, JAY
WLOK, Memphis, Tenn.

STRAND, NORM
WSAV-TV, Savannah, Ga.

STRAUSS, JOHN
KNCO, Garden City, Kan.

STRECKER, JOHN
Four of Us
KOMU-TV, Columbia, Mo.

STRICKLAND, BILL
Sun n Fun Club
WIRA, Fort Pierce, Fla.

STUDNEY, ED
WWDC, Washington, D. C.

STURM, DEAN
WSAZ, Huntington, W. Va.

SULLIVAN, BILL
Alarm Clock Club
WCHA, Chambersburg, Pa.

SULLIVAN, TIM
KGMC, Englewood, Col.

SUNKEL, BUD
WDAN, WDAN-TV, Danville, Ill.

SWAIN, HACK
WSPB, Sarasota, Fla.

SWARTZ, STANLEY
WTPA, Harrisburg, Pa.

SWEARINGEN, JERRY
KFOR, Lincoln, Neb.

SWIFT, ALLEN

B. New York City. Popeye The Sailor, Voices for Terry Toons, TV and Radio Commercials; WPIX

SWINSON, BOBBY
KCLW, Hamilton, Tex.

— T —

TABOR, LEE
KYJC, Medford, Ore.

TAPLER, VINCE
Panorama
WTJS, Jackson, Tenn.

TATE, JEROME
Red Hot & Blues
WIOK, Tampa, Fla.

TAYLOR, BEN W.
WMFJ, Daytona Beach, Fla.

TAYLOR, BILL
KCBD-TV, Lubbock, Tex.

TAYLOR, DEL
WHTN-TV, Huntington, W. Va.

TAYLOR, DON
KUBA, Yuba City, Cal.

TAYLOR, GENE
Hoedown Jamboree
KOTA-TV, Rapid City, S. D.

TAYLOR, JACK
KID-TV, Idaho Falls, Idaho

TAYLOR, JIM
WCNB, Connersville, Ind.

TAYLOR, KEN
The Music Room
WVCG, Coral Gables, Fla.

TAYLOR, POP
The Rural Scene
WSTV-TV, Steubenville, Ohio

TELLEZ, RUDY
KTSM-TV, El Paso, Tex.

TERRY, BILL
KLIX-TV, Twin Falls, Idaho

THAYER, JACK
WDGY, Minneapolis, Minn.

THOMAS, AUB
KAFP, Petaluma, Cal.

THOMAS, BOB
Words & Music
WGAI, Elizabeth City, N. C.

THOMAS, GORDON
WTMJ-TV, Milwaukee, Wis.

THOMAS, JERRY
WBIZ, Eau Claire, Wis.

THOMAS, JIM
WKIS-WORZ, Orlando, Fla.

THOMAS, NEWTON
WLLY, Richmond, Va.

THOMAS, THEODORE
WJKO, Springfield, Mass.

THOMAS, WAYNE
KTIM, San Rafael, Cal.

THOMPSON, BILL
KPHO-TV, Phoenix, Ariz.

THOMPSON, BOB
WWNS, Statesboro, Ga.

THOMPSON, BUD
Hospitality Time
KCBD-TV, Lubbock, Tex.

THOMPSON, DICK
WSWW, Platteville, Wis.

THOMPSON, FRANK
KFMB, San Diego, Cal.

THOMPSON, WILL
WXIX, Milwaukee, Wis.

THORNTON, JIM
WTVD, Durham, N. C.

THORNTON, MELBA
Church Bells Ring
WJEH, Gallipolis, Ohio

TISDALE, JERRY
WJSB, Crestview, Fla.

TOLBERT, BOB
WTBF, Troy, Ala.

TONKEN, PHIL

B. Apr. 13, 1919, Hartford, Conn. Youth Wants to Know, The Greatest Drama, Fame, NBC-TV; Tomorrows Front Page Headlines, Crime Fighters, MBS; Allan Granger-Radio Playhouse, WOR; The Big Picture

TOOLEY, JOHNNY
WMTA, Central City, Ky.

TOOTHMAN, ROBERT
Listeners on Wheels
WBLK, Clarksburg, W. Va.

TOPINKA, RUDY
Western Round-up
WSAU, WSAU-TV, Wausau, Wis.

TOTH, JIM
Smilin' Jim's Jamboree
KPLC, Lake Charles, La.

TOWNSEND, CHET
WJPF, Herrin, Ill.

TOWNSEND, DUDLEY
WDBJ-TV, Roanoke, Va.

TRACY, BILL
Party Line
KDLA, De Ridder, La.

TRAILER, REX
WBZ-TV, Boston, Mass.

TRAP, BOB
Top Thirty
WMAX, Grand Rapids, Mich.

TRENT, GEORGE
Spin A Record
WAGA, Atlanta, Ga.

TRENT, JOHN
Housewives Protective League
WCAU, Philadelphia, Pa.

TRENT, TOMMY
KTHS, Little Rock, Ark.

TREWETT, BUD
Kool Korner
KKOG, Ogden, Utah

TUCKER, CHARLES
KOCS, Ontario, Cal.

TUCKER, JACK
WFVA, Fredericksburg, Va.

TUCKER, TOMMY
Cartune Funnies
WMBR-TV, Jacksonville, Fla.

TUGWELL, JIMMY
KBTA, Batesville, Ark.

TUNSTALL, BILL
WFVG, Fuquay Springs, N. C.

TURNER, AL
KTBB, Tyler, Tex.

TURNER, DICK
WAAB, Worcester, Mas.

TURNER, MIKE
WSSB, Durham, N. C.

TYLER, GARY
Coffee Time Frolics
KSYL, Alexandria, La.

TYSON, DAVID
WCAE, Pittsburgh, Pa.

— U —

UHLIS, FRAN
KGBX, Springfield, Mo.

UNOLD, WES
WFMO, Fairmont, N. C.

— V —

VAIL, KIT
WKTY, La Crosse, Wis.

VALENTINE, GLEN
KBYE, Oklahoma City, Okla.

VALLE, DAN
WFAS, White Plains, N. Y.

VALLENDER, ED
WBCM, Bay City, Mich.

VAN, JOE
WKMH, Detroit, Mich.

VAN DAM, LEE
WKLZ, Kalamazoo, Mich.

VANHOOK, EDWARD D.
WSFC, Somerset, Ky.

VAN HORN, ARTHUR
WABC, New York, N. Y.

VAN HORNE, BOOTS
KSHO-TV, Las Vegas, Nev.

VANLANDDINGHAM, LEWIS
KXRJ, Russellville, Ark.

VAUGHN, CLAYTON
Spins & Needles
KUSH, Cushing, Okla.

VEAL, J. H.
Civic Forum
WCOA, Pensacola, Fla.

VENTURINO, DICK
KSTN, Stockton, Cal.

VEST, FRED
WKAB, Mobile, Ala.

VESTAL, STAN
Parade of Hits
KNGS, Hanford, Cal.

VICTOR, PAUL
WCPA, Clearfield, Pa.

VIKEN, MILTON
KOMB, Cottage Grove, Ore.

VINCENT, JOE
WMSL-TV, Decatur, Ala.

VINCENT, SCOTT
ABC, ABC-TV

VINSON, AL
KNET, Palestine, Tex.

VOIGT, OWEN
WSVA, Harrisonburg, Va.

VON HAGLE, PAUL
WMSC, Columbia, S. C.

— W —

WACKER, PHIL
KXRO, Aberdeen, Wash.

WADE, OZZIE
WKNE, Keene, N. H.

WAGONER, VERN
Commuter
WABJ, Adrian, Mich.

WAINWRIGHT, ROBERT
KBSF, Springhall, La.

WALBERG, TINY
WDBO, Orlando, Fla

WALDEN, DICK
WGOV, Valdosta, Ga.

WALKER, DUSTY
KVAR, Mesa, Ariz.

WALKER, KEITH
KXIC, Iowa City, Iowa

WALL, CARL
WGLC, Centreville, Miss.

WALLACE, DALE
KCLA, Pine Bluff, Ark.

WALLACE, EDWARD, JR.
WJRI, Lenoir, N. C.

WALLACE, GEORGE
Java Juke Box
KTKT, Tucson, Ariz.

WALLACE, GIL
WVMC, Mount Carmel, Ill.

WALLACE, TOM JR.
KTKT, Tucson, Ariz.

WALLACK, DICK
KFAM, St. Cloud, Minn.

WALTER, ROD
KOMB, Cottage Grove, Ore.

WALTERS, CLEM
WHWL, Naticoke, Pa.

WALTERS, DICK
WLDL, La Crosse, Wis.

WALTERS, EDDIE
The Morris Hour
WCMY, Ottawa, Ill.

WALTERS, LIDIE
Kitchen Kapers
WFBC, Greenville, S. C.

WALTERS, LOU
Requestfully Yours
WBFC, Fremont, Mich.

WAMBACH, PETE
Party Line
WCMB-TV, Harrisburg, Pa.

WANKE, HUGH
WCAO, Baltimore, Md.

WARD, JIM
Bridge Forum
WITV, Miami, Fla.

WARD, SKIP
KYW, Cleveland, Ohio

WARDEN, SCOTT
KMON, Great Falls, Mont.

WAREHAM, BOB
Boonville Ballroom
KWRT, Boonville, Mo.

WARNER, CARL
WJJD, Chicago, Ill.

WARREN, JERRY

B. July 17, 1926, Philadelphia, Pa. The Jerry Warren Show, WINS; Campbell Soups (Dear Phoebe) NBC - TV; Paramount Pictures

WARREN, MATT
Press Conference
ABC-TV

WATERS, STERLING
KSIX, Corpus Christi, Tex.

WATSON, BILL
550 Club
KAFY, Bakersfield, Cal.

WAYMAN, TOM
KTVT, Salt Lake City, Utah

WAYNE, LARRY
KGUL-TV, Galveston, Tex.

WEAVER, BILL
KCBS, San Francisco, Cal.

WEAVER, BOB
KXO, El Centro, Cal.

WEAVER, JOE
Penthouse Party
WTOL, Toledo, Ohio

WEAVER, R. L.
WLOK, Memphis, Tenn.

WEAVER, ROBYN
WIRL, Peoria, Ill.

WEAVER, TOM
WCMA, Corinth, Miss.

WEBB, JERRY
WPCO, Mt. Vernon, Ind.

WEBB, JIM
WCDT, Winchester, Tenn.

WEBBER, BOB
KXJK, Forrest City, Ark.

WEBBER, LARRY
WJEJ, Hagerstown, Md.

WEBSTER, JOE
WDBL, Springfield, Tenn.

WEEGMAN, WILLARD G. 4
WBKV, West Bend, Wis.

WEEKS, DICK
KTAC, Tacoma, Wash.

WEEKS, ED
KOVC, Valley City, N. D.

WEIDEMAN, JACK
Holiday for Housewives
WRGP-TV, Chattanooga, Tenn.

WEIMAR, BOB
KPLC-TV, Lake Charles, La.

WEITZEL, TOM
WTPA, Harrisburg, Pa.

WELLS, EARL
WSPD-TV, Toledo, Ohio

WELSH, DON
WDSM, Superior, Wis.

WELSH, HERMAN
KENN, Kenedy, Tex.

WENDELL, BILL

B. Mar. 22, 1924, New York City. Tonight with Ernie Kovacs, Wide Wide World, NBC-TV; NBC Bandstand, NBC-TV Color Spectaculars

WESNER, LEE
Top O The Morning
WISC, Madison, Wis.

WESTFALL, KAY
WNBQ, Chicago, Ill.

WESTOVER, JIM
KQV, Pittsburgh, Pa.

WHEAT, RAY
WAAF, Chicago, Ill.

WHEELER, GARTH
KSOP, Salt Lake City, Utah

WHEELER, WILLIAM
Showcase
WEEU, Reading, Pa.

WHITCOMB, MELVILLE T.
WCME, Brunswick, Me.

WHITE, ALAN
KTBS, Shreveport, La.

WHITE, BILL
WGBI, Scranton, Pa.

WHITE, BOB
WLOU, Louisville, Ky.

WHITE, CLYDE
RFD 1570
WTAY, Robinson, Ill.

WHITE, HOWARD
WGRC, Louisville, Ky.

WHITLOCK, RAY
WCHN, Norwich, N. Y.

WHITNEY, PHIL
WINC, Winchester, Va.

WHITTAKER, ED
Uncle Charlie
WKTV, Utica, N. Y.

WHITTINGTON, JIMMY
WERD, Atlanta, Ga.

WICKS, JAMES F.
WAVN, Stillwater, Minn.

WIDDER, DAVE
Syncopated Clock
WDAF, Kansas City, Mo.

WILBER, AL
WVJS, Owensboro, Ky.

WILBURN, GEORGE
KNED, McAlester, Okla.

WILKES, JIM
KPAR-TV, Sweetwater, Tex.

WILKINSON, JIM
WOMI, Owensboro, Ky.

WILLIAMS, BENNIE
WFTC, Kinston, N. C.

WILLIAMS, CARL
Home Theatre
WBIR, Knoxville, Tenn.

WILLIAMS, CHARLES
KFNF, Shenandoah, Iowa

WILLIAMS, CHUCK
WPEP, Taunton, Mass.

WILLIAMS, DOC
WMOD, Moundsville, W. Va.

WILLIAMS, GORDON
KWYO, Sheridan, Wyo.

WILLIAMS, JACK
WGBS, Miami, Fla.

WILLIAMS, JIM
KGBT, Harlingen, Tex.

WILLIAMS, JIM
WDXL, Lexington, Tenn.

WILLIAMS, KAE
WHAT, Philadelphia, Pa.

WILLIAMS, OMAR
WLW-D, Dayton, Ohio

WILLIAMS, RONEY
Old Ship of Zion
WHBI, Newark, N. J.

WILLIAMSON, GORDON
Two on the Aisle
WTVT, Tampa, Fla.

WILLIS, FORREST
Musical Clock
WTRY, Troy, N. Y.

WILLMAN, JACK
Morning Spirituals
WMRY, New Orleans, La.

WILSON, BIG
KYW-TV, Cleveland, Ohio

WILSON, DEAN C.
WMEG, Eau Gallie, Fla.

WILSON, DON
Night Scene, Juke Box
KWTX, Waco, Tex.

WILSON, GEORGE
WHAN, Charleston, S. C.

WILSON, GLENN
WPAR, Parkersburg, W. Va.

WILSON, HARRY A.
Best on Record
WRGS, Rogersville, Tenn.

WILSON, KIM
WTVP, Decatur, Ill.

WILSON, LARRY
WSMB, New Orleans, La.

WILSON, ROSS C.
WBTN, Bennington, Vt.

WILSON, STU
KBIG, Avalon, Cal.

WILSON, WALTER
Crossroads Inn
WKOA, Hopkinsville, Ky.

WINGARD, MIKE
WIRA, Fort Pierce, Fla.

WINGATE, DON
WAAG, Adel, Ga.

WINN, BILL
Your Anniversary
WESB, Bradford, Pa.

WINTERS, BILL
KVIP, Redding, Cal.

WIZIARDE, FRANK
Whizzo's Wonderland
KMBC-TV, Kansas City, Mo.

WOEHRMANN, W.
WKBV, Richmond, Ind.

WOLFENDEN, BOB
Dancing Party
WMEV, Marion, Va.

WOMACK, KERMIT
KXRJ, Russellville, Ark.

WOOD, EARL
WROC-TV, Rochester, N. Y.

WOOD, ROBERT A.
WEBQ, Harrisburg, Ill.

WOOD, SID
Secret Phone Call
WMFS, Chattanooga, Tenn.

WOOD, STAN
WTTV, Bloomington, Ind.

WOODBURN, BOB
Hospitality Time
WLOH, Princeton, W. Va.

WOODELL, JIM
WTON, Staunton, Va.

WOODRUFF, LES
Concert Hall
WCOA, Pensacola, Fla.

WOODS, CHARLES
Sunday Music Hall,
Texaco Weekend News
ABC, ABC-TV

WOODS, DONALD

B. Dec. 2, Brandon, Manitoba, Canada; Woolworth Hour, CBS, Film Festivals, Crossroads, Sky Pilot of Cumberlands, Paratroop Padre, The Light, ABC-TV

WORK, TED
WFMD, Frederick, Md.

WOTRING, DICK
WHRV, Ann Arbor, Mich.

WRAY, W. HALL
WHMA, Anniston, Ala.

WRIGHT, HANK
WJPF, Herrin, Ill.

WRIGHT, JOHNNY
Kids Korral
WFBC-TV, Greenville, S. C.

WRIGHT, KEN
WKY, Oklahoma City, Okla.

WYMER, JACK
WING, Dayton, Ohio

— Y —

YARBRO, STU
Hits & Previews
WKNA, Charleston, W. Va.

YATES, JOHN
KFEQ-TV, St. Joseph, Mo.

YATES, STERLING
KDKA, Pittsburgh, Pa.

YOMANAKA, TOM
KCID, Caldwell, Idaho

YOUNG, AL
Musical Matinee
WCMA, Corinth, Miss.

YOUNG, BARBARA
Menus 'n Manners
WCTV, Tallahassee, Fla.

YOUNG, ED
Wake Up to Music
WGRC, Louisville, Ky.

YOUNG, JIM
WBSR, Pensacola, Fla.

YOUNG, O. C.
Burnt Toast and Cold Coffee
WHIS, Bluefield, W. Va.

— Z —

ZAK, BILL
KTRH, Houston, Tex.

ZEPP, LEONARD
WPFA, Pensacola, Fla.

ZETHMAYR, CAL
WWGS, Tifton, Ga.

ZIELINSKI, BRUNO
It's Polka Time
ABC-TV

ZIMMER, LEE
KABC, Hollywood, Cal.

ZINK, CHUCK
WTVJ, Miami, Fla.

ZUBER, ED
1280 Klub
WYVE, Wytheville, Va.

WOMEN COMMENTATORS

HOME ECONOMISTS
of U. S. Radio and TV Stations

— A —

Abdou, Gloria.....WCAE, Pittsburgh, Pa.
Abeyta, Vergie.....KGGM, KGGM-TV, Albuquerque, N. M.
Adair, Alyce.....WCLI, Corning, N. Y.
Adams, Carol.....WHBC, Canton, Ohio
Adams, Deborah.....WFJL-TV, Philadelphia, Pa.
Adams, Louise.....WCMB, Harrisburg, Pa.
Adams, Merry.....KNDC, Hettinger, N. D.
Aders, Edna.....WLSI, Pikeville, Ky.
Albert, Mildred.....WVDA, Boston, Mass.
Alexander, Mildred.WTAR, WTAR-TV, Norfolk, Va.
Allen, Bettye.....WCMI, Ashland, Ky.
Allen, Dolores.....WDOR, Sturgeon Bay, Wis.
Allen, Hazel.....KSHO-TV, Las Vegas, Nev.
Allen, Helene.....KLEA, Lovington, N. M.
Allen, Madeline.....KGAL, Lebanon, Ore.
Allen, Mattie Brown.....WOHS, Shelby, N. C.
Allen, Nancy.....WLAU, Laurel, Miss.
Allen, Ruth.....WGAR, Cleveland, Ohio
Allison, Mayme.....KBON, Omaha, Neb.
Ames, Jane-Ellen....WKIP, Poughkeepsie, N. Y.
Anderson, Blanch.....WLOA, Braddock, Pa.
Anderson, Fran.....KXRA, Alexandria, Minn.
Angell, Barbara.....KPTV, Portland, Ore.
Apple, Marie.....KWCB, Searcy, Ark.
Arnold, Helen.....WCRI, Scottsboro, Ala.
Arreola, Olivia.....KDJI, Holbrook, Ariz.
Artman, Marion.....WGAP, Maryville, Tenn.
Ashlock, Marguerite.WMT-TV, Cedar Rapids, Iowa
Ashmore, Dorothy.....WCAT, Orange, Mass.
Aska, Maria.....WREX-TV, Rockford, Ill.
Atter, Virginia.....WMBR TV, Jacksonville, Fla.
Austin, Frances.....WWNC, Asheville, N. C.

— B —

Bacher, Jeanne.....KGST, Fresno, Cal.
Bahwell, Marilyn.....WKTY, La Crosse, Wis.
Bailey, Ann.....WSIP, Paintsville, Ky.
Bailey, Liz.....KWBU, Corpus Christi, Tex.
Bailey, Lynn.....WNOG, Naples, Fla.
Baird, Margaret.....WDLP, Panama City, Fla.
Baker, Evangeline...KGO-TV, San Francisco, Cal.
Baker, Gertrude.....WBUT, Butler, Pa.
Baker, Helen.....WDMG, Douglas, Ga.
Baldwin, Bettie.....KSIS, Sedalia, Mo.
Baldwin, Joy.....KFJI, Klamath Falls, Ore.
Ball, Jane Ellen.....WJAS, Pittsburgh, Pa.
Bankston, Kathryn D.....WRFC, Athens, Ga.
Barkwell, Patsy.....KOOS, Coos Bay, Ore.
Barnes, Josey.....KTVT, Salt Lake City, Utah
Barr, Marie.....WGSA, Ephrata, Pa.
Barrat, Maxine.....WCKT, Miami, Fla.
Barry, Madeline.....WAGC, Chattanooga, Tenn.
Barton, Emily.....KFRC, San Francisco, Cal.
Baxter, Frances....WDXE, Lawrenceburg, Tenn.
Bayer, Angela.....WTOP-TV, Washington, D. C.
Beal, Patricia.....WRGS, Rogersville, Tenn.
Beasley, Marlene.....WIRO, Ironton, Ohio
Bechtel, Ethel.....WACB, Kittanning, Pa.
Beckwith, Kathleen.....WLSV, Wellsville, N. Y.
Beers, Betty.....WEAB, Greer, S. C.
Bell, Muriel M.....WBOB, Galax, Va.
Bendall, Sallie.....WBTM, Danville, Va.
Benell, Julie.....WFAA-TV, Dallas, Tex.
Bennett, Sue.....WBZ-TV, Boston, Mass.
Bennett, Teri L.....WHWB, Rutland, Vt.
Benning, Joan.....WMEG, Eau Gallie, Fla.
Bentz, Judy.....WADP, Kane, Pa.
Berg, Mildred.....KGHI, Little Rock, Ark.
Berg, Nancy.....WILK-TV, Wilkes-Barre, Pa.
Berry, Marilou.....WJPS, Evansville, Ind.
Bertrand, Jackie Todd.....KJEF, Jennings, La.
Beseth, Muriel H....WNBZ, Saranac Lake, N. Y.
Bestor, Beulah.....WSTC, Stamford, Conn.
Bevier, Joan C.....KGHM, Brookfield, Mo.
Biggs, Marion.....KLO, Ogden, Utah
Bingham, Constance.WOHI, East Liverpool, Ohio
Binns, Barbara.....WVCG, Coral Gables, Fla.
Bisgaard, Jo Anne.....KXO, El Centro, Cal.
Bishop, Phyllis.....WMBR, WMBR-TV, Jacksonville, Fla.
Bittinger, Lucie.....KAWL, York, Neb.
Blaine, Mary.....KCUL, Fort Worth, Tex.
Blake, Julie.....WFEA, Manchester, N. H.
Blanford, Mary.....WGRC, Louisville, Ky.
Bleck, Ruth.....WIMS, Michigan City, Ind.
Blunt, Carolyn.....WOKJ, Jackson, Miss.
Boe, Shari.....WLDL, La Crosse, Wis.
Boehm, Mary Kay.....WITZ, Jasper, Ind.
Bond, Betty.....WSLS-TV, Roanoke, Va.
Bond, Billie.....WIKC, Bogalusa, La.
Bond, Jean.....KEEN, San Jose, Cal.
Borg, Marge.....WDXI-TV, Jackson, Tenn.
Bowers, Lois.....WHIZ, Zanesville, Ohio
Bowery, Joanne E.....KOJM, Havre, Mont.
Bowman, Helen.....WIKE, Newport, Vt.
Bowman, Margie.....WSFB, Quitman, Ga.
Boyd, Betty.....KOTV, Tulsa, Okla.
Boyd, Jo.....WFOX, Milwaukee, Wis.
Brandenburg, Catharine....WREN, Topeka, Kan.
Brannen, Mrs. Ernest H...WWNS, Statesboro, Ga.
Brannen, Nora.....WRBL-TV, Columbus, Ga.
Breedlove, Judy.....WAMW, Washington, Ind.
Brent, Ruth.....KGNC-TV, Amarillo, Tex.
Brett, Jeanne.....WFRV-TV, Green Bay, Wis.
Brewer, Mrs. Jerry.....WMIS, Natchez, Miss.
Bridges, Doris.....WKMT, Kings Mountain, N. C.
Brock, Mabel.....WMTS, Murfreesboro, Tenn.
Broman, Kathryn.....WWLP, Springfield, Mass.
Brooks, Mrs.....WKAM, Goshen, Ind.
Brooks, Jane.....WTVR, Richmond, Va.
Brooks, Martha.....WGY, Schenectady, N. Y.
Brown, Betty.....WGBF, Evansville, Ind.
Brown, Gloria.....KYW, Cleveland, Ohio
Brown, Jere.....WELO, Tupelo, Miss.
Brown, Vivian.....KREX, KREX-TV, Grand Junction, Colo.
Browne, Olivia.....WMC, Memphis, Tenn.
Browning, Ada Redd..WSJS, Winston-Salem, N. C.
Bruce, Evelyn.....WLET, Toccoa, Ga.
Bubbett, Mary.....WENC, Whiteville, N. C.
Bucchin, Yolanda.....WGPA, Bethlehem, Pa.
Buck, Anita E.....WAVN, Stillwater, Minn.
Bull, Peggy.....KCMJ, Palm Springs, Cal.
Bullard, Iris.....WTAW, College Station, Tex.
Bullis, Alma.....KPTL, Carson, Nev.
Bunnell, Roberta Scott....WKLO, Louisville, Ky.
Burbank, Sara.....WNBF, Binghamton, N. Y.
Burke, Jessie.....WVMC, Mount Carmel, Ill.
Burns, Dolly.....KDDD, Dumas, Tex.
Burnside, Jane.....WBLK, Clarksburg, W. Va.
Burt, Ellen T.....WIBX, Utica, N. Y.
Bush, Helen.....KCVR, Lodi, Cal.
Butler, Carole.....WTPA, Harrisburg, Pa.
Butler, Eugenia.....WGAU, Athens, Ga.
Butler, Jane.....WGBS, Miami, Fla.
Button, Veri.....KSVP, Artesia, N. M.
Byam, Helen.....KBND, Bend, Ore.
Byerly, Jeannine.....WTNC, Thomasville, N. C.
Byrne, Mary Margaret..WDAK-TV, Columbus, Ga.

— C —

Calfee, Lu.....WAAM, Baltimore, Md.
Calloway, Elizabeth.KTRE, KTRE-TV, Lufkin, Tex.
Campbell, Bettye.....KPET, Lamesa, Tex.
Campbell, Juanita.....KVIP, Redding, Cal.
Campbell, Lanthe.....WHKY, Hickory, N. C.
Campbell, Lois.....WPFP, Park Falls, Wis.
Campbell, Marianne B.....WJEH, Gallipolis, Ohio
Campbell, Mary Jane.....WMRE, Monroe, Ga.
Candy, Lou.....KITE, San Antonio, Tex.
Carel, Connie.....KROP, Brawley, Cal.
Carlson, Mildred.....WBZ, Boston, Mass.

Carlson, Norah.....WLYC, Williamsport, Pa.
Carpenter, Peg.....KAYE, Puyallup, Wash.
Carr, Betty.....WBBZ, Ponca City, Okla.
Carroll, Helen.....WILO, Frankfort, Ind.
Carroll, Marion.....WICS, Springfield, Ill.
Carter, Florence.....WJBF, Augusta, Ga.
Carter, Fran.....WAZL, Hazleton, Pa.
Carter, Joan.....KTSM-TV, El Paso, Tex.
Carver, Louise.....WKZO, Kalamazoo, Mich.
Cascioli, Ann.....WIKB, Iron River, Mich.
Casey, Wynne.....WJOY, Burlington, Vt.
Cass, Betty.....WIBA, Madison, Wis.
Cato, Evelyn.....WMFS, Chattanooga, Tenn.
Cervi, Samuline.....WCNT, Centralia, Ill.
Chandler, Elaine.....KPEP, San Angelo, Tex.
Chapman, Margaret.....WCDL, Carbondale, Pa.
Chase, Julie.....WTAG, Worcester, Mass.
Chessher, Faye.....KWED, Seguin, Tex.
Childers, Louise.....WJAN, Spartanburg, S. C.
Christian, Jo.....KFAL, Fulton, Mo.
Church, Betty.....WARL, Arlington, Va.
Clarke, Betty.....WFDF, Flint, Mich.
Clements, Mary Lou.....WLBN, Lebanon, Ky.
Close, Vivian.....KALB-TV, Alexandria, La.
Coker, Carolyn.....KRLD-TV, Dallas, Tex.
Coker, Penelope.....WCSC-TV, Charleston, S. C.
Cole, Gerry.....WHOC, Philadelphia, Miss.
Cole, Jean.....WWGS, Tifton, Ga.
Cole, Vera.....KSLO, Opelousas, La.
Colie, Anita.....WCME, Brunswick, Me.
Collins, Edna.....KCIM, Carroll, Iowa
Collins, Kay.....WIS, Columbia, S. C.
Collins, Marge.....WTRL, Bradenton, Fla.
Collins, Virginia.....KFMO, Flat River, Mo.
Comer, Carol.....WABJ, Adrian, Mich.
Comer, Connie.....KBCH, Oceanlake, Ore.
Connelly, Jeanne.....WNEB, Worcester, Mass.
Connors, Dorsey.....WNBQ, Chicago, Ill.
Cook, Connie.....WOW, WOW-TV, Omaha, Neb.
Cook, Eve.....WSBA-TV, York, Pa.
Cook, Mary Lou.....WCOH, Newnan, Ga.
Cook, Patti.....KPOJ, Portland, Ore.
Cooke, Kay B.....WKBW, Buffalo, N. Y.
Coon, Dorothy.....WSPD-TV, Toledo, Ohio
Cooper, Delores.....KPAT, Pampa, Tex.
Cooper, Madge.....WMRN, Marion, Ohio
Cope, Kitty.....WSAV-TV Savannah, Ga.
Costa, Esther.....WESO, Southbridge, Mass.
Cotton, Dorothy.....WHEC, Rochester, N. Y.
Coulter, Lydia.....WAKU, Latrobe, Pa.
Counce, Lois.....WCMA, Corinth, Miss.
Crabaugh, Marjorie.....KXRJ, Russellville, Ark.
Craig, Louise.....WSFC, Somerset, Ky.
Cramer, Alma.....WARD-TV, Johnstown, Pa.
Crans, Hazel P.....WVMI, Biloxi, Miss.
Crawford, Mildred C.....WCDT, Winchester, Tenn.
Crowe, Jerry.....WBRC-TV, Birmingham, Ala.
Crowther, Joan....WNHC-TV, New Haven, Conn.
Curley, Margaret....WJEF, Grand Rapids, Mich.

— D —

Daehler, Polly.....WPAY, Portsmouth, O.
Dalton, Wanda.....KCLW, Hamilton, Tex.
Daly, Anne.....WPDQ, Jacksonville, Fla.
Dame, Paula.....WDOT, Burlington, Vt.
Daniel, Betty.....WDVH, Gainesville, Fla.
Daniels, Nan.....WLEA, Hornell, N. Y.
Daniels, Yvonne.....WOBS, Jacksonville, Fla.
Davis, Alma.....WCSC, Charleston, S. C.
Davis, Betty.....KOIN-TV, Portland, Ore.
Davis, Sara.....KAGR, Yuba City, Cal.
Dawdy, Maurene.....KLIK, Jefferson City, Mo.
Deane, Martha.....WOR, New York, N. Y.
Dee, June.....KWBB, Wichita, Kan.
Dee, Pamela.....KILT-TV, El Paso, Tex.
Defilipo, Kim.....WNOK, Columbia, S. C.
DeFrange, Anita.....KTMC, McAlester, Okla.
DeGraw, Louise.....KATL, Miles City, Mont.
DeGre, Muriel.....WKNY, Kingston, N. Y.
Dennis, Dorothy.....KTTN, Trenton, Mo.
Denton, Pat.....KGNC, Amarillo, Tex.
Dettinger, Alma.....WQXR, New York, N. Y.
DeVore, Gloria.....KFDM-TV, Beaumont, Tex.
Dickens, Dean.....WAGA-TV, Atlanta, Ga.
Dickerson, Detty.....KARD-TV, Wichita, Kan.
Dillingham, Frances....WTAB, Tabor City, N. C.
Ditmer, Beverly....WHGR, Houghton Lake, Mich.
Dobratz, Delphine.....KDUZ, Hutchinson, Minn.
Doke, Dell.....KWTO, Springfield, Mo.
Donald, Vivian.....WAIP, Prichard, Ala.
Donat, Esther..KFEQ, KFEQ-TV, St. Joseph, Mo.
Donges, Cathy.....WATG, Ashland, Ohio
Donham, Betty.....KWEX, McPherson, Kan.
Doonan, Katie.WCHS, WCHS-TV, Charleston, W. Va.
Dorsey, Polly.....WBMD, Baltimore, Md.
Dorsey, Ruth.....WAPX, Montgomery, Ala.
Douglas, Donna.....WTOP, WTOP-TV, Washington, D. C.
Drew, Sally.....WJER, Dover, Ohio
DuKate, Gwen.....WPCF, Panama City, Fla.
Dumont, Jeanne.....WTWO, Bangor, Me.
Duncan, Eleanor.....WSOY, Decatur, Ill.
Duncan, Jean.....WGGH, Marion, Ill.
Durrett, W. E. (Mrs.) Jr...KELD, El Dorado, Ark.
Duvall, Carol.....WOOD, WOOD-TV, Grand Rapids, Mich.

— E —

Eason, Imogene.....WGAI, Elizabeth City, N. C.
Eckloff, Maurine.....KHOL-TV, Kearney, Neb.
Eckstein, Donna..KTRF, Thief River Falls, Minn.
Edmondson, Betty....KIMA-TV, Yakima, Wash.
Edwards, Nancy.....KBMB-TV, Bismarck, N. D.
Elardo, Helen.....KMON, Great Falls, Mont.
Elizabeth, Faye.....WWJ-TV, Detroit, Mich.
Elliott, Frances.....KGNO, Dodge City, Kan.
Ellis, Judy.....WJHO, Opelika, Ala.
Elman, Evelyn.....KTHV, Little Rock, Ark.
Entee, Edith.....WKIS-WORZ, Orlando, Fla.
Epstein, Ruth.....KSTT, Davenport, Iowa
Estornelle, Virginia....WQBC, Vicksburg, Miss.
Eubanks, Velma.....WMUU, Greenville, S. C.
Evans, Christine.....WHDH, Boston, Mass.
Evans, Joan.....WIBC, Indianapolis, Ind.
Evans, Robbie.....WKBJ, Milan, Tenn.
Evans, Sally.....WMT, Cedar Rapids, Iowa
Everhart, Billie.....WSAT, Salisbury, N. C.

— F —

Fabiani, Rozell.....WRBL-TV, Columbus, Ga.
Falkenburg, Jinx.....WRCA-TV, N.Y.C., N. Y.
Farber, Wilda.....WJTV, Jackson, Miss.
Farmer, Helen.....WBML, Macon, Ga.
Faulkner, DeLois..WKY-TV, Oklahoma City, Okla.
Faye, Farol.....WAPO, Chattanooga, Tenn.
Ferris, Jill.....KBTV, Denver, Colo.
Finan, Agnes.....KPLC-TV, Lake Charles, La.
Fitzgerald, Pegeen.....WRCA, New York City
Fitzwilson, Ethel.....KSWO, Lawton, Okla.
Fleming, Dot.....WDSC, Dillon, S. C.
Flowers, Elizabeth.....WHSC, Hartsville, S. C.
Flowers, Helen.....WHOD, Moundsville, W. Va.
Floyd, Odell I.....WCEH, Hawkinsville, Ga.
Flynn, Gail.....WAOV, Vincennes, Ind.
Flynn, Peggy .....WTAL, Tallahassee, Fla.
Folley, Lois.....KWEW, Hobbs, N. M.
Folsom, Charlotte.....WJBS, DeLand, Fla.
Fontaine, Pat.....KARK-TV, Little Rock, Ark.
Foran, Margaret.....WAAF, Chicago, Ill.
Ford, Beverly....KNOX-TV, Grand Forks, N. D.
Forrest, Joan.....KBST-TV, Big Spring, Tex.
Foster, Kay.....KTYL, Mesa, Ariz.
Fountain, Jean.....WMFD, Wilmington, N. C.
Frank, Margaret H.....WHNC, Henderson, N. C.
Fredericks, Carlton....WMGM, New York, N. Y.
Fredericks, Ruth.....WCSS, Amsterdam, N. Y.
Freede, Beatrice A...WDCL, Tarpon Springs, Fla.
Freeman, Mary.....WOWL, Florence, Ala.
Friberg, Alice Fairn.....WCYB-TV, Bristol, Va.
Frick, Lucille.....KRNR, Rosebury, Ore.
Friis, Betty.....WGOV, Valdosta, Ga.
Fritz, Alene.....KNAF, Fredericksburg, Tex.
Fuller, Betha.....KAVE, Carlsbad, N. M.

— G —

Gaines, Myrtle.....WOKZ, Alton, Ill.
Gale, Marian E.....WWHG, Hornell, N. Y.
Gale, Virginia.....WGN, Chicago, Ill.
Gallagher, Jane....WHTN-TV, Huntington, W. Va.

Gallant, Catherine Rice....WFAU, Augusta, Me.
Galvin, Grace.....WBRY, Waterbury, Conn.
Gary, Lora.....WJLD, Birmingham, Ala.
Gay, Pat.....KLZ, Denver, Colo.
Gebhart, Sue.....KRTR, Thermopolis, Wyo.
Gerhardt, Mary Alice.WHFB, Benton Harbor, Mich.
Getz, Billie.....KVIC, Victoria, Tex.
Geyer, Marion.....WAKR, Akron, Ohio
Gibbs, Agnes....WCSH, WCSH-TV, Portland, Me.
Gibson, Eva.....WZOB, Fort Payne, Ala.
Gifford, Eleanor.WKNX, WKNX-TV, Saginaw, Mich.
Gilchrist, Norma.....KTTV, Hollywood, Cal.
Gill, Jane.....WJPD, Ishpeming, Mich.
Gilmer, Betty.....KGBX, Springfield, Mo.
Gilmer, Elnora.....KSLV, Monte Vista, Colo.
Gilmore, Anne.....WGST, Atlanta, Ga.
Gilstrap, Karine.....KTAE, Taylor, Tex.
Given, Marge.....WLBK, DeKalb, Ill.
Godfrey, Marty.....KYME, Boise, Idaho
Goeb, Paula.....KICO, Calexico, Cal.
Goke, Frances.....WSWW, Platteville, Wis.
Golas, Jean.....WICH, Norwich, Conn.
Gordon, Lindy.....KWIN, Ashland, Ore.
Gottlieb, Mrs. Ralph.....WMSC, Columbia, S. C.
Graf, Mamie.....KGYW, Vallejo, Cal.
Graham, Catherine.....KOOL, Phoenix, Ariz.
Graham, Peg.....KDIX-TV, Dickinson, N. D.
Granger, Betty.....WLIB, New York, N. Y.
Grauer, Lindell.....KNDY, Marysville, Kan.
Graves, Connie.....WDEV, Waterbury, Vt.
Gray, Louise.....WBBW, Youngstown, Ohio
Graziani, Aurora D...WWON, Woonsocket, R. I.
Green, Cathy.....KCEN-TV, Temple, Tex.
Green, Connie.....KBOR, Brownsville, Tex.
Green, Mary Francis...WMDC, Hazlehurst, Miss.
Greendahl, Jeanne.....WHB, Kansas City, Mo.
Greene, June K.....WHAI, Greenfield, Mass.
Greenwood, Katherine..WALL, Middletown, N. Y.
Gregory, Doris.....KPBM, Carlsbad, N. M.
Gretes, Inge.....KRPL, Moscow, Idaho
Grey, Ethel.....WSBA, York, Pa.
Griem, Breta.....WTMJ-TV, Milwaukee, Wis.
Griffeth, Gail.....KMED, Medford, Ore.
Griffis, Annette....WBRC-TV, Birmingham, Ala.
Griffith, Marge.....WRTA, Altoona, Pa.
Grisette, Etta Mae.....WHKY, Hickory, N. C.
Gunning, Betty.....WJAR, Providence, R. I.

— H —

Haden, Evelyn.....WKWK, Wheeling, W. Va.
Haeberle, Arle....WCCO-TV, Minneapolis, Minn.
Hagan, Frances.....KIND, Independence, Kan.
Hall, Barbara.....WHCU, Ithaca, N. Y.
Hall, Lynn.....KRBC, Abilene, Tex.
Hall, Martha.....WCOV-TV, Montgomery, Ala.
Halle, Jane.....WSON, Henderson, Ky.
Hamil, Alma J.....WESC, Greenville, S. C.
Hanscomb, Olga..WFLA, WFLA-TV, Tampa, Fla.
Hardy, Doris.....WFGM, Fitchburg, Mass.
Hare, Clarine.....KOCO, Salem, Ore.
Hargrove, Polly.....KDUB-TV, Lubbock, Tex.
Harlan, Cynthia.....WWTV, Cadillac, Mich.
Harland, Mary.....WNAE, Warren, Pa.
Harrel, Bets.....WJHL-TV, Johnson City, Tenn.
Harris, Fran.....WWJ, Detroit, Mich.
Harris, Frances Kay.....KGBC, Galveston, Tex.
Harris, Mama Lou.....WBOK, New Orleans, La.
Harrison, Virginia.....WTRB, Ripley, Tenn.
Hart, Connie.....KTBS-TV, Shreveport, La.
Hartin, Dorothy.....KSCO, Santa Cruz, Cal.
Hartman, Hazel.....WMID, Atlantic City, N. J.
Hastings, Ann.....KFTM, Fort Morgan, Colo.
Hayden, Evelyn....WTRF-TV, Wheeling, W. Va.
Hayes, Ann.....WILK-TV, Wilkes-Barre, Pa.
Hayes, Bette.....WDAF-TV, Kansas City, Mo.
Hays, May Bradshaw....WICC, Bridgeport, Conn.
Healy, Dolores.....KBRC, Mount Vernon, Wash.
Healy, Meg.....KIXL, Dallas, Tex.
Heck, Betty.....KOMU-TV, Columbia, Mo.
Heinzleman, Delrose.WGHN, Grand Haven, Mich.
Helebrant, Lucie J.....KOEL, Oelwein, Iowa
Hellenic, Ruth.....WCMW, Canton, Ohio
Henderson, D. J.....WPAD, Paducah, Ky.
Henderson, Fran.....WARU, Peru, Ind.
Henderson, Mrs. Freddye....WERD, Atlanta, Ga.
Henderson, Louise.....WSNJ, Bridgeton, N. J.
Henderson, Margaret....WGSV, Guntersville, Ala.
Hendricks, Priscilla.....WJAM, Marion, Ala.
Henry, Gloria.....WKJG-TV, Ft. Wayne, Ind.
Henry, Helen Neil.....WNLA, Indianola, Miss.
Henry, Jack.....KQV, Pittsburgh, Pa.
Herold, Florence.....WTTN, Watertown, Wis.
Hersh, Gladys E.....WKAP, Allentown, Pa.
Hickox, Mary.....KFI, Los Angeles, Cal.
Hightower, Jill.....KTNM, Tucumcari, N. M.
Hileman, Marjorie W.....KVOC, Casper, Wyo.
Hill, Claire.....WWSR, St. Albans, Vt.
Hinkle, Evelyn.....KNET, Palestine, Tex.
Hinshaw, Marge.....KVTV, Sioux City, Iowa
Holden, Ann.....KGO, San Francisco, Cal.
Holiday, Mary.....WACO, Waco, Tex.
Holland, Gloria.....WEEU, Reading, Pa.
Hollensworth, Mayme.....KWRF, Warren, Ark.
Holmes, Lois.....KSLA-TV, Shreveport, La.
Holt, Alva.....KOTN, Pine Bluff, Ark.
Hood, Mary.....KSYD-TV, Wichita Falls, Tex.
Hoogenhous, Mary.....WCOW, Sparta, Wis.
Hoover, Faye.....WBCR, Christiansburg, Va.
Hoover, Mary Josephine..WNCT, Greenville, N. C.
Hopkins, Dorothy.....KDRO, Sedalia, Mo.
Holland, Ruth.....WNOW, York, Pa.
Horn, Reba.....WIEL, Elizabethtown, Ky.
Horning, June.....WALA, Mobile, Ala.
Horvet, June.....KGHF, Pueblo, Colo.
Hoskins, Phyliss.....WMMB, Melbourne, Fla.
Howard, Ann.....WDBJ-TV, Roanoke, Va.
Howard, Nancy.....KMUS, Muskogee, Okla.
Hubbard, Margie Lou.....KPLT, Paris, Tex.
Hudgins, Virginia.....WLOE, Leaksville, N. C.
Hudson, Patricia.....KTHE, Thermopolis, Wyo.
Hulbert, Marie.....KOLN-TV, Lincoln, Neb.
Hulin, Bernice.....WOI-TV, Ames, Iowa
Humphrey, Helen.....WWSC, Glens Falls, N. Y.
Hunt, Betty Jo.....KBIM, Roswell, N. M.
Hunter, Edna.....WCHO, Washington Court House, Ohio
Hunter, Fern J.....KSUB, Cedar City, Utah
Huntspon, Nell.....WJAK, Jackson, Tenn.
Huse, Dorothy.....KABC-TV, Los Angeles, Cal.
Hutch, Nita.....WTVN, Columbus, Ohio
Hutchins, Minabell.....WPTW, Piqua, Ohio
Hutchison, Elizabeth....WGVM, Greenville, Miss.
Hyde, Susan.....WKOA, Hopkinsville, Ky.

— I —

Ingalls, Mary.....KGRH, Fayetteville, Ark.
Ingram, Meriam.....WJWS, South Hill, Va.
Irving, Peggy.....WMAY, Springfield, Ill.
Isabel, Jeannette.....WILD, Birmingham, Ala.
Ison, Janis.....WKBV, Richmond, Ind.

— J —

Jackson, Betty....WEPG, South Pittsburg, Tenn.
Jackson, Marjorie.....KERG, Eugene, Ore.
Jackson, Dorothy.....KPUG, Bellingham, Wash.
Jacobson, Evelyn.....KGEZ, Kalispell, Mont.
Jarman, Mrs. J. Frank....WDNC, Durham, N. C.
Jaynes, Vi.....WJCD, Seymour, Ind.
Jeanne, Shirley.....WJHP-TV, Jacksonville, Fla.
Jennemann, Doris.....KSTL, St. Louis, Mo.
Jennings, Helen Massey..WJBO, Baton Rouge, La.
Jernquist, Dorothy....WMBV-TV, Marinette, Wis.
John, Alma.....WWRL, New York City, N. Y.
Johnson, Bea.KMBC, KMBC-TV, Kansas City, Mo.
Johnson, Bonnie.....WBHB, Fitzgerald, Ga.
Johnson, Dianne.....WCIA, Champaign, Ill.
Johnson, Pat.....WHAV, Haverhill, Mass.
Johnston, Coralie.. .. KSYL, Alexandria, La.
Jones, Earlene.....KIMO, Independence, Mo.
Jones, Lois.....WPAR, Parkersburg, W. Va.
Jones, Mary.....WFIL, Philadelphia, Pa.
Jones, Mimi.....WHOS, Decatur, Ala.
Jukes, Mary Lou.....KCKT, Great Bend, Kan.
Julien, Chrys.....KCRG-TV, Cedar Rapids, Iowa

— K —

Kaiser, Lucille.....KIUL, Garden City, Kan.
Kanz, Patricia H.....KGNB, New Braunfels, Tex.
Karlbom, Barbara.....WJRD, Tuscaloosa, Ala.

Kaufmann, Yvonne.....WVSC, Somerset, Pa.
Kay, Lucy.....WBKH, Hattiesburg, Miss.
Kaye, Emily.....KXEO, Mexico, Mo.
Kaye, Sylvia.....KONG, Visalia, Cal.
Kearns, June....WTOC, WTOC-TV, Savannah, Ga.
Keeling, Jon N.....WTRR, Sanford, Fla.
Kelly, Cordelia....WFMY-TV, Greensboro, N. C.
Kelly, Nancy.....KRIB, Mason City, Iowa
Kennedy, Marie....WEEB, Southern Pines, N. C.
Kerchival, Mary.....WSAZ, Huntington, W. Va.
Kern, Carolyn.....KERN, Bakersfield, Cal.
Ketts, Mary.....KKOG, Ogden, Utah
Keyser, Lakki.....WEKY, Richmond, Ky.
Kieffer, Ramona.....WHIZ-TV, Zanesville, Ohio
Kimball, Betty.....WHAY, New Britain, Conn.
King, Carol.....WCAX, Burlington, Vt.
King, Emeline.....KBTK, Missoula, Mont.
King, Ethel Jane.....KAKE-TV, Wichita, Kan.
King, June.....WLBT, Jackson, Miss.
King, Marjorie.....KNBC, San Francisco, Cal.
King, Mary Ann.....KOSA-TV, Odessa, Tex.
Kingbay, Meg.....WCCO, Minneapolis, Minn.
Kious, Roberta.....WLDS, Jacksonville, Ill.
Kirk, Dorothy Ann....KILO, Grand Forks, N. D.
Kit, Mrs. W.....WKIT, Mineola, N. Y.
Klaeser, Edith.....WLAV, Grand Rapids, Mich.
Klark, Kitty.....WWKY, Winchester, Ky.
Klaser, Marye.....WTVW, Evansville, Ind.
Klein, Betty.....KOGT, Orange, Tex.
Kline, Pat.....KVDO-TV, Corpus Christi, Tex.
Knab, Betty.....WBEX, Chillicothe, Ohio
Knight, Doris.....WBBQ, Augusta, Ga.
Knight, Lee.....WSPD, Toledo, Ohio
Knight, Mary.....KTOW, Oklahoma City, Okla.
Kolence, Nikki.....KPRK, Livingston, Mont.
Kooreman, Jean.....KBIZ, Ottumwa, Iowa
Kotschwar, Jackie.....KBRL, McCook, Neb.
Kounovsky, Rosella.....KLPM, Minot, N. D.
Kraus, Betty.....WIRY, Plattsburg, N. Y.
Kreger, Rosella.....WFRM, Coudersport, Pa.
Kretschman, Lorraine....KUBC, Montrose, Colo.
Krieger, Vivien.....WESB, Bradford, Pa.
Krupp, Nita.....KRAY, Amarillo, Tex.
Kummer, Eloise.....WBBM, Chicago, Ill.
Kurtz, Mary Ellen.....WLBR, Lebanon, Pa.
Kyle, Peggy.....WELS, Kinston, N. C.

— L —

Labbitt, Myrtle..CKLW, CKLW-TV, Detroit, Mich.
Lacey, Eleanor.....KRFC, Rocky Ford, Colo.
Le Fauvret, Michelle...KARD-TV, Wichita, Kan.
Lake, Nancy.....WLEC, Sandusky, Ohio
Lane, Barbara.....WISC, Madison, Wis.
Lane, Carole.....WKIX, Raleigh, N. C.
Lane, Judith.....KIRO, Seattle, Wash.
Lane, Laura.....WMRY, New Orleans, La.
Lane, Marian.....WRKD, Rockland, Me.
Lane, Norma.....KUMA, Pendleton, Ore.
Langdon, Harriet.....WARN, Fort Pierce, Fla.
Lange, Dorothy.....KEYJ, Jamestown, N. D.
Larson, Kay..WHEN, WHEN-TV, Syracuse, N. Y.
Lauferty, Lillian.....WDBO-TV, Orlando, Fla.
Laughinghouse, Lucile.WLAS, Jacksonville, N. C.
Laughlin, Vivian.....KGFW, Kearney, Neb.
Lauten, Jane.....WGAN, Portland, Me.
Lavitan, Gladys.....WIST, Charlotte, N. C.
Lawshe, Eleanor.....KFNF, Shenandoah, Iowa
Leakos, Katherine.....WGHM, Waterville, Me.
Le Blanc, Barbara.....KALB, Alexandria, La.
Lee, Betty.....WCED, DuBois, Pa.
Lee, Edna.....KHQA-TV, Quincy, Ill.
Lee, Judy.....WRCV-TV, Philadelphia, Pa.
Lee, Linda.....KTBC, KTBC-TV, Austin, Tex.
Lee, Pat.....WBT, Charlotte, N. C.
Lee, Virginia.....WLEE, Richmond, Va.
Leeper, Thekla.....WMRF, Lewistown, Pa.
LeMay, Mary Ann.....WISN, Milwaukee, Wis.
Leonard, Elizabeth.....KING, KING-TV, Seattle, Wash.
Lesueur, Billie.....KOOK-TV, Billings, Mont.
Lewis, Cara.....WLOU, Louisville, Ky.
Lewis, Kitty.....KITI, Chehalis-Centralia, Wash.
Lewis, Wilma.....KAVL, Lancaster, Cal.
Lind, Ostrid.....WRCA-TV, N.Y.C., N.Y.
Linderman, Jane.....KCRE, Crescent City, Cal.
Lindgren, Irene.....WFBM, WFBM-TV, Indianapolis, Ind.
Lingerfelt, Francis.....WCGC, Belmont, N. C.
Lingle, Kitty.....WMOG, Brunswick, Ga.
Liston, Carol Ann.....WGIL, Galesburg, Ill.
Livermore, Mercer.....WKKO, Cocoa, Fla.
Loach, Jean.....WXYZ-TV, Detroit, Mich.
Lockwood, Arlean.....WBSE, Hillsdale, Mich.
Locy, Rita.....WBSS, New Smyrna Beach, Fla.
Loeffler, Sandra.....KRLD, Dallas, Tex.
Long, Mary.....WFMD, Frederick, Md.
Love, Aileen H.....WRLD, West Point, Ga.
Lowry, Fredi.....KWOA, Worthington, Minn.
Lubeke, Colleen.....KOLO, Reno, Nev.
Lucas, Dione.....WPIX, New York, N. Y.
Lyndymood, Virginia....WSVA, Harrisonburg, Va.

— Mc —

McBride, Alys Mae.....WHLB, Virginia, Minn.
McBride, Jean.....WWJ-TV, Detroit, Mich.
McCaleb, Louise.....WHLP, Centerville, Tenn.
McClintock, Mary.....WHBQ, Memphis, Tenn.
McClure, Helen.....KTSM-TV, El Paso, Tex.
McCord, Erma R.....WHBU, Anderson, Ind.
McCraine, Thelma.....WGLC, Centreville, Miss.
McCraney, Betty.....KSEL, Lubbock, Tex.
McCrary, Jinx.....WRCA, N.Y.C., N. Y.
McCue, Dorothy.....KULE, Ephrata, Wash.
McCullum, Cooleen...WCBI-TV, Columbus, Miss.
McCune, Mildred.....KTHV, Little Rock, Ark.
McCurdy, Barbara J.....WTCB, Flomaton, Ala.
McDonald, Helen.....KXRX, San Jose, Cal.
McCutchen, Ruth.....WDKD, Kingstree, S. C.
McDonald, Margaret..WBAP-TV, Ft. Worth, Tex.
McDonald, Mary.....KOB, Albuquerque, N. M.
McGavren, Marge....KMMJ, Grand Island, Neb.
McLellan, Annette.....KBMX, Coalinga, Cal.
McMurray, Barbara....WLRP, New Albany, Ind.
McNall, Trudy....WROC-TV, Rochester, N. Y.
McNeely, Beth.....WTSP, St. Petersburg, Fla.
McPherson, Charlotte....WTTM, Trenton, N. J.

— M —

Macke, Jeanette.....WFIE, Evansville, Ind.
Mackenzie, Pat....WNDU-TV, South Bend, Ind.
Madden, Gertrude.....WWPA, Williamsport, Pa.
Malchiodi, Carolyn.....WGMA, Hollywood, Fla.
Mallin, Dorothy Gay....WDOK, Cleveland, Ohio
Mallory, Martha.....WWNH, Rochester, N. H.
Mann, Peggy.....WTVD, Durham, N. C.
Manners, Martha.....WKTV, Utica, N. Y.
March, Dona.....WADK, Newport, R. I.
Marin, Fina.....KWKW, Pasadena, Cal.
Mariner, Marjorie..WFMJ-TV, Youngstown, Ohio
Marsden, Ruth Roberts....WICY, Malone, N. Y.
Marshall, Jane.....WTTH, Port Huron, Mich.
Martell, Tony.....WEJL, Scranton, Pa.
Martin, Clara.....WBIG, Greensboro, N. C.
Martin, Edra Paula.....WEBK, Tampa, Fla.
Martin, Esther.....KDTH, Dubuque, Iowa
Martin, Mollie.....WBAL, Baltimore, Md.
Mason, Betsy.....WHED, Washington, N. C.
Mason, Marion.....KTOE, Mankato, Minn.
Mason, Mary.....WHAT, Philadelphia, Pa.
Masters, Margaret....KSL, Salt Lake City, Utah
Materi, Stacey.....KROD, El Paso, Tex.
Maxwell, Bette.....WLEX, Lexington, Ky.
May, Agnes Clark.....WJR, Detroit, Mich.
May, Arline.....WXRA, Buffalo, N. Y.
Mead, Dottie.....WSPB, Sarasota, Fla.

Medley, Louise.....WHUB, Cookeville, Tenn.
Medrow, Virginia.....WDWS, Champaign, Ill.
Melrose, Edythe Fern.....WXYZ, WXYZ-TV, Detroit, Mich.
Merman, Raylene....KERO-TV, Bakersfield, Cal.
Merritt, Betty.....WAGA, Atlanta, Ga.
Merritt, Henri.....WFIG, Sumter, S. C.
Merritt, Lenore.....KIHR, Hood River, Ore.
Merryfield, Mary.....WMAQ, Chicago, Ill.
Metzger, Jeanne.....KTVK, Phoenix, Ariz.
Meyer, Harriet.....WLLY, Richmond, Va.
Mickley, Lillian.....WHGB, Harrisburg, Pa.
Midyett, Dorothy.....WTJS, Jackson, Tenn.
Miles, Dottie.....WJOT, Lake City, S. C.
Miller, Bette B.....KOSA-TV, Odessa, Tex.
Miller, Janet..WARM, WARM-TV, Scranton, Pa.
Mills, Betty.....WFTG, London, Ky.
Minahan, Anna.....WCCM, Lawrence, Mass.
Miniard, Julia.....WATM, Atmore, Ala.
Mitchell, Bendita....WTOB, Winston-Salem, N. C.
Mitchell, Doug.....KALL, Salt Lake City, Utah
Mitchell, Ruth.....WTTB, Vero Beach, Fla.
Mittendorf, Virginia....KOPO-TV, Tucson, Ariz.
Mizner, Connie.....KVNC, Winslow, Ariz.
Mladenka, Joy.....KXYZ, Houston, Tex.
Moore, Babs.....WORD, Spartanburg, S. C.
Moore, Barbara.....KFST, Ft. Stockton, Tex.
Moore, Eileen.....WRUM, Rumford, Me.
Moore, Ellie.....WBIR, Knoxville, Tenn.
Moore, Eleanor.....WSBT, South Bend, Ind.
Moore, Mary.....WLW-A, Atlanta, Ga.
Moore, Mary.....WJAG, Norfolk, Neb.
Moore, Mat.....WMPA, Aberdeen, Miss.
Moore, Meade.....WCNC, Elizabeth City, N. Y.
Moore, Mozelle.....WHVH, Henderson, N. C.
Morain, Ota.....WMVO, Mt. Vernon, Ohio
Morgan, Alice Adams....KMHT, Marshall, Tex.
Morgan, Louise.....WNAC, Boston, Mass.
Morgan, Mary.....CKLW-TV, Detroit, Mich.
Morgan, Melvena H.....KWSK, Pratt, Kan.
Morris, Mrs. Joe.....WAGS, Bishopville, S. C.
Morris, Louise.....WDAK, Columbus, Ga.
Morrison, Marilyn.....WELC, Welch, W .Va.
Morse, Molly.....KFMB, San Diego, Cal.
Mortensen, Luella....WKOW-TV, Madison, Wis.
Mosby, Ruth Greenough..KGVO, Missoula, Mont.
Mosier, Sue.....KFKA, Greeley, Colo.
Mossman, Sally.....WMCK, McKeesport, Pa.
Motschenbacker, Nelle....KRXL, Roseburg, Ore.
Muir, Sue.....WAIM-TV, Anderson, S. C.
Munoz, Margarita.....KTXN, Austin, Tex.
Murphey, Josephine.....WCOR, Lebanon, Tenn.
Murphy, Doris.....KMA, Shenandoah, Iowa
Murray, Lee.....WNEM-TV, Bay City, Mich.

— N —

Nance, Evelyn.....WRR, Dallas, Tex.
Nannini, Nita.....KLAS, Las Vegas, Nev.
Neece, Helen.....KRES, St. Joseph, Mo.
Nelson, Billie Jean.....WTIK, Durham, N. C.
Nelson, Mrs. George.....WLIP, Kenosha, Wis.
Nelson, Gertrude.....WAOK, Atlanta, Ga.
Nemeth, Margaret.....WCPA, Clearfield, Pa.
Nesbitt, Gene.....WKTV, Utica, N. Y.
Nesbitt, Jane.....WJMA, Orange, Va.
Neumeyer, Joyce.....KRSL, Russell, Kan.
Neville, Helen.....WGR-TV, Buffalo, N. Y.
Newell, Verna.....KFGO, Fargo, N. D.
Nixon, Hilda.....WITN, Washington, D. C.
Nizzoli, Mildred.....KROG, Sonora, Cal.
Noice, Susan.....WTRX, Bellaire, Ohio
Norgress, Joyce.....KOBE, Las Cruces, N. M.
Norman, Adele.....WIOU, Kokomo, Ind.
Norman, Nancy.....WDZ, Decatur, Ill.
Nutley, Pat.....WGEZ, Beloit, Wis.

— O —

O'Brien, Jeannie.....WOR-TV, N.Y.C., N. Y.
O'Brien, Lee.....KIUP, Durango, Colo.
O'Brien, Margie.....KFBC-TV, Cheyenne, Wyo.
O'Brien, Patsy.....WHLM, Bloomsburg, Pa.
Odames, Elizabeth.....WRUN, Utica, N. Y.
Oehmann, Judy.....WBOF, Virginia Beach, Va.
O'Keefe, Jean.....WFIW, Fairfield, Ill.
Olson, Gladys.....WJZM, Clarksville, Tenn.
Oosting, Marion.....WKLZ, Kalamazoo, Mich.
Oppenheimer, Kitty.....KTIM, San Rafael, Cal.
O'Quinn, Evona.....WHAB, Baxley, Ga.
Ossola, Margaret.....WJAC, Johnstown, Pa.
Overstreet, Patty.....WAML, Laurel, Miss.
Owens, Pat.....WCHL, Chapel Hill, N. C.

— P —

Pace, Zena.....WATR, Waterbury, Conn.
Page, Evalyn.....WTVL, Waterville, Me.
Palmer, Margaret.....WCLB, Camilla, Ga.
Palmer, Patricia.....WIRL, Peoria, Ill.
Palmer, Shirley.....WORC, Worcester, Mass.
Palmour, Claire.....WDVN, Gainesville, Ga.
Parker, Dee.....KABC-TV, Los Angeles, Cal.
Parker, Mona Lorene....KBOP, Pleasanton, Tex.
Parks, Betty.....WSCR, Scranton, Pa.
Parr, Dorothy.....WWNY, Watertown, N. Y.
Parr, Jeanne.....WISC-TV, Madison, Wis.
Patrick, Ruth.....KAMQ, Amarillo, Tex.
Patton, Madelyn, Y.....WMNC, Morganton, N. C.
Payne, Mrs. Rex.....KDET, Center, Tex.
Pedlow, Marian.....WDRF, Chester, Pa.
Pendleton, Lolly....WWBG, Bowling Green, Ohio
Perkins, Maggie....WOCB, W. Yarmouth, Mass.
Perrin, Carolyn.....WGWC, Selma, Ala.
Perry, Kay.....KYOU, Greeley, Colo.
Peters, Irene.....KWLM, Willmar, Minn.
Peterson, Pat.....KSD-TV, St. Louis, Mo.
Pfeiffer, Mary Lou....WRFD, Worthington, Ohio
Phillips, Hazel.....WWNR, Beckley, W. Va.
Phillips, Jean.....WARK, Hagerstown, Md.
Piowaty, Deb.....WIRA, Fort Pierce, Fla.
Pipkin, Shirley.....KFSA, Fort Smith, Ark.
Piveral, Elizabeth.....KNIM, Maryville, Mo.
Plank, Laura.....KASH, Eugene, Ore.
Pope, Anita.....KFYO, Lubbock, Tex.
Porter, Clarine.....WCOA, Pensacola, Fla.
Porter, Maye.....KVNU, Logan, Utah
Potter, Cliffordean.....WOMI, Owensboro, Ky.
Potterfield, Peggy..WNDB, Daytona Beach, Fla.
Powe, Dot.....KPLC-TV, Lake Charles, La.
Powell, Jesse.....KLMO, Longmont, Colo.
Pressly, Harriet.....WPTF, Raleigh, N. C.
Price, Marjorie.....WILM, Wilmington, Del.
Price, Nancy.....WINA, Charlottesville, Va.
Prosser, Marie.....KATE, Albert Lea, Minn.
Pryor, Eleanor.....WIPC, Lake Wales, Fla.

— Q —

Quiggle, Helen.....WKBI, St. Marys, Pa.
Quinn, Frances.....KJEO-TV, Fresno, Cal.

— R —

Ramsey, Pat.....KGOS, Torrington, Wyo.
Ramsey, Shirley.....WSEE, Erie, Pa.
Randall, Fern.....KWRT, Boonville, Mo.
Ray, Ruth.....WKST, New Castle, Pa.
Rea, Kay.....KTVO, Ottumwa, Iowa
Reading, Nancy.....WMAM, Marinette, Wis.
Reagan, Gail.....KCMC-TV, Texarkana, Tex.
Redabaugh, Red..KRDO, Colorado Springs, Colo.
Redington, Ruth.....WKNE, Keene, N. H.
Rednor, Nan.....WBUD, Trenton, N. J.
Reece, Mary Lou.....WGBA, Columbus, Ga.
Reese, Grace.....WPTZ-TV, Plattsburgh, N. Y.
Reese, Paula Carr.....WMOA, Marietta, Ohio
Reid, Sue Bailey.....WEAN, Providence, R. I.
Renchen, Wilma.....WTAY, Robinson, Ill.

Reynolds, Jessie.....WBRM, Marion, N. C.
Reynolds, Lois.....WACE, Springfield, Mass.
Rhodes, Roxie M.....KTTR, Rolla, Mo.
Rich, Reba.....WBBB, Burlington, N. C.
Ridlebaugh, Barbara A.....WLCO, Eustis, Fla.
Riley, Susan.....WNDU, South Bend, Ind.
Ritchie, Ruth.....WBEJ, Elizabethton, Tenn.
Ritz, Myrna.....WBTA, Batavia, N. Y.
Rivard, Mary Alice.....KFOX, Long Beach, Cal.
Robbins, Corky.....WOR-TV, N.Y.C., N. Y.
Roberts, Juanita.....KLVC, Leadville, Colo.
Robertson, Ruth.....WIPS, Ticonderoga, N. Y.
Robinson, Dottie Baker.WENE, Binghamton, N. Y.
Robinson, Sally.....KVOU, Uvalde, Tex.
Roddy, Pauline.....KODY, North Platte, Neb.
Ronan, Honore..WDAN, WDAN-TV, Danville, Ill.
Rose, Marilyn.....WFIE, Evansville, Ind.
Rosenbaum, Virginia....WTBO, Cumberland, Md.
Ross, Janet.....KDKA, Pittsburgh, Pa.
Rossbach, Marlene.....WBRK, Pittsfield, Mass.
Rotthaus, Elena.....KAFP, Petaluma, Cal.
Rowan, Steve.....WMIX, Mt. Vernon, Ill.
Rowe, Flo Beach.....WSLB, Ogdensburg, N. Y.
Rowe, Jo Anne....KKTV, Colorado Springs, Colo.
Rowland, Carol..WFBF, Fernandina Beach, Fla.
Rowland, Rusty.....WKOP, Binghamton, N. Y.
Rudolph, Joann.....WKCT, Bowling Green, Ky.
Russell, Kay.....WSYR-TV, Syracuse, N. Y.
Russell, Marvel..KWTX, KWTX-TV, Waco, Tex.
Ryan, Helen.....WTHI-TV, Terre Haute, Ind.

— S —

Sadler, Hazel.....WROD, Daytona Beach, Fla.
Sadler, Vera.....KTAC, Tacoma, Wash.
Sale, Joan.....WLVA, Lynchburg, Va.
Salisbury, Sally....KSL-TV, Salt Lake City, Utah
Sands, Eleanor Hanson....WHK, Cleveland, Ohio
Saunders, Dorothy.....KCLS, Flagstaff, Ariz.
Savelle, Taris.....WPFA, Pensacola, Fla.
Saver, Penny.....WHBY, Appleton, Wis.
Scheurich, Catherine.....WITY, Danville, Ill.
Scheying, Valerie C.....WMLV, Millville, N. J.
Schmidt, Pauline.....KTIV, Sioux City, Iowa
Schneider, Donna.....WDGY, Minneapolis, Minn.
Schneider, Sie.....KGBT, Harlingen, Tex.
Schrader, Marlene.....WPRC, Lincoln, Ill.
Schulstler, J. Camerson..KVWO, Cheyenne, Wyo.
Schurtz, Margaret....WJHL, Johnson City, Tenn.
Schwartz, Dorothy.....KPRL, Paso Robles, Cal.
Schwarz, Monica....WASA, Havre de Grace, Md.
Schwind, Mary.....KCBC, Des Moines, Iowa
Scott, Margarete.....WJAX, Jacksonville, Fla.
Scott, Marion.....KEEP, Twin Falls, Idaho
Scott, Pat.....WHBF-TV, Rock Island, Ill.
Scott, Shirley.....WSYL, Sylvania, Ga.
Selberg, Marlys....KXJB-TV, Valley City, N. D.
Senior, Kathy....WESH-TV, Daytona Beach, Fla.
Seymour, Freddie.....WBET, Brockton, Mass.
Shafer, Danna.....WJTV, Jackson, Miss.
Shake, Kay.....WDAN-TV, Danville, Ill.
Shank, Dorothy.....WEBB, Buffalo, N. Y.
Sharkey, Norma.....WING, Dayton, Ohio
Sharp, Fern.....WBNS, Columbus, Ohio
Sharp, Suzanne.....KTUC, Tucson, Ariz.
Shaw, Mrs. Wilbur.....WIRE, Indianpolis, Ind.
Shea, Jeanne.....WBNS, Columbus, Ohio
Shepherd, Eleanor.....KUSN, St. Joseph, Mo.
Shepherd, Esther.....WAAG, Adel, Ga.
Sheppard, Charlotte..WOAY-TV, Oak Hill, W. Va.
Sheridan, Von.....KRAK, Stockton, Cal.
Shirley, Eleanor.....KPLC, Lake Charles, La.
Shives, Rosemary.....KLOG, Kelso, Wash.
Simon, Sharon.....WCHI, Chillicothe, Ohio
Simpson, Joy.....WIMO, Winder, Ga.
Sims, Wilma.....KSD-TV, St. Louis, Mo.
Slaton, Norma.....WEBQ, Harrisburg, Ill.
Slatton, Pat.....WJBB, Haleyville, Ala.
Small, Margaret.....WABI-TV, Bangor, Me.
Smith, Doris.....WGGA, Gainesville, Ga.
Smith, Dorothy.....WFMC, Goldsboro, N. C.
Smith, Drue.....WDEF, WDEF-TV, Chattanooga, Tenn.
Smith, Gene.....WJBC, Bloomington, Ill.
Smith, Irene.....KSMO, Salem, Mo.
Smith, Jane.....KVEN, Ventura, Cal.
Smith, Libby.....WDSM-TV, Duluth, Minn.
Smith, Loni.....KMO, Tacoma, Wash.
Smith, Mamie Lee.....WJAY, Mullins, S. C.
Smith, Margaret A.....WIRC, Hickory, N. C.
Smith, Margaret.....KHQ, Spokane, Wash.
Smith, Millie.....WKBL, Covington, Ky.
Smith, Sue M.....WDEC, Americus, Ga.
Smith, Susan.....WCUM, Cumberland, Md.
Smizer, Ernestine.....KFGT, Fremont, Neb.
Smyth, Marion.....WFAH, Alliance, Ohio
Snidow, Debby.....WWOD, Lynchburg, Va.
Snyder, Adelaide....WFMJ-TV, Youngstown, Ohio
Sontag, Esther....WKBN-TV, Youngstown, Ohio
Soprano, Loretta.....WATS, Sayre, Pa.
Southey, Jean.....WTSL, Hanover, N. H.
Spalding, Martha.....WDAF, Kansas City, Mo.
Spaulding, Jeanne.....WUSJ, Lockport, N. Y.
Spear, Bea.....KDIX, Dickinson, N. D.
Speece, Wynn.....WNAX, Yankton, S. D.
Speltz, Bernardine.WFHR, Wisconsin Rapids, Wis.
Spencer, Eula.....WXOK, Baton Rouge, La.
Spencer, Helen.....WAAB, Worcester, Mass.
Stackpole, Connie.....WGIR, Manchester, N. H.
Stadler, Helene N.....KEED, Springfield, Ore.
Standish, Martha.....WPOR, Portland, Me.
Stanley, Mrs. Fran.....KEYZ, Williston, N. D.
Stanley, Ginger.....WDBO-TV, Orlando, Fla.
Stark, Beverly.....WMTV, Madison, Wis.
Starr, Mary..WATE, WATE-TV, Knoxville, Tenn.
Staten, Shirley.....KMOD, Modesto, Cal.
Staton, Margaret Hadely.....WCEC, Rocky Mount, N. C.
Stebbins, Hazel.....KFOR, Lincoln, Neb.
Steele, Anita.....KAYS, Hays, Kan.
Steensruud, Eileen.....WEKZ, Monroe, Wis.
Stegman, Carol.....WPVL, Painesville, Ohio
Sterling, Ann.....KOL, Seattle, Wash.
Stevens, Dorothy.....WLAN, Lancaster, Pa.
Stevens, Judy.....WTWN, St. Johnsbury, Vt.
Stevens, Lynn.....WFBM-TV, Indianapolis, Ind.
Stewart, Faye.....KPIX, San Francisco, Cal.
Stewart, Mary Lou.....KIEM, Eureka, Cal.
Stillman, Robbie.....WAKR-TV, Akron, Ohio
Stoker, Carroll.....WFMY-TV, Greensboro, N. C.
Stokesberry, Vi.....WCKR, Miami, Fla.
Storm, Ardys.....KGAY, Salem, Ore.
Storm, Marge.....WPCT, Putnam, Conn.
Stover, Janet.....WTNJ, Trenton, N. J.
Stowe, Carol Lang.....WJKO, Springfield, Mass.
Straker, Easter.....WIMA, Lima, Ohio
Strobeck, Kay.....WLFH, Little Falls, N. Y.
Stroemel, Ginny.....WMTE, Manistee, Mich.
Strong, Norma Jean.....WKIC, Hazard, Ky.
Strother, Susie.....WJLB, Detroit, Mich.
Styner, Jean.....KXRO, Aberdeen, Wash.
Sugg, Helen.....WROX, Clarksdale, Miss.
Sullivan, Margaret.....WRUS, Russellville, Ky.
Sullivan, Millie.KCRA, KCRA-TV, Sacramento, Cal.
Sullivan Ruth Delmar.KEYS, Corpus Christi, Tex.
Sutherland, Capp.....WEAU, Eau Claire, Wis.
Swann, Blanch.....KAPB, Marksville, La.
Sweeney, Ruth.....WHYN-TV, Springfield, Mass.

— T —

Talbot, Peaches.....WION, Ionia, Mich.
Tankersley, C. Adrian....WMOG, Brunswick, Ga.
Taylor, Dorothy.....KONP, Port Angeles, Wash.
Taylor, Elaine.....WWYO, Pineville, W. Va.
Taylor, Ethel.....WOIC, Columbia, S. C.
Taylor, Gertrude.....WTYN, Tryon, N. C.
Taylor, Joan.....WMRI, Marion, Ind.
Taylor, Lynn.....KFSD-TV, San Diego, Cal.
Taylor, Margie.....KGFL, Roswell, N. M.
Taylor, Nancy.....WOTW, Nashua, N. H.
Taylor, Teena.....WHMA, Anniston, Ala.
Tebben, Dorothy....WHKP, Hendersonville, N. C.
Temple, Martha Ross.....WASL, Annapolis, Md.
Tenpenny, Betty.....WGNS, Murfreesboro, Tenn.
Terrebonne, Betty....KLFT, Golden Meadow, La.
Thabes, Nordica.....KLIZ, Brainerd, Minn.
Thames, Dorothy H.....WHAN, Charleston, S. C.
Thomas, Gaynelle.....WCTA, Andalusia, Ala.
Thomas, Margaret..KSST, Sulphur Springs, Tex.
Thomas, Martha....WJHP-TV, Jacksonville, Fla.
Thomas, Prissy..WKY-TV, Oklahoma City, Okla.

Thompson, Bernice.....WDAS, Philadelphia, Pa.
Thompson, Beverly...WKIS-WORZ, Orlando, Fla.
Thompson, Jackye.....KNED, McAlester, Okla.
Thomsen, Christie.....WBEL, Beloit, Wis.
Thurmond, Bibi.....WFKY, Frankfort, Ky.
Tidmore, Vivian.....WPPA, Pottsville, Pa.
Todd, Jane.....KCBS, San Francisco, Cal.
Towne, Rose Mary.....KDTA, Delta, Colo.
Trickey, Howard.....WEAU, Eau Claire, Wis.
Trotta, Josephine.....WTCS, Fairmont, W. Va.
Troutvine, Fern.....WPFB, Middletown, Ohio
Truax, Anne.....KLX, Oakland, Cal.
Trumbell, Marjorie.KRON-TV, San Francisco, Cal.
Tucker, Betty Lou.....KXIC, Iowa City, Iowa
Turner, Martha.....WBOW, Terre Haute, Ind.
Turner, Pat.....WBEC, Pittsfield, Mass.
Tuttle, Sally.....KCVL, Colville, Wash.

— U —

Upchurch, Virginia.....WSMT, Sparta, Tenn.

— V —

Van, Lois.....WLAG, La Grange, Ga.
Van Atta, Vera.....KXXL, Monterey, Cal.
Van Haver, Betty.....WKBZ, Muskegon, Mich.
Vaughn, Edith.....WFVA, Fredericksburg, Va.
Vsetula, Lucille.....KYNO, Fresno, Cal.
Von Gillerm, Kathleen.....KLMS, Lincoln, Neb.
Voss, Jan.....KVTV, Sioux City, Iowa

— W —

Wacker, Fran.....KSYC, Yreka, Cal.
Walker, Dee.....WMT-TV, Cedar Rapids, Iowa
Walker, Frances.....WPNF, Brevard, N. C.
Walker, Joyce.....WTVB, Coldwater, Mich.
Wallace, Andrea.....WCHV, Charlottesville, Va.
Wallace, Meriel.....KBBA, Benton, Ark.
Walling, Esther.....WDOS, Oneonta, N. Y.
Wallis, Bonnie.....KBOI-TV, Boise, Idaho
Walters, Eleanor.....WVLN, Olney, Ill.
Waltman, Hazel.....KLRS, Mountain Grove, Mo.
Walton, Grace.....WKLE, Washington, Ga.
Warner, Helen.....KORT, Grangeville, Idaho
Warner, Martha Jane.....KSTN, Stockton, Cal.
Washburn, Virginia Clark..WHAP, Hopewell, Va.
Waterhouse, Norma Jean..WCMR, Elkhart, Ind.
Watkins, Judith.....KSIM, Sikeston, Mo.
Watts, Carolyn.....WSAI, Cincinnati, Ohio
Wayt, Dottie.....KVFC, Cortez, Colo.
Weatherford, Margie....KHAD-TV, Laredo, Tex.
Weaver, Jennie.....WHUC, Hudson, N. Y.
Weaver, Lois.....KOLN-TV, Lincoln, Neb.
Weaver, Thelma.....WLOI, Laporte, Ind.
Webber, Edith Dunham.KWDM, Des Moines, Iowa
Webber, Melva.....WJTN, Jamestown, N. Y.
Weber, Margaret.....KAYL, Storm Lake, Ind.
Weedman, Polly.....KOTA, KOTA-TV, Rapid City, S. D.
Wegner, Lynn.....WMTV, Madison, Wis.
Weidman, Betty.....KWCO, Chickasha, Okla.
Weiley, Greta.....WGN-TV, Chicago, Ill.
Wells, Kay.....WTWV-TV, Tupelo, Miss.
Wells, Lydia.....WNAB, Bridgeport, Conn.
Wells, Margaret.....WCSI, Columbus, Ind.
Wells, Sue.....KHBM, Monticello, Ark.
West, Dorothy.....WAMM, Flint, Mich.
West, Kay.....KEX, Portland, Ore.
Weston, Alice.....WJW-TV, Cleveland, Ohio
Weston, Jane.....WOWO, Fort Wayne, Ind.
Westphal, Florence.....WSIV, Pekin, Ill.
Wetzel, Libby.....KXOX, Sweetwater, Tex.
Wharton, Ann....WJNO, West Palm Beach, Fla.
Wheeldon, Delvina.....WCKY, Cincinnati, O.
Wheeler, Mary.....KTAT, Frederick, Okla.
Wheelis, Wilma.....KDRS, Paragould, Ark.
White, Marge.....KOB-TV, Albuquerque, N. M.
White, Stella.....WEAW, Evanston, Ill.
Whitelaw, Eleanor.....WRBL, Columbus, Ga.
Whitlock, Sallie.....WEVA, Emporia, Va.
Wiener, Patricia.....KOPO, Tucson, Ariz.
Wiley, Gason.....KRGV-TV, Weslaco, Tex.
Williams, Betty.....WKTG, Thomasville, Ga.
Williams, Edythe.....WHIT, New Bern, N. C.
Williams, Joanne.....WTYC, Rock Hill, S. C.
Williams, June.....KGUL, Greenville, Tex.
Williams, Marylin.....WJPA, Washington, Pa.
Wilson, Byrdell.....KVLH, Pauls Valley, Okla.
Wilson, Ella.....WFRV-TV, Green Bay, Wis.
Windsor, Roberta.....WBCO, Bessemer, Ala.
Wing, Sally M.....KPIG, Cedar Rapids, Iowa
Winslow, Ina Mae.....KANV, Shreveport, La.
Winslow, Louise.....WERE, Cleveland, Ohio
Wise, Katherine.KOMO, KOMO-TV, Seattle, Wash.
Wise, Madeline.....WHIO, Dayton, Ohio
Witten, Frances.....KVMC, Colorado City, Tex.
Wodak, Donna.....WOMT, Manitowoc, Wis.
Wolfe, Shirley Spradlin.....WTIP, Charleston, W. Va.
Wommack, Jeane.....KALT, Atlanta, Tex.
Wood, Frances....WFVG, Fuquay Springs, N. C.
Wood, Ginny.....WSPD-TV, Toledo, Ohio
Woodard, Lolly.....WSAU-TV, Wausau, Wis.
Woodle, Sunny.....KORA, Bryan, Tex.
Woodruff, Kate.....WCHN, Norwich, N. Y.
Woods, Carol.....WBRC, Birmingham, Ala.
Woodward, Heather.....WQAM, Miami, Fla.
Workman, Helen.....WCAX-TV, Burlington, Vt.
Worth, Konnie G.....KGW, Portland, Ore.
Wren, Virginia.....WLAD, Danbury, Conn.
Wright, Nadine.....WDVA, Danville, Va.
Wright, Nina.....KSOO, Sioux Falls, S. D.
Wulff, Maggie.....WJW-TV, Cleveland, Ohio
Wyatt, Margaret.....WHOP, Hopkinsville, Ky.
Wyman, Alice.....WFBC-TV, Greenville, S. C.
Wynne, Jennie V.....KCBD-TV, Lubbock, Tex.

— Y —

Yerka, Marcy.....KDLM, Detroit Lakes, Minn.
Yionoulis, Mary.....WGTM, Wilson, N. C.
Young, Jacqui.....KACT, Andrews, Tex.
Young, Jean.....WPFD, Darlington, S. C.
Young, Mary Emma.....WHTC, Holland, Mich.
Young, Ruth.....WEDO, McKeesport, Pa.
Younger, Mildred.....KABC, Hollywood, Cal.

— Z —

Zarley, Lois.....WJOL, Joliet, Ill.
Zikmund, Isabel P.....WJDA, Quincy, Mass.
Zimmerman, Merle.....KWRE, Warrenton, Mo.

KLAVAN and FINCH

DISC JOCKEYS

RADIO AND TELEVISION
—their work during 1956

— A —

AARCE, ALDEN
WRVA, Richmond, Va.
ABBOTT, DON
WILE, Cambridge, Ohio
ABBOTT, WALT
KFOX, Long Beach, Cal.
ACKERLEY, BOB
KOMO, Seattle, Wash.
ADAIR, HARRY
KFTM, Fort Morgan, Col.
ADAMS, JIM
WSTV, Steubenville, Ohio
ADLER, LOU
WESB, Bradford, Pa.
ADY, BRUCE
KCOV, Corvallis, Ore.
AGA, ROGER
KXRA, Alexandria, Minn.
AGEE, BOB
WBIR, Knoxville, Tenn.
AGEE, LES
KRHD, Duncan, Okla.
AIME, VIC
WNNJ, Newton, N. J.
AKERS, CARL
KLZ, Denver, Col.
ALBERT, BILL
WLW, Cincinnati, Ohio
ALEMAN, JOE
KPRL, Paso Robles, Cal.
ALEXANDER, GRAHAM
KCMJ, Palm Springs, Cal.
ALEXANDER, OTT
WHPE, High Point, N. C.
ALLEN, BOB
WHOS, Decatur, Ala.
ALLEN, C. OWEN
KODI, Cody, Wyo.
ALLEN, FRANK
WOW, Omaha, Neb.
ALLEN, GEORGE
WMEG, Eau Gallie, Fla.
ALLEN, HUGH
WGAP, Maryville, Tenn.
ALLEN, OLIVER
WRAP, Norfolk, Va.
ALLEN, PERRY
KTLN, Denver, Col.
ALLEN, WES
KHMO, Hannibal, Mo.
ALLEY, CLINT
WKOY, Bluefield, W. Va.
ALLISON, DALE
KPDQ, Portland, Ore.
ALLYN, JACK
WPOV, Roanoke, Va.
AMMERMAN, DAN
WVAM, Altoona, Pa.
AMOS, DICK
KDRO, Sedalia, Mo.
ANDERSON, ANDY
WEAV, Plattsburg, N. Y.
ANDERSEN, LLOYD
WHGR, Houghton Lake, Mich.
ANDERSON, ART
KLOG, Kelso, Wash.
ANDERSON, DON
KFH, Wichita, Kan.
ANDERSON, ERNIE
WTRY, Troy, N. Y.
ANDERSON, GARY
WLAK, Lakeland, Fla.
ANDERSON, HERB OSCAR
WDGY, Minneapolis, Minn.
ANDERSON, JOE
WQUA, Moline, Ill.
ANDERSON, JOHN
WBRK, Pittsfield, Mass.
ANDERSON, LOU
KFTM, Fort Morgan, Col.
ANDRES, JAY
WBBM, Chicago, Ill.
ANDREWS, ART
WSBB, New Smyrna Beach, Fla.
ANDREWS, DON
WSGW, Saginaw, Mich.

ANDREWS, JOHNNY W.
B. Apr. 1, 1917, Boston, Mass.

ANDRICK, BILL
WPAR, Parkersburg, W. Va.
ANDRIESE, TED
WFUR, Grand Rapids, Mich.
ANTHONY, BILL
WLCS, Baton Rouge, La.
ANTHONY, CARMINE
WOC, Davenport, Iowa
ANTHONY, JAY
WHBI, Newark, N. J.
ANTHONY, LEE
WKDA, Nashville, Tenn.
ARKELL, ROD
WNDB, Daytona Beach, Fla.
ARMSTRONG, BILLY
WMDC, Hazlehurst, Miss.
ARMSTRONG, BOB
WCIL, Carbondale, Ill.
ARMSTRONG, TIM
KXOC, Chico, Cal.
ARMSTRONG, TOM
WGAR, Cleveland, Ohio
ARNOLD, BILL
WTOD, Toledo, Ohio
ARNOLD, BOB
WCSH, Portland, Me.
ARTHUR, BILL
WAOV, Vincennes, Ind.
ARTHUR, DON
WFOX, Milwaukee, Wis.
ASHLEY, BARBEE
WGVM, Greenville, Miss.
ATKINS, BILL
KDOK, Tyler, Tex.
ATWOOD, RUSS
WMAS, Springfield, Mass.
AUGELLO, JOE
WOHO, Toledo, Ohio
AUSLEY, WALLY
WDNC, Durham, N. C.
AUSTIN, JIM
KRAY, Amarillo, Tex.
AVERY, LES
KRE, Berkeley, Cal.
AVERY, MARC
WTOB, Winston-Salem, N. C.
AXTON, BAILEY
KTOP, Topeka, Kan.
AYLWARD, BILL
WMTR, Morristown, N. J.

— B —

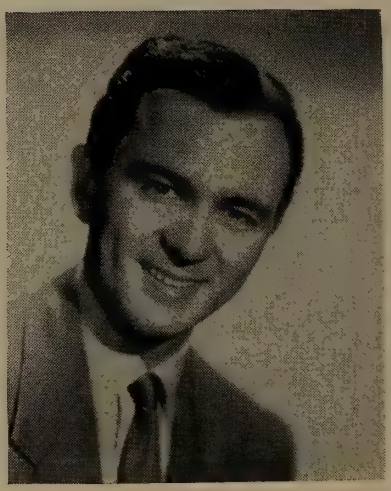
BACHMANN, ART
WKUL, Cullman, Ala.
BAILIE, RON
KEEP, Twin Falls, Idaho
BAKER, BUDDY
KENS-TV, San Antonio, Tex.
BAKER, DICK
WPIN, St. Petersburg, Fla.
BAKER, GORDIE
WSPR, Springfield, Mass.
BAKER, HAROLD
WTRB, Ripley, Tenn.
BAKER, JAMES D.
KVOC, Casper, Wyo.
BAKEY, ED
WTOW, Towson, Md.
BALE, NORM
KWKH, Shreveport, La.
BALL, NOEL
WSIX, Nashville, Tenn.
BAMBRICK, GORDON
KGON, Portland, Ore.
BARBER, BILL
WOOD, Grand Rapids, Mich.
BARBOUR, HERSCHEL
WCPS, Tarboro, N. C.
BARI, JOE
WLBK, DeKalb, Ill.
BARILL, GENE
WJEF, Grand Rapids, Mich.
BARKER, TED
WJOY, Burlington, Vt.
BARNHILL, PAT
KDRS, Paragould, Ark.
BARRETT, ART
WSIG, Mount Jackson, Va.
BARRETT, DICK
WSHE, Sheboygan, Wis.
BARRETT, RONALD A.
WDOK, Cleveland, Ohio
BARRY, BERT
KGMS, Sacramento, Cal.
BARRY, BOB
WKST, New Castle, Pa.
BARRY, TOM
WOL, Washington, D. C.
BARUCH, ANDRE & BEA WAIN
WABC, New York, N. Y.
BASKOS, GEORGE
KLMO, Longmont, Col.
BASSETT, ROBERT E.
WHIM, Providence, R. I.
BAST, MERWIN
WKOA, Hopkinsville, Ky.
BATCH, LEE
KCSB, San Bernardino, Cal.
BATOZECH, RON
WJOL, Joliet, Ill.
BAZYN, WALLY
WJAG, Norfolk, Neb.
BEAVER, WIN
WRAG, Carrollton, Ala.
BECK, FRED
KABC, Hollywood, Cal.
BECKMAN, SPOOK
WTVN, Columbus, Ohio
BEECHER, DON
WIL, St. Louis, Mo.
BEKAS, TONY
WNAR, Norristown, Pa.
BELL, DAN
WJAN, Spartanburg, S. C.
BELL, JOHN
WDOG, Marine City, Mich.
BELLAIRS, MAL
WBBM, Chicago, Ill.
BELMAN, DAVE
KONG, Visalia, Cal.
BELYEU, WENDEL
KLVT, Levelland, Tex.
BENHAM, DICK
WBET, Brockton, Mass.
BENNETT, JACK
WHWB, Rutland, Vt.
BENNICK, DICK
WSGN, Birmingham, Ala.
BENSON, AL
WGES, Chicago, Ill.
BENTON, BILL
WLFA, Lafayette, Ga.
BERG, ALLAN
KWOW, Pomona, Cal.
BERG, CARL
KWBB, Wichita, Kan.
BERG, HERB
WWOK, Charlotte, N. C.
BERNARD, DUDLEY
KLFT, Golden Meadow, La.
BERNARD, LEO
KCLS, Flagstaff, Ariz.
BERRES, KEN
WKAN, Kankakee, Ill.

BERRY, AL
WPLA, Plant City, Fla.
BERRY, BILL
WDBO, Orlando, Fla.
BERRY, DICK
WFIW, Fairfield, Ill.
BERRY, SPIKE
KEYJ, Jamestown, N. D.
BETTIS, JIM
KUMA, Pendleton, Ore.
BIERS, MARVIN
KROD, El Paso, Tex.
BILBEE, RODNEY
KWON, Bartlesville, Okla.
BIONDI, DICK
WHOT, Campbell, Ohio
BIRDAS, GEORGE
WLNA, Peekskill, N. Y.
BISHOP, JACK
WLBG, Laurens, S. C.
BIVANS, ROBERT
WITY, Danville, Ill.
BLACK, BUDDY
WGN, Chicago, Ill.
BLACK, DAVE
KOCY, Oklahoma City, Okla.
BLACK, ED
KLUB, Salt Lake City, Utah
BLAINE, GENE
WAKE, Atlanta, Ga.
BLAIR, HARRY
WGL, Fort Wayne, Ind.
BLAIR, MERLE
KTOP, Topeka, Kan.
BLAIR, RAY
WLAV, Grand Rapids, Mich.
BLAND, ARTIE
KWBU, Corpus Christi, Tex.
BLOCK, MARTIN
WABC, New York, N. Y.
BLOUGH, BILL
WBEL, Beloit, Wis.
BLOUNT, JAMES
WMSN, Raleigh, N. C.

BOB & RAY
Bob & Ray Show, NBC, Mutual

BOGGS, BILL
WJPA, Washington, Pa.
BOLLER, WALLY
WDLB, Marshfield, Wis.
BOLLINGER, GENE
WLET, Toccoa, Ga.
BOMER, BILL
KBCH, Oceanlake, Ore.
BONNER, EDDIE
KXOK, St. Louis, Mo.
BOONE, CHARLIE
KFGO, Fargo, N. D.
BOONE, JOE
WMVG, Milledgeville, Ga.
BOULDIN, ART
WTCH, Norwich, Conn.
BOVE, DICK
WNAE, Warren, Pa.
BOWEN, AL
WADK, Newport, R. I.
BOWERS, BUDD
KTAR, Phoenix, Ariz.
BOWICK, BILL
WGBA, Columbus, Ga.
BOWMAN, JOE
WIRO, Ironton, Ohio
BOWMAN, SAM
KOBY, San Francisco, Cal.
BOYNTON, DICK
KSDO, San Diego, Cal.
BRADLEY, JIM
KIHR, Hood River, Ore.
BRADLEY, LYNN
KTTN, Trenton, Mo.
BRADLEY, WES
KRDO, Colorado Springs, Colo.
BRADSHAW, TOM
WLOW, Norfolk, Va.
BRANNON, BOB
KRAK, Stockton, Cal.
BRANT, BILL
WJAS, Pittsburgh, Pa.

BRAY, ED
WALT, Tampa, Fla.
BREES, BUD
WIPEN, Philadelphia, Pa.
BRENTHOLTZ, GEORGE
WSSB, Durham, N. C.
BRETZ, WOODY
KOCO, Salem, Ore.
BREWER, JACK
KIEM, Eureka, Cal.
BRIDGES, RAY
KID, Idaho Falls, Idaho
BRIGHT, ROBIN
WIBC, Indianapolis, Ind.
BRIMM, CLAUDE
KOL, Seattle, Wash.
BRINGIER, ERNEST
WMRY, New Orleans, La.
BRINK, ARTHUR
KSPR, Casper, Wyo.
BROKS, HAROLD
WMRE, Monroe, Ga.
BROOK, PHIL
WTAY, Robinson, Ill.
BROOKHART, GARY
WCOM, Parkersburg, W. Va.
BROOKS, HAPPY
KRNO, San Bernardino, Cal.
BROOKS, NORMAN
WMFJ, Daytona Beach, Fla.
BROOKS, RAY
WHIS, Bluefield, W. Va.
BROUGHMAN, DON
KAYE, Puyallup, Wash.
BROWN, BILL
WJAC, Johnstown, Pa.
BROWN, BILL
WNEB, Worcester, Mass.
BROWN, BOB
KATY, San Luis Obispo, Cal.
BROWN, CHARLES
WABG, Greenwood Miss.
BROWN, DALE
KLO, Ogden, Utah



JERRY WARREN

WINS All Night M.C.

After conquering the West — Zeke Manners — is back East on WINS

N. Y. C.

2-4 P.M. 10-12 P.M.

BROWN, GENE
KOLS, Pryor, Okla.
BROWN, HARRY
WKIS-WORZ, Orlando, Fla.
BROWN, IRWIN
WREN, Topeka, Kan.
BROWN, JOHNNY
WROK, Rockford, Ill.
BROWN LARRY
WPEN, Philadelphia, Pa.
BROWN, PAT
KWBY, Colorado Springs, Colo.
BROWN, PAUL
KOLO, Reno, Nev.
BROWN, PERRY
WTAO, Boston, Mass.
BROWN, RON
KASH, Eugene, Ore.
BROWN, TED
WMGM, New York, N. Y.
BROWN, TOM
WWOK, Charlotte, N. C
BROWN, TOM
WHK, Cleveland, Ohio
BROWNE, DAVE
KIEM, Eureka, Cal
BROWNELL, LARRY
WKBW, Buffalo, N. Y.
BROWNING, ALLAN
WKIX, Raleigh, N. C.
BROWNING, BILL
KFMB, San Diego, Cal.
BRUCE, JACK
WNAX, Yankton, S. D.
BRUNER, BOB
WKKO, Cocoa, Fla.
BRUNET, CARLOS
KIWW, San Antonio, Tex.
BRUTON, BOB
KXOL, Fort Worth, Tex.
BRYANT, SEN. BRISTOE
WJLB, Detroit, Mich.
BUCKLEY, THAD
KGEE, Bakersfield, Cal.
BUECKMAN, GENE
WMMB, Melbourne, Fla.

BUMBAUGH, HOWARD
KMAC, San Antonio, Tex.
BURGE, HARRY
WGBS, Miami, Fla.
BURGE, RALPH
WIBR, Baton Rouge, La.
BURGREEN, JOHN
WBAR, Bartow, Fla.
BURNETT, JIM
WHBC, Canton, Ohio
BURNS, BARON
WCLS, Columbus, Ga.
BURNS, JACK
KTUC, Tucson, Ariz.

BURNS, STAN

B. Sept. 18, 1927, New York City. Kashbox Quiz, Stan, The Spinner, WINS; Nora Drake, Helen Trent, Our Gal Sunday, CBS; Cerebral Palsy Telethon, WOR-TV.

BURNS, TOMMY
KMA, Shenandoah, Iowa
BURNS, WALT
KYOR, Blythe, Cal.
BURR, BOB
WDOG, Marine City, Mich.
BUTLER, CLIFF
WLOU, Louisville, Ky.
BUTLER, JOHN
WCTC, New Brunswick, N. J.
BYRD, CLARK
WHAR, Clarksburg, W. Va.
BYRD, EARL
WTRX, Bellaire, Ohio

— C —

CADDEN, JERRY
KIRX, Kirksville, Mo.
CAIN, BOB
WSKY, Asheville, N. C.
CALDWELL, CHARLES
WJPS, Evansville, Ind.

CALHOUN, BOB
KCLA, Pine Bluff, Ark.
CAMACHO, CARLOS
KALI, Pasadena, Cal.
CAMERON, JIM
WREN, Topeka, Kan.
CAMERON, TOM
WKBZ, Muskegon, Mich.
CAMPBELL, JACK
KVOO, Tulsa, Okla.
CAMPBELL, OLIN
WFNS, Burlington, N. C.
CAMPBELL, PHIL
WPFD, Darlington, S. C.
CAMPO, BOB
WHJB, Greensburg, Pa.
CANDLER, JOHN
WDVA, Danville, Va.
CANDLER, JOHN
KFSA, Fort Smith, Ark.
CANE, LENNY
WIRY, Plattsburg, N. Y.
CANNON, STEVE
WLOL, Minneapolis, Minn.
CANTERBURY, MEL
WMON, Montgomery, W. Va.
CANYON, JIM
WINA, Charlottesville, Va.
CAPPS, CARL
WHIT, New Bern, N. C.
CAPPS, JIMMY
WPTF, Raleigh, N. C.
CARACCIOLO, RICHARD
WDHL, Olean, N. Y.
CARDEN, JOHN
WROK, Rockford, Ill.
CARNEY, JACK
KRUX, Phoenix, Ariz.
CARNEY, RON
WAVY, Norfolk, Va.
CARSON, CHUCK
KSRO, Santa Rosa, Cal.
CARTER, JAMES
WSYD, Mt. Airy, N. C.

"Your Milkman"

JACK LAZARE

"LISTEN TO LACY"

(Jack Lacy)
WINS — 1010 on your dial
11:30-2:00 PM
4:30-7:00 PM

CARTER, JOKO
WOKJ, Jackson, Miss.
CARTER, TONY
WBHB, Fitzgerald, Ga.
CARVER, JOHNNY
KFAB, Omaha, Neb.
CASE, GEORGE & MARILU
WSAI, Cincinnati, Ohio
CASPER, CLYDE
WLAS, Jacksonville, N. C.
CASPERSON, DICK
WHBY, Appleton, Wis.
CASSADY, AL
WKDL, Clarksdale, Miss.
CASSIDY, TED
WCOA, Pensacola, Fla.
CASTELL, SHARRON
WSFT, Thomaston, Ga.
CATE, LOU
WWPA, Williamsport, Pa.
CAUSEY, BID
KNOE, Monroe, La.
CERVERA, ERNESTO
KWKW, Pasadena, Cal.
CHAMBURS, PAT
WFLA, Tampa, Fla.
CHAPEAU, TED
WJHP, Jacksonville, Fla.
CHAPMAN, JERRY
WIRE, Indianapolis, Ind.
CHAPMAN, RALPH
WHAV, Haverhill, Mass.
CHARF, AL
KBCH, Oceanlake, Ore.
CHARLES, PRESTON
WAGA, Atlanta, Ga.
CHASE, DAVE
KLBS, Houston, Tex.
CHASE, GENE
WIL, St. Louis, Mo.
CHASE, PHIL
WCLG, Morgantown, W. Va.
CHASTEEN, BOB
KVOX, Moorhead, Minn.
CHATAGNIER, JERRY
KLFT, Golden Meadow, La.

CHAVEZ, FRED
KABQ, Albuquerque, N. M.
CHEDWICK, CRAIG
WAMO, Pittsburgh, Pa.
CHESSON, BOB
WCEC, Rocky Mount, N. C.
CHILDS, JACK
WCOA, Pensacola, Fla.
CHILLSON, JOHN
KRXL, Roseburg, Ore.
CHRISTENSON, HARRY
KTW, Seattle, Wash.
CHRISTIE, PHIL
WICC, Bridgeport, Conn.
CHURCHES, GLENN
KCRA, Sacramento, Cal.
CIMINO, RICK
KJOY, Stockton, Cal.
CITRO, VINCE
WAZL, Hazleton, Pa.
CLAIRE, MAL
WJHP, Jacksonville, Fla.
CLARK, BARRY
WCHL, Chapel Hill, N. C.
CLARK, COTTONSEED
KEEN, San Jose, Cal.
CLARK, DICK
KTEM, Temple, Tex.
CLARK, KEN
WSAM, Saginaw, Mich.
CLARK, LEE
KBAB, El Cajon, Cal.
CLARK, RAY
KDUB, Lubbock, Tex.
CLAXTON, DAVE
WSLB, Ogdensburg, N. Y.
CLAYTON, BOB
WHDH, Boston, Mass.
CLAYTON, PAUL
WHVR, Hanover, Pa.
CLEMENTI, JOE
WCCM, Lawrence, Mass.
CLOSE, DEAN
WCED, DuBois, Pa.

COBB, CHARLES
WTRR, Sanford, Fla.
CODDAIRE, BILL
WSTC, Stamford, Conn.
CODY, WAYNE
WMAY, Springfield, Ill.
COLE, CANE
WLOK, Memphis, Tenn.
COLE, DOUGLAS
WIKE, Newport, Vt.
COLEMAN, CARLTON
WIOK, Tampa, Fla.
COLLETTE, JACK
KAMQ, Amarillo, Tex.
COLLINS, AL
WRCA, N. Y. C.
COLLINS, CARL
WKKO, Cocoa, Fla.
COLLINS, GEORGE
KIOX, Bay City, Tex.
COLLINS, KEN
KXYZ, Houston, Tex.
COLLINS, TEX
WAZL, Hazleton, Pa.
COLONE, ANN
WGL, Fort Wayne, Ind.
COMER, FRANK
WLAD, Danbury, Conn.
COMISKEY, BARRY
WGEZ, Beloit, Wis.
CONDREY, JIM
KCNO, Alturas, Cal.
CONRAD, MARV
KIUP, Durango, Colo.
COOK, ANDY
KTBC, Austin, Tex.
COOK, BOB
WOMT, Manitowoc, Wis.
COOK, DICK
KSFO, San Francisco, Cal.
COOK, DICK
WBRN, Big Rapids, Mich.
COOK, ED
WLOU, Louisville, Ky.

MURRAY KAUFMAN
DISK JOCKEY-EMCEE
WMCA — WPIX

ART FORD
PL 3-3300

COOK, JIM
WHBU, Anderson, Ind.
COOK, LOU
KABC, Hollywood, Cal.
COOKE, RUSSELL
WWNR, Beckley, W. Va.
COOPER, RALPH
WNRC, New Rochelle, N. Y.
COPE, FRANK
WMRB, Greenville, S. C.
COPE, JOE
KREX, Grand Junction, Colo.
COPELAND, GLEN
KCMR, McCamey, Tex.
COPPI, ERV
WGGH, Marion, Ill.
CORBIN, SLIM
KHOB, Hobbs, N. M.
CORDARO, GEORGE
KWDM, Des Moines, Iowa
CORDER, RICHARD
KOGT, Orange, Tex.
CORDIC, REGE
KDKA, Pittsburgh, Pa.
COREY, RICHARD
KOVO, Provo, Utah
CORNELIUS, GLEN
WJRD, Tuscaloosa, Ala.
CORNELL, KEN
WBRV, Boonville, N. Y.
CORRIGAN, JOHN
WMOD, Moundsville, W. Va.
COSGROVE, PHIL
KXRO, Aberdeen, Wash.
COSNOSKI, BERNARD
WBUD, Trenton, N. J.
COSS, PAUL
WAAB, Worcester, Mass.
COSTELLO, LEN
WGHN, Grand Haven, Mich.
COTLER, KEN
KWIZ, Santa Ana, Cal.
COUGLIN, PAUL
WFBM, Indianapolis, Ind.
COURTNEY, DEL
KSFO, San Francisco, Cal.
COVERT, TED
WATH, Athens, Ohio
COVINGTON, BILL
WGTC, Greenville, N. C.
COWLEY, PAUL
WKLO, Louisville, Ky.
COX, BILL
WLCS, Baton Rouge, La.
COY, JOHNNY
WIRL, Peoria, Ill.
COYLE, BERT
WHBO, Tampa, Fla.
CRABLE, BILL
KXOK, St. Louis, Mo.
CRADDOCK, JIM
KLTI, Longview, Tex.
CRAIG, CHUCK
WHBC, Canton, Ohio
CRAIG, GEORGE
KSYD, Wichita Falls, Tex.
CRAWFORD, JOHN
KTFS, Texarkana, Tex.
CREASY, GENE
WLLY, Richmond, Va.
CRIMMEL, FRED
KWRL, Riverton, Wyo.
CROSBY, LEE
KTIM, San Rafael, Cal.
CROSE, ROBERT
WACB, Kittanning, Pa.
CROSLEY, JIM
WRFC, Athens, Ga.
CROSS, BILL
KDJI, Holbrook, Ariz.
CROWLEY, DICK
WAMM, Flint, Mich.
CULL, DEAN
KAGR, Yuba City, Cal.
CUMMINGS, AL
KING, Seattle, Wash.
CUNNINGHAM, DON
KROS, Clinton, Iowa
CURTIN, MARC
KFYO, Lubbock, Tex.
CURTIS, BILL
WRAP, Norfolk, Va.
CURTIS, GUY
WADK, Newport, R. I.
CURTIS, MARK
KOLO, Reno, Nev.
CUSTER, BOB
KLOK, San Jose, Cal.

— D —

DALE, BILLY
WTAO, Boston, Mass.
DALE, CURLY
KFNF, Shenandoah, Iowa
DALLAS, JIMMY
KIMO, Independence, Mo.
DALTON, BOB
WTOP, Washington, D. C.
DALTON, JACK
WGHM, Waterville, Me.
DANIELS, DAN
WKMI, Kalamazoo, Mich.
DANSKIN, WARREN
WJAG, Norfolk, Neb.
DARK, JOHNNY
WHB, Kansas City, Mo.
DARY, ALLAN
WBZ, Boston, Mass.
DAUGHERTY, DOC
WNOW, York, Pa.
DAVID, TOBY
CKLW, Detroit, Mich.
DAVIES, BUD
CKLW, Detroit, Mich.
DAVIS, ARCH
WFHR, Wisconsin Rapids, Wis.
DAVIS BARBARA
WAYS, Charlotte, N. C.
DAVIS, BILL
KSYD, Wichita Falls, Tex.
DAVIS, BRAD
WACE, Springfield, Mass.
DAVIS, ERNIE
WJEX, Erie, Pa.
DAVIS, GENE
WHB, Kansas City, Mo.
DAVIS, GUY R.
WOTR, Corry, Pa.
DAVIS, HERB
WEAM, Arlington, Va.
DAVIS, JACK
KAGR, Yuba City, Cal.
DAVIS, JACK
KUSN, St. Joseph, Mo.
DAVIS, LES
WKNY, Kingston, N. Y.
DAVIS, NORM
KBIS, Bakersfield, Cal.
DAVIS, ROSS
KUMA, Pendleton, Ore.
DAY, GEORGE
KGEE, Bakersfield, Cal.
DEAN, BARRY
WCUM, Cumberland, Md.
DEANE, JOE
WBBF, Rochester, N. Y.
DEATON, WENDELL
KTNM, Tucumcari, N. M.
DE COLA, ED
KYOU, Greeley, Col.
DEETER, DARELL
WPTW, Piqua, Ohio
DeHART, VIRGIL
KTNT, Tacoma, Wash.
DELFINO, FRANK
WICC, Bridgeport, Conn.
DELGADO, ISIDOR
KOBE, Las Cruces, N. M.
DELSIE, PAT
WCAM, Camden, N. J.
DENAULT, PAUL
WEBC, Duluth, Minn.
DENNIS, LOU
WBRY, Waterbury, Conn.
DENNISTON, DAVE
WRTA, Altoona, Pa.
DENT, LARRY
WIMA, Lima, Ohio
DERBY, DAVE
WIBX, Utica, N. Y.
DERRICK, CHARLES
WOIC, Columbia, S. C.
DESMOND, DEE
KBOM, Bismarck, N. D.
deSUZE, CARL
WBZ, Boston, Mass.
DEVON, PRU
WQXR, New York, N. Y.
DEW, HELEN
KBOR, Brownsville, Tex.
DEWELL, ELTON
WMEN, Tallahassee, Fla.
DeWITT, CHUCK
WPIN, St. Petersburg, Fla.
DIAMOND, LEX
WNOK, Columbia, S. C.
DIAZ, JUAN R.
WHOM, New York, N. Y.
DIFFEE, BILL
WFNS, Burlington, N. C.
DILLARD, JIM
WLET, Toccoa, Ga.
DILLON, EDDIE
KVOR, Colorado Springs, Colo.
DIXON, DIZZY
WJOB, Hammond, Ind.
DIXON, JAY
KAYE, Puyallup, Wash.
DIXON, LARRY
WUKO, Springfield, Mass.
DIXON, RANDY
WDAS, Philadelphia, Pa.
DOBBS, JACK C.
WZOB, Fort Payne, Ala.
DODDS, DAR
WGTO, Haines City, Fla.
DODELL, BILL
KRLC, Lewiston, Idaho
DODSON, ROBERT F.
KURV, Edinburg, Tex.
DOLAN, TOM
WJZM, Clarksville, Tenn.
DONACEAU, HUGH
KSIX, Corpus Christi, Tex.
DORE, BILL
KTNT, Tacoma, Wash.
DORRIS, LEE
WILY, Pittsburgh, Pa.
DORSEY, JOE
WEMP, Milwaukee, Wis.
DOUGHERTY, CHUCK
WQAM, Miami, Fla.
DOUGHERTY, JIM
WHOL, Allentown, Pa.
DOW, DEWEY
WGUY, Bangor, Me.
DOWNEY, GEORGE
WNEB, Worcester, Mass.
DOWNEY, PAT
WCVS, Springfield, Ill.
DRENNAN, JAY
KSEL, Lubbock, Tex.
DRENNAN, LEE
KGBX, Springfield, Mo.
DROZD, JOHN
WWIL, Fort Lauderdale, Fla
DUBOSE, PAUL
WKAB, Mobile, Ala.
DUCKETT, TRUMAN
WOOF, Dothan, Ala.
DUCKWORTH, BOB
WAOV, Vincennes, Ind.
DUKE, BILL
KDSX, Denison, Tex.
DUNAWAY, CHUCK
KENT, Shreveport, La.
DUNBAR, JERRY
WGEZ Beloit, Wis.
DUPREE, WILLIAM
WEBB, Baltimore, Md.
DURAN, TED
KBUC, Corona, Cal.
DURHAM, ERNIE
WJLB, Detroit, Mich.
DYE, TOM
KTTR, Rolla, Mo.

— E —

EARDLEY, DAVE
KEEP, Twin Falls, Idaho

EARLE, BOB
WHCU, Ithaca, N. Y.
EARLY, BOB
WALK, Patchogue, N. Y.
EATON, GORDON
WCCO, Minneapolis, Minn.
EAVES, GLEN
KVLF, Alpine, Tex.
EDINGTON, JOHN
KLAS, Las Vegas, Nev.
EDWARDS, BOB
WFIN, Findlay, Ohio
EDWARDS, DON
WBCM, Bay City, Mich.
EDWARDS, GEOFF
WOKO, Albany, N. Y.
EDWARDS, JOHNNY
KXYZ, Houston, Tex.
EDWARDS, STEVE
WPBC, Minneapolis, Minn.
EDWARDS, TED
KRIZ, Phoenix, Ariz.
EDWARDS, VERN
WHBL, Sheboygan, Wis.
EGGER, FRITZ
KRDG, Redding, Cal.
EIGEN, JACK
WMAQ, Chicago, Ill.
EISNER, JACK
WMAS, Springfield, Mass.
EKBERG, IVAN
KYJC, Medford, Ore.
ELKINS, TOM
WOC, Davenport, Iowa
ELLIOTT, BOB
KENT, Shreveport, La.
ELLIOTT, BRUCE
MBS
ELLISON, BILL
WHCU, Ithaca, N. Y.
ELLSWORTH, JACK
WALK, Patchogue, N. Y.
EMERSON, BILL
WKIT, Mineola, N. Y.
EMERY, RALPH
WMAK, Nashville, Tenn.
ERTIS, RUDY
WTOL, Toledo, Ohio
ERWIN, PEB
WCTA Andalusia, Ala.
ESTES, GENE
KONG, Visalia, Cal.
EVANS, JOHN W.
WIS, Columbia, S. C.
EVANS, SAM
WGES, Chicago, Ill.
EVANS, WALTER
KTBB, Tyler, Tex.
EVENS, HAL
WDDT Greenville, Miss.
EYRICH, DICK
WSIR, Winter Haven, Fla.

— F —

FAIRCLOTH, PEANUT
WAPO, Chattanooga, Tenn.
FALLON, TOM
KCKN, Kansas City, Kan.
FARRAYE, LOU
WDBJ, Roanoke, Va.
FARRELL, PETE
WWPA, Williamsport, Pa.
FARRELL, REED
WAIT, Chicago, Ill.
FARRINGTON, BOB
WNNJ, Newton, N. J.
FAYE, MARTY
WAAF, Chicago, Ill.
FELLMER, FRANK
WMTR, Morristown, N. J.
FENNELL, GEORGE
WHIL, Medford, Mass.
FENNER, LOWELL
KGHI, Little Rock, Ark.
FERGUSON, DON
WNOK, Columbia, S. C.
FERGUSON, SCOTT
WJAX, Jacksonville, Fla.
FERRECI, BACI
KROG, Sonora, Cal.
FERRIS, BOB
WDLC, Port Jervis, N. Y.
FERRIS, DON
WPAY, Portsmouth, Ohio
FIDLER, DOC
WISL, Shamokin, Pa.
FIELD, ALAN
WMLV, Millville, N. J.
FIELD, RED
WMEN, Tallahassee, Fla.
FIELDS, BILL
WGES, Chicago, Ill.
FILES, BERT
WCAW, Charleston, W. Va.
FINCHER, MODA
KDUB, Lubbock, Tex.
FINE, MEL
WICH, Norwich, Conn.
FINN, GREG
WORL, Boston, Mass.
FINNEGAN, JAMES
WDOR, Sturgeon Bay, Wis.
FISHER, GEORGE
WBBQ, Augusta, Ga.
FISHER, TRUMAN
KSET, El Paso, Tex.
FISKE, FRED
WWDC, Washington, D. C.
FLANAGAN, PAUL
WTRY, Troy N. Y.
FLEETWOOD, HARRY
WRCA, N. Y. C.
FLEMING, JERRY
WMMW, Meriden, Conn.
FLETCHER, ROYCE
KSVP, Artesia, N. M.
FLOOD, JOE
KTLN, Denver, Colo.
FOOTIT, JIM
KEYJ, Jamestown, N. D.

FORD, ART
WNEW, New York, N. Y.

FORD, LES
WTBO, Cumberland, Md.
FOSTER, JOHN
WBAX, Wilkes-Barre, Pa.
FOULKES, BILL
KBIF, Fresno, Cal.
FOWLER, FROSTI
KLOQ, Yakima, Wash.
FOX, GARRY
KDLM, Detroit Lakes, Minn.
FRANCIS, BILLY
KLEN, Killeen, Tex.
FRANK, BEECHER
WGRC, Louisville, Ky.
FRANK, JOE
KTUC, Tucson, Ariz.
FRANKLIN, FRED
KTRF, Thief River Falls, Minn.
FRANKLIN, JOE
WABC-TV
FRAY, JACQUES
WQXR, New York, N. Y.
FRAZIER, ROBERT
WESO, Southbridge, Mass.
FREDERICKS, BOB
KAYO, Seattle, Wash.
FREEMAN, AUBREY
WCPC, Houston, Miss.
FREEMAN, HONEYBOY
WBOK, New Orleans, La.
FREERS, RUSS
KWPC, Muscatine, Iowa
FREEZE, GARTH
WMTS, Murfreesboro, Tenn.
FRENCH, JIM
KING, Seattle, Wash.
FRIEDMAN, SID
WARM, Scranton, Pa.
FRIEL, JACK
WBTA, Batavia, N. Y.
FRITTS, BOB
KNEB, Scottsbluff, Neb.
FRITZ, JOHN
KPRO, Riverside, Cal.
FROST, DON
KMNS, Sioux City, Iowa
FROST, JIM
KBIZ, Ottumwa, Iowa
FRYE, J. H.
WWYO, Pineville, W. Va.
FULCHER, BOB
WLVA, Lynchburg, Va.
FULLER, CHARLES
WALT, Tampa, Fla.
FULLER, JERRY
KSST, Sulphur Springs, Tex.
FULLER, KEN
WRBL, Columbus, Ga.
FULLERTON, JERRY
KJOE, Shreveport, La.
FUSCO, DANNY
WRUN, Utica, N. Y.

— G —

GABRIELSON, CONRAD
WHLB, Virginia, Minn.
GAILLIARD, MARSHALL
WAIM, Anderson, S. C.
GALGON, PAUL
WKAP, Allentown, Pa.
GALLAGHER, ROGER
WMCA, New York, N. Y.
GANN, HAROLD
KDEN, Denver, Colo.
GANNON, JOE
KWPC, Muscatine, Iowa
GARRETT, FRED
WAMM, Flint, Mich.
GARTEN, L. G.
WSAZ, Huntington, W. Va.
GASTON, LYLE
KGWA, Enid, Okla.
GEBBEN, STAN
WBRN, Big Rapids, Mich.
GEHRETT, HARRY
KFGT, Fremont, Neb.
GENTRY, BOB
KENE, Toppenish, Wash.
GEORGE, ELLEN
WNBZ, Saranac Lake, N. Y.
GEORGE, SONNY
KORA, Bryan, Tex.
GEORGE, TOM
WJBK, Detroit, Mich.
GERNETZKY, HOWARD
WSAU, Wausau, Wis.
GERSON, BILL
WINN, Louisville, Ky.
GETCHELL, LARRY
KLIN, Lincoln, Neb.
GIBBONS, WILLIAM
WANT, Richmond, Va.
GIBEAU, BILL
KREO, Indio, Cal.
GIBSON, ADRAIN D.
WZOB, Fort Payne, Ala.
GILBERT, GARY
KNGS, Hanford, Cal.
GILES, JAY
WSOY, Decatur, Ill.
GILL, DON
KAYS, Hays, Kan.
GILMORE, BRUCE
WKAN, Kankakee, Ill.
GLOBENFELT, HAROLD
KGST, Fresno, Cal.
GODWIN, DAVE
KTRH, Houston, Tex.
GOLDEN, JERRY
WLIP, Kenosha, Wis.
GOLDMAN, DICK
WJOC, Jamestown, N. Y.
GOODMAN, MORT
WWHG, Hornell, N. Y.
GOOSBY, BILL
KDEN, Denver, Colo.
GORDON, BILL
WHK, Cleveland, Ohio
GORDON, DWIGHT
WEW, St. Louis, Mo.
GOUGH, SANDY
WTTH, Port Huron, Mich.
GRANT, BOB
WKST, New Castle, Pa.
GRANT, GARY
KDJI, Holbrook, Ariz.
GRANT, JOE
WDVA, Danville, Va.

GRAVLEE, MORGAN
WWWF, Fayette, Ala.
GREEN, BILL
KERG, Eugene, Ore.
GREEN, CHARLES
WNJR, Newark, N. J.
GREEN, DON
KWNO, Winona, Minn.
GREEN, HAL
WBAC, Cleveland, Tenn.
GREEN, LOU
WSAR, Fall River, Mass.
GREENFIELD, JIM
WSIR, Winter Haven, Fla.
GREENWAY, ELLIS T.
WHKY, Hickory, N. C.
GREGORY, GREG
KROD, El Paso, Tex.
GREIVE, STAN
KLIK, Jefferson City, Mo.
GREY, SOLON
KREX, Grand Junction, Colo.
GRIFFIN, DEAN
WLEX, Lexington, Ky.
GRIFFIN, DEAN
WGRC, Louisville, Ky.
GRIFFIN, JERRY
WNBF, Binghamton, N. Y.
GRIGSBY, TOM
WDVM, Pocomoke City, Md.
GRISWOLD, JAN
WIMS, Michigan City Ind.
GROCE, ROCKY
WFEC, Miami, Fla.
GROVE, BOB
WEPM, Martinsburg, W. Va.
GRUBB, JACK
WTNC, Thomasville, N. C.
GUARDINO, MONTE
KUIN, Grants Pass, Ore.
GUINAN, GREGG
KGMC, Englewood, Colo.
GUTHRIE, WALT
WGAU, Athens, Ga.
GWYN, BOB
KLBS, Houston, Tex.
GWYNN, EASY
WIBC, Indianapolis, Ind.

— H —

HADAWAY, EARL
WAPX, Montgomery, Ala.
HADEN, DARRELL
KWTO, Springfield, Mo.
HAGEN, DEAN
KILO, Grand Forks, N. D.
HAGGEN, HAROLD
KTW, Seattle, Wash.
HAIT, MAL
WKIP, Poughkeepsie, N. Y.
HALE, BOB
WAEB, Allentown, Pa.
HALE, PHIL
WKNB, New Britain, Conn.
HALL, HERB
KCRE, Crescent City, Cal.
HALLIGAN, JOHN
KCIM, Carroll, Iowa
HAMILTON, JOHN
KSRO, Santa Rosa, Cal.
HAMLIN, MIKE
WLAV, Grand Rapids, Mich.
HANCOCK, HANK
WNBF, Binghamton, N. Y.
HANNA, RICK
WBUT, Butler, Pa.
HANNON, RONNIE
WMGA, Moultrie, Ga.
HANTEN, JERRY
WKBZ, Muskegon, Mich.
HARDIMAN, WILLIAM
KSL, Salt Lake City, Utah
HARDIN, CHUCK
KWTX, Waco, Tex.
HARDY, JOHN
KSAN, San Francisco, Cal.
HARE, TINY
WEAV, Plattsburg, N. Y.
HARPER, CHARLIE
KANV, Shreveport, La.
HARPER, JIM
WINZ, Miami, Fla.
HARPER, JIMMIE
WMBR, Jacksonville, Fla.
HARRIS, DEAN
WHEN, Syracuse, N. Y.
HARRIS, JACK
WKDA, Nashville, Tenn.
HARTBERG, CRAIG
KGOS, Torrington, Wyo.
HARVEY, ED
WCAU, Philadelphia, Pa.
HARWOOD, BRIAN
WDEV, Waterbury, Vt.
HATCHER, WARD
KLRS, Mountain Grove, Mo.
HAVEMAN, THOMAS
KRLC, Lewiston, Idaho
HAYES, BILL
WFKY, Frankfort, Ky.
HAZELWOOD, LEE
KTYL, Mesa, Ariz.
HAZLERIG, BILL
WKBL, Covington, Ky.
HEAD, DONALD L.
WKTC, Kendallville, Ind.
HEAVNER, JIMMY
WKMT, Kings Mountain, N. C.
HECOX, CLARENCE
KVAN, Vancouver, Wash.
HEISE, LARRY
KHUM, Eureka, Cal.
HELDER, BOB
WFMD, Frederick, Md.
HELEGESON, BOB
KSOO, Sioux Falls, S. D.
HENDERSON, DOUGLAS
WDAS, Philadelphia, Pa.
HENDERSON, HANK
KGBC, Galveston, Tex.
HENDERSON, JACK
KCUL, Fort Worth, Tex.
HENDREN, JOE
WENK, Union City, Tenn.
HENLEY, HAP
WBEJ, Elizabethton, Tenn.
HENRY, HANK
KCNO, Alturas, Cal.
HERMAN, BERNIE
WIRE, Indianapolis, Ind.
HENRY, CARL
KTYL, Mesa, Ariz.
HESTER, JEFF
WSLI, Jackson, Miss.
HESTERMAN, BILL
KNAK, Salt Lake City, Utah
HETRICK, WAYNE
WMRF, Lewistown Pa.
HEUER, MIKE
KMA, Shenandoah, Iowa
HEUSEL, TED
WHRV, Ann Arbor, Mich.
HIGBEE, LYNN
KRMG, Tulsa, Okla.
HIGGINS, TOM
WLOI, Laporte, Ind.
HILBURN, RED
KBOP, Pleasanton, Tex.
HILL, BILL
KRAK, Stockton, Cal.
HILL, BOB
WNAX, Yankton, S. D.
HILL, CARVER
WHKP, Hendersonville, N. C.
HILL, EDDIE
WRR, Dallas, Tex.
HILL, JIMMY
WTYN, Tryon, N. C.
HILL, JOE
WDVH, Gainesville, Fla.
HILLIARD, JOHN
WCHI, Chillicothe, Ohio
HILLIS, IVY
WSMT, Sparta, Tenn.
HILLS, HAROLD
KTNT, Tacoma, Wash.
HIRSCH, JERRY
WGBF, Evansville, Ind.
HOBBY, WES
WADS, Ansonia, Conn.
HOBGOOD, ED WALLACE
WJHB, Talladega, Ala.
HOFER, DAVE
KRDW, Dinuba, Cal.
HOFF, DICK
KMAN, Manhattan, Kan.
HOFFER, BOB
WTSP, St. Petersburg, Fla.
HOFFMAN, LANCE
WJUN, Mifflintown, Pa.
HOGAN, ART
KFAL, Fulton, Mo.
HOHISEL, LEE
WHGR, Houghton Lake, Mich.
HOLCOMB, HARVEY
KWEW, Hobbs, N. M.
HOLCOMB, JACK
WEEU, Reading, Pa.
HOLCOMB, JOE
KJOE, Shreveport, La.
HOLDERFIELD, DOUG
WFPA, Fort Payne, Ala.
HOLIDAY, JAMES
WJHL, Johnson City, Tenn.
HOLLAND, BILL
KLZ, Denver, Colo.
HOLLAND, DONALD
WLCR, Torrington, Conn.
HOLLISTER, RICK
WTAL, Tallahassee, Fla.
HOLM, CLATE
KIUP, Durango, Colo.
HOLMES, BOB
KSJO, San Jose, Cal.
HOLMES, CHARLEY
MBS
HOLMES, GENE
WIRL, Peoria, Ill.
HOLT, JEFF
WSSO, Starkville, Miss.
HOLT, JIM
WICE, Providence, R. I.
HOLTZMEIR, AL
KBIZ, Ottumwa, Iowa
HONAKER, RAY
WTON, Staunton, Va.
HOOD, TAL
WFGM, Fitchburg, Mass.
HOOKER, TED
WGTM, Wilson, N. C.
HOPKINS, TOM
WSTN, St. Augustine, Fla.
HORNE, ED
WTSL, Hanover, N. H.
HOSEA, FRANK
WJBO, Baton Rouge, La.
HOUCK, JOHN
WSSO, Starkville, Miss.
HOUGH, STEWART
WKDL, Clarksdale, Miss.
HOUSE, RON
WKTY, La Crosse, Wis.
HOUSEMAN, HERB
KLPW, Union, Mo.
HOWARD, SPECS
KYW, Cleveland, Ohio
HOWE, JOE
KTKT, Tucson, Ariz.
HOWE, LLOYD
WIPS, Ticonderoga, N. Y.
HOWELL, BILL
WMPA, Aberdeen, Miss.
HOWLETT, BILL
KRTV, Hillsboro, Ore.
HUBER, MATT
KDAC, Fort Bragg, Cal.
HUDSON, GEORGE
WNJR, Newark, N. J.
HUDSON, HARVEY
WLEE, Richmond, Va.
HUFFERD, JIM
WCNB, Connersville, Ind.
HUGH, IVOR
WCCC, Hartford, Conn.
HUGHES, JIM
KSEL, Lubbock, Tex.
HUNT, J. D., JR.
WHSC, Hartsville S. C.
HUNTER, AL
KSDO, San Diego, Cal.
HUNTER, BEN
KFI, Los Angeles, Cal.
HUNTER, BILL
WUSJ, Lockport, N. Y.
HUNTER, JOE LOUIS
WCEC, Rocky Mount, N. C.

HURLEY, ROD
WWIN, Baltimore, Md.
HURST, WILSON
WKY, Oklahoma City, Okla.
HUSTEAD, DICK
WBLK, Clarksburg, W. Va.
HUTCHINSON, RAYMOND
KOL, Seattle, Wash.
HUTTO, RICK
WDVH, Gainesville, Fla.
HYDE, STAN
KPLC, Lake Charles, La.
HYDEN, BILL
KVOO, Tulsa, Okla.
HYMAN, ED
WOAL, San Antonio, Tex.

— I —

INCH, BOB
KFJI, Klamath Falls, Ore.
INMAN, HARVEY
WTRB, Ripley, Tenn.
IRWIN, HAL
WPUV, Pulaski, Va.
IRWIN, NICK
KFXM, San Bernardino, Cal.

— J —

JACKSON, MAURICE
WTVN, Columbus, Ohio
JACKSON, MIKE
KOAM, Pittsburg, Kan.
JACKSON, TOM
WKAB, Mobile, Ala.
JAMES, BOB
WPIT, Pittsburgh, Pa.
JAMES, DICK
WKBN, Youngstown, Ohio
JAMES, HERB
KCRG, Cedar Rapids, Iowa
JAMES, MIKE
WNAV, Annapolis, Md.
JEFFERS, SLEEPY
WTIP, Charleston, W. Va.
JEFFREY, ALLAN
WABC, N. Y., N. Y.
JEFFRIES, RED
WLBN, Lebanon, Ky.
JENNINGS, BOB
KXOC, Chico, Cal.
JENNINGS, GORDON
WKOY, Bluefield, W. Va.
JENNINGS, JOHN
WDBJ, Roanoke, Va.
JENSEN, WALT
KWOA, Worthington, Minn.
JENSON, COY
KDDD, Dumas, Tex.
JESKE, FRED
WNDR, Syracuse, N. Y.
JESSEN, DICK
WCVI, Connellsville, Pa.
JOHNSON, ART
WDRC, Hartford, Conn.
JOHNSON, BILL
KRUS, Ruston, La.
JOHNSON, BRUCE
KOOL, Phoenix, Ariz.
JOHNSON, BUD
WKBJ, Milan, Tenn.
JOHNSON, DICK
WNOP, Newport, Ky.
JOHNSON, ED
WHAV, Haverhill, Mass.
JOHNSON, FRED
WFTG, London, Ky.
JOHNSON, IRWIN
WBNS, Columbus, Ohio
JOHNSON, JAMES
WTAW, College Station, Tex.
JOHNSON, PAUL
KILO, Grand Forks, N. D.
JOHNSON, RALPH
KFOR, Lincoln, Neb.
JOHNSON, ROOSEVELT
WERD, Atlanta, Ga.
JOHNSON, TOM
WHJB, Greensburg, Pa.
JOHNSTON, ALVIN
WCOH, Newman, Ga.
JOHNSTON, HUGH
WBBW, Youngstown, Ohio
JOHNSTON, TERRY
WFEC, Miami, Fla.
JOLLIMORE, KEN
WFGM, Fitchburg, Mass.
JONES, B. J.
WIOK, Tampa, Fla.
JONES, BOB
KNOE, Monroe, La.
JONES, BOB
WBAL, Baltimore, Md.
JONES, BOB
KFAB, Omaha, Neb.
JONES, CLYDE
KERV, Kerrville, Tex.
JONES, DANA
WBEC, Pittsfield, Mass.
JONES, DICK
KGHF, Pueblo, Colo.
JONES, DON
WLEA, Hornell, N. Y.
JONES, DONALD
WNAR, Norristown, Pa.
JONES, E. RODNEY
KXLW, St. Louis, Mo.
JONES, GAR
KBOI, Boise, Idaho
JONES, JIM
WTAX, Springfield, Ill.
JONES, LYLE
KUKI, Ukiah, Cal.
JONES, W. M.
WCHJ, Brookhaven, Miss.
JORDAN, MILO
WIKB, Iron River, Mich.
JOYNES, JERRY
WROV, Roanoke, Va.
JULIAN, JOE
WKOP, Binghamton, N. Y.
JUSTICE, KIRK
KGHI, Little Rock, Ark.

— K —

KARR, JOHNNY
WATR, Waterbury, Conn.

KAUFMAN, MURRAY
WMCA

KAYE, BARRY
WJAS, Pittsburgh, Pa.
KAYE, BOB
WAHR, Miami Beach, Fla.
KAYE, GENE
WIEL, Elizabethtown, Ky.
KEATHLEY, HAMPTON
KTRE, Lufkin, Tex.
KEATON, BILL
WXRA, Buffalo, N. Y.
KEELS, CECIL
WCSC, Charleston, S. C.
KEEP, BARNEY
KEX, Portland, Ore.
KELLER, FRANK K.
WKSB, Milford, Del.
KELLER, O. J., JR.
WTAX, Springfield, Ill.
KELLEY, CHET
WOCB, W. Yarmouth, Mass.
KELLEY, LUTHER
KBST, Big Spring, Tex.
KELLNER, JACK
KAAA, Kingman, Ariz.
KELLY, DON
WLOL, Minneapolis, Minn.
KELLY, FRANK
WDRF, Chester, Pa.
KELLY, J. C.
KGAS, Carthage, Tex.
KELLY, JOE
WSBT, South Bend, Ind.
KELSO, BILL
KOPO, Tucson, Ariz.
KEMP, CONNOR
KVWO, Cheyenne, Wyo.
KEMPER, WARREN
KLOG, Kelso, Wash.
KENNEDY, DUDLEY
WHUB, Cookeville, Tenn.
KENT, ART
KLUB, Salt Lake City, Utah
KENT, MEL
WNOE, New Orleans, La.
KERN, JIM
WAMW, Washington, Ind.
KERR, JOHN
WHLP, Centerville, Tenn.
KERSHNER, M. F.
WJEJ, Hagerstown, Md.
KIDD, WELDON
KACT, Andrews, Tex.
KILBURN, LARRY
KFBI, Wichita, Kan.
KILEEN, JUDY
KERN, Bakersfield, Cal.
KILGORE, LYLE
KFXM, San Bernardino, Cal.
KILLGORE, JOE
KUSN, St. Joseph, Mo.
KIMBERLING, DON
WEEU, Reading, Pa.
KINCAID, HARRY, JR.
WCLG, Morgantown, W. Va.
KING, DON
WBML, Macon, Ga.
KING, NELSON
WCKY, Cincinnati, Ohio
KING, SID
WKIS-WORZ, Orlando, Fla.
KINNAMON, RAY
WTJH, East Point, Ga.
KINSEY, CURLY
WGTA, Summerville, Ga.
KIRK, MAURY
WHBU, Anderson, Ind.
KIRKPATRICK, DAVE
WMNB, North Adams, Mass.
KISS, BILL
WMAM, Marinette, Wis.

KLAVAN & FINCH
WNEW

KLEIN, GEORGE
WMC, Memphis, Tenn.
KLOSS, BOB
WKWK, Wheeling, W. Va.
KNIGHT, GUY
KCMJ, Palm Springs, Cal.
KNIGHT, JOE
KRMG, Tulsa, Okla.
KNIGHT, LARRY
KPTL, Carson City, Nev.
KNIGHT, MORRIS
WRFC, Athens, Ga.
KNIGHT, SKIP
WKNK, Muskegon, Mich.
KNIGHT, WAYNE
WABM, Houlton, Me.
KNOTT, MARTHA
KBYE, Oklahoma City, Okla.
KNOX, DELORES
WLAU, Laurel, Miss.
KOLBO, PHIL
WLDL, La Crosse, Wis.
KOLBY, CAL
WDRC, Hartford, Conn.
KOLINS, TOM
WMLP, Milton, Pa.
KONSIN, WES
WPLY, Plymouth, Wis.
KOPLER, BOB
WJAC, Johnstown, Pa.
KOPP, LEE
KSJO, San Jose, Cal.
KORDELLA, STAN
WCAW, Charleston, W. Va.
KOTT, KEN
WMTE, Manistee, Mich.
KRAUS, DICK
WIRY, Plattsburg, N. Y.
KRELL, FRED
WSGW, Saginaw, Mich.
KRIEGER, BILL
WESC, Greenville, S. C.
KUHN, JOE
WBMC, McMinnville, Tenn.
KULZ, BOB
WROD, Daytona Beach, Fla.
KUVENT, ARNIE
WGAN, Portland, Me.

— L —

LAAM, ORSON
KWG, Stockton, Cal.
LABORDE, RAYMOND
KAPB, Marksville, La.

LACY, JACK
Listen to Lacy
WINS, New York, N. Y.

LADD, ED
MBS
LA DUC, DON
KMBY, Monterey, Cal.
LAFLER, ALAN
WNAV, Annapolis, Md.
LAKE, ART
WJAR, Providence, R. I.
LANDERSMAN, PAUL
WHGB, Harrisburg, Pa.
LANE, ART
WLBR, Lebanon, Pa.
LANG, MONTE
WCAT, Orange, Mass.
LANGE, JERRY
KRPL, Moscow, Idaho
LANICH, JERRY
WPTW, Piqua, Ohio
LANZ, LARRY
KMCM, McMinnville, Ore.
LARSEN, BOB
WEMP, Milwaukee, Wis.
LARSON, PAUL
WORC, Worcester, Mass.
LASHBROOK, DICK
WSAZ, Huntington, W. Va.
LASHLEY, RICHARD
WLOE, Leaksville, N. C.
LAUFER, DON
WNLK, Norwalk, Conn.
LAURIE, BEN ERLE
KEBE, Jacksonville, Tex.
LAVENDER, RALPH
WBIA, Augusta, Ga.
LAVERNE, GENE
WFEA, Manchester, N. H.
LAWRENCE, AL
KCRV, Caruthersville, Mo.
LAWRENCE, JERRY
KFAL, Fulton, Mo.
LAWSON, ELISHA
WELS, Kinston, N. C.

LAZARE, JACK
B. Dec. 13, 1922, New York City; Milkman's Matinee, WNEW, New York, N. Y.

LEAHY, FRANK O.
WJOL, Joliet, Ill.
LEAHY, TOM
KAKE, Wichita, Kan.
LEAK, BILL
WASL, Annapolis, Md
LEDESMA, JOE
KBRO, Bremerton, Wash
LEE, BRAD
KVOD, Denver, Colo
LEE, BRUCE
KOKO, Warrensburg, Mo
LEE, MIKE
WPIT, Pittsburgh, Pa
LEE, VINCE
WRCV, Philadelphia, Pa
LEEDY, DONALD
WSFB, Quitman, Ga
LEHMAN, JIM
KMOD, Modesto, Cal
LEIBERT, AL
WGBS, Miami, Fla
LEIBERT, AL
WTNJ, Trenton, N. J.
LELY, JEAN THEO
KNOG, Nogales, Ariz.
LEMON, LEE
KSO, Des Moines, Iowa
LENAY, WILL
WSAI, Cincinnati, Ohio
LENTZ, KARL
KPET, Lamesa, Tex.
LEONARD, BILL
WSMB, New Orleans, La.
LEONARD, BUD
WMPS, Memphis, Tenn.
LEONARD, LEE
KNGS, Hanford, Cal.
LEONARD, ROY
WHDH, Boston, Mass.
LEROY, JOHN
WTBF, Troy, Ala.
LE SIEUR, CHARLES
KCLA, Pine Bluff, Ark.
LESLIE, NEAL
WOHI, East Liverpool, Ohio
LESTER, LES
KANE, New Iberia, La.
LETCHER, ADOLPH
KTNM, Tucumcari, N. M.
LEUPP, HERB
KBOM, Bismarck, N. D.
LEVY, SY
WACE, Springfield, Mass.
LEWIS, BOB
WGPA, Bethlehem, Pa.
LEWIS, CHUCK
WPON, Pontiac, Mich.
LEWIS, DEAN
WBNS, Columbus, Ohio
LEWIS, GENE
WJAY, Mullins, S. C.
LEWIS, GEORGE
WLEX, Lexington, Ky.
LEWIS, LLOYD
KIHO, Sioux Falls, S. D.
LEWIS, WILBUR D.
WANT, Richmond, Va.
LEYVA, MAX
KUBA, Yuba City, Cal.
LeZOTTE, GEORGE
WAVZ, New Haven, Conn.
LICATA, LONNIE
KOSI, Aurora, Colo.
LICHTENTHALER, GEO.
KGAL, Lebanon, Ore.
LIEGEOIS, BILL
WHAM, Marinette, Wis.
LIENHART, CHARLES
KHBG, Okmulgee, Okla.
LIGHTFOOT, JIM
KGUL, Greenville, Tex.
LIND, ELLIS
KSTN, Stockton, Cal.
LINDAMOOD, FOX
WYVE, Wytheville, Va.
LINDEMAN, GORDON
WGRD, Grand Rapids, Mich.
LINDER, VAL
WCCO, Minneapolis, Minn.
LINN, BANDEL
WSPB, Sarasota, Fla.
LINN, CLAIR
WDCL, Tarpon Springs, Fla.
LITCHFIELD, ED
WPEP, Taunton, Mass.
LITTLEJOHN, JOHN
WMIS, Natchez, Miss.
LLOYD, BOB E.
WHEC, Rochester, N. Y.
LOCKE, GENE
WRUS, Russellville, Ky.
LOCKHART, BOB
WBVL, Barbourville, Ky.
LOCKWOOD, ED
WKIS-WORZ, Orlando, Fla.
LOFLIN, BOB
WCBI, Columbus, Miss.
LOGAN, GEORGE
KXLW, St. Louis, Mo.
LOGAN, WAYNE
KNAK, Salt Lake City, Utah
LOHMAN, MARTY
WSIV, Pekin, Ill.
LONDON, JERRY
KXO, El Centro, Cal.
LoPRESTI, JACK V.
WWNS, Statesboro, Ga.
LoPRESTO, STAN
WKIT, Mineola, N. Y.
LORD, DAVE
WMIK, Middlesboro, Ky.
LORENZ, GEORGE
WKBW, Buffalo, N. Y.
LOUDEN, ROD
KEED, Springfield, Ore.
LOVEJOY, GORDON
WDIX, Orangeburg, S. C.
LOVELL, KEN
WTAB, Tabor City, N. C.
LOVETT, RAUL
WBSM, New Bedford, Mass.
LOWE, JIM
WRR, Dallas, Tex.
LOWERY, BYRON
KMOD, Modesto, Cal.
LOWRY, MICKEY
WLFA, Lafayette, Ga.
LUCAS, JIM
KCSB, San Bernardino, Cal.
LUCAS, RAY
KROG, Sonora, Cal.
LUND, WALLACE
KMCM, McMinnville, Ore.
LUNDSTEDT, C. V.
WKSB, Milford, Del.
LUNDY, RON
WDDT, Greenville, Miss.
LUNIN, DAN
WGGG, Gainesville, Fla.
LUPTON, JOHN
WCAU, Philadelphia, Pa.
LUTZ, BOB
KRIB, Mason City, Iowa
LYNCH, WES
KRTV, Hillsboro, Ore.
LYNN, ANDY
KAYL, Storm Lake, Ind.
LYNN, FRED
KWTO, Springfield, Mo.
LYNN, LAMAR
WDAK, Columbus, Ga.
LYON, OWEN
KNEB, Scottsbluff, Neb.
LYONS, JIMMY
KNBC, San Francisco, Cal.

— Mc —

McANULTY, BOB
KGW, Portland, Ore.
McCABE, NORM
KWIN, Ashland, Ore.
McCALL, JACK
WBKH, Hattiesburg, Miss.
McCARL, BOB
KXL, Portland, Ore.
McCARTHY, RED
WHGB, Harrisburg, Pa.
McCAULEY, JOE
WIP, Philadelphia, Pa.
McCOMB, DONALD
WSAM, Saginaw, Mich.
McCORMACK, FRANK
WHWB, Rutland, Vt.
McCORMACK, JACK
KROP, Brawley, Cal.
McCORMICK, CHARLIE
WJEH, Gallipolis, Ohio
McCOY, AL
KOOL, Phoenix, Ariz.
McCOY, SID
WGES, Chicago, Ill.
McCULLOUGH, DAN
MBS
McDANIEL, DICK
KAYS, Hays, Kan.
McDOLE, BOB
KBTK, Missoula, Mont.
McDONOUGH, TOM
WCDL, Carbondale, Pa.
McELROY, JACK
KPRL, Paso Robles, Cal.
McFADDEN, RAY
WTNJ, Trenton, N. J.
McFAIL, ERIC
WRUM, Rumford, Me.
McGARVIN, DICK
KCID, Caldwell, Idaho
McGHEE, DAVE
WCSI, Columbus, Ind.
McGINNIS, PAT
KHBM, Monticello, Ark.
McGINNIS, RAY
WTPR, Paris, Tenn.
McGOWAN, DONALD C.
KOHU, Hermiston, Ore.

McGOWAN, JEAN
WBFC, Fremont, Mich.
McGRANER, PAUL
WKIC, Hazard, Ky.
McGRIFF, DAVE
WCYB, Bristol, Va.
McINTIRE, CARL
KSD, St. Louis, Mo.
McINTOSH, HUGH
KIT, Yakima, Wash.
McKELFRESH, AL
WUPS, Evansville, Ind.
McKENDRICK, BOB
KATL, Miles City, Mont.
McKENZIE, ED
WXYZ, Detroit, Mich.
McKINNEY, JIM
WCVS, Springfield, Ill.
McKINSTRY, WILLIE
WJLD, Birmingham, Ala.
McLAUGHLIN, DAVE
WELL, Battle Creek, Mich.
McLAUGHLIN, OLLIE
WHRV, Ann Arbor, Mich.
McLEAN, DONALD
WHDL, Olean, N. Y.
McLEAN, JEAN
KGAY, Salem, Ore.
McLEAN, PHIL
WERE, Cleveland, Ohio
McLEOD, BILL
WHAP, Hopewell, Va.
McMANUS, TOM
KATY, San Luis Obispo, Cal.
McMASTER, JAY
WMEX, Boston, Mass.
McMONAGLE, TERRY
KTAC, Tacoma, Wash.
McMULLEN, WIN
KGBC, Galveston, Tex.
McNEELEY, MARTY
WJR, Detroit, Mich.
McNUTT, JACK
WBRO, Waynesboro, Ga.
McPHERSON, GAYLORD
WAGC, Chattanooga, Tenn.
McPHERSON, HUGH
WCHS, Charleston, W. Va.
McPHERSON, TROY
WTAB, Tabor City, N. C.
McQUEEN, MARSHALL
KEBE, Jacksonville, Tex.

— M —

MACE, MAX
WMRB, Greenville, S. C.
MACK, BILL
KLTI, Longview, Tex.
MACKINNON, DON
WKMH, Detroit, Mich.
MADDOX, KATHY
WMCK, McKeesport, Pa.
MADDUX, PEE WEE
WVMI, Biloxi, Miss.
MADISON, GEORGE
KYOU, Greeley, Colo.
MAGGARD, AL
KLOV, Loveland, Colo.
MAGNUS, JOHN
KGFJ, Hollywood, Cal.
MAHER, JAMES J.
WWON, Woonsocket, R. I.
MAHER, PHIL
KMNS, Sioux City, Iowa
MAHONEY, GEORGE
KOB, Albuquerque, N. M.
MAHONEY, JOHN
WJTN, Jamestown, N. Y.
MAKINSTAR, RALPH
KBON, Omaha, Neb.
MANAHAN, FRED
WATG, Ashland, Ohio
MANDEL, SID
KYNO, Fresno, Cal.

MANNERS, ZEKE
Zeke Manners Show
WINS, New York, N. Y.

MANNIES, MORRY
WARU, Peru, Ind.
MANNING, ART
KCVL, Colville, Wash.
MANNING, HAL
WMLP, Milton, Pa.
MANNING, JOE
WBTA, Batavia, N. Y.
MANUEL, BOB
KOYN, Billings, Mont.
MANUEL, JOHN
WCLS, Columbus, Ga.
MARCELLAN, RICHARD
WMFJ, Daytona Beach, Fla.
MARKLE, TINY
WAVZ, New Haven, Conn.
MARSHALL, ERROLL
WOIC, Columbia, S. C.
MARSHALL, MAJOR
WEEB, Southern Pines, N. C.
MARTELL, LARRY
WCLI, Corning, N. Y.
MARTELL, WALT
KTOE, Mankato, Minn.
MARTIN, BOB
WVSC, Somerset, Pa.
MARTIN, FRANK
WJEX, Erie, Pa.
MARTIN, GEORGE
WKSR, Pulaski, Tenn.
MARTIN, GREG
WPRS, Paris, Ill.
MARTIN, JIM
WISR, Butler, Pa.
MARTIN, JOBE
WOKJ, Jackson, Miss.
MARTIN, JOE
WOW, Omaha, Neb.
MARTIN, JOHNNY
WINN, Louisville, Ky.
MARTIN, LARRY
WJAR, Providence, R. I.
MARTIN, RONALD
WAKN, Aiken, S. C.
MARTINDALE, WINK
WHBQ, Memphis, Tenn.
MARTINSON, JOE
KWLM, Willmar, Minn.
MARVIN, DAVE
WGNI, Wilmington, N. C.
MASON, BOB
WSAT, Salisbury, N. C.
MASON, DON
WEBC, Duluth, Minn.
MASON, JOHN
KISD, Sioux Falls, S. D.
MASTIN, CHARLIE
WEKY, Richmond, Ky.
MATHERLY, EDDIE
WDVM, Pocomoke City, Md.
MATHIS, DOUG
WCHJ, Brookhaven, Miss.
MATTHEWS, SALLY
WARN, Fort Pierce, Fla.
MAXWELL, BOB
WWJ, Detroit, Mich.
MAY, MAURY
KTOW, Oklahoma City, Okla.
MAY, MIKE
WSBT, South Bend, Ind.
MAYER, BILL
WRCV, Philadelphia, Pa.
MAYER, JOE
WAKR, Akron, Ohio
MAYFIELD, BOB
KXO, El Centro, Cal.
MAYHUGH, BILL
WOL, Washington, D. C.
MAYS, VERLIN
WFHG, Bristol, Va.
MAZUREK, MAAS
KCHS, Truth or Consequences, N. M.
MEADORS, RAY
WXOK, Baton Rouge, La.
MEATH, EDDIE
WHEC, Rochester, N. Y.
MEEHAN, LARRY
WPCF, Panama City, Fla.
MEFFORD, CHUCK
WKMI, Kalamazoo, Mich.
MELLETTE, RUSS
WJOT, Lake City, S. C.
MELTON, FRANK
KGUL, Greenville, Tex.
MELTZER, AL
WHEN, Syracuse, N. Y.
MENDE, WILLIAM
WESO, Southbridge, Mass.
MENDEL, ED
WDAK, Columbus, Ga.
MERCER, BERT
KCLW, Hamilton, Tex.
MERCHANT, WM.
WBCM, Bay City, Mich.
MERGNER, ROY
WELC, Welch, W. Va.
MERKER, JACK
KXIC, Iowa City, Iowa
MERRELL, JOHN
KFH, Wichita, Kan.
MERRICK, JOHN
WMIQ, Iron Mountain, Mich.
MERTELL, ED
WJMA, Orange, Va.
MERTZ, BILL
WVKO, Columbus, Ohio
MICHAEL, JAY
WCAE, Pittsburgh, Pa.
MICHAELS, JOHN
WOKY, Milwaukee, Wis.
MICHELS, JOHNNY
WDGY, Minneapolis, Minn.
MIKUL, BEN
WJHO, Opelika, Ala.
MILES, BILLY
WHAB, Baxley, Ga.
MILES, DAVID
KYME, Boise, Idaho
MILES, JOE
WFMO, Fairmont, N. C.
MILLDYKE, BILL
KGFW, Kearney, Neb.
MILLER, BILL
KGGF, Coffeyville, Kan.
MILLER, BRUCE
WDWS, Champaign, Ill.
MILLER, BRUCE
WLOW, Norfolk, Va.
MILLER, JIMMIE
WBGR, Jesup, Ga.
MILLER, JOHNNY
WTOB, Winston-Salem, N. C.
MILLER, LOU
KOCY, Oklahoma City, Okla.
MILLER, PAUL
WHOC, Philadelphia, Miss.
MILLER, PHIL
KTBC, Austin, Tex.
MILLER, WALT
WCNC, Elizabeth City, N. Y.
MILLER, WILLIAM S.
WKTL, Kendallville, Ind.
MILLS, BUDDY
KVRS, Rock Springs, Wyo.
MILLS, JIM
WMAQ, Chicago, Ill.
MILLWOOD, BILL
KHBM, Monticello, Ark.
MILTON, LARRY
WPLY, Plymouth, Wis.
MILTON, STAN
WRUM, Rumford, Me.
MINER, DICK
KPBM, Carlsbad, N. M.
MINIARD, TOM C.
WATM, Atmore, Ala.
MINNICH, HARRY
WKIC, Hazard, Ky.
MINTER, JACK
KSET, El Paso, Tex.
MITCHELL, BOB
WMSN, Raleigh, N. C.
MITCHELL, BOB
WBCR, Christiansburg, Va.
MITCHELL, GEORGE
WAUD, Auburn, Ala.
MOAN, HAL
KOMO, Seattle, Wash.
MOBLEY, PRESTON
WERD, Atlanta, Ga.
MOEN, JOHN
KRHD, Duncan, Okla.
MONROE, LARRY
WNOE, New Orleans, La.
MONSON, PAUL
WSPR, Springfield, Mass.

MONTGOMERY, BOB
WBIG, Greensboro, N. C.
MONTGOMERY, PAUL
WKIX, Raleigh, N. C.
MONTRAY, ED
KIOA, Des Moines, Iowa
MOODY, WAYNE
WLBE, Leesburg, Fla.
MOORE, EVAN
KGEZ, Kalispell, Mont.
MOORE, HOWARD
WNVA, Norton, Va.
MOORE, JIM
WINX, Rockville, Md.
MOORE, LEE
WWVA, Wheeling, W. Va.
MORENO, BUDDY
WHHM, Memphis, Tenn.
MORGAN, DALE
KLZ, Denver, Colo.
MORGAN, DUANE
KGEZ, Kalispell, Mont.
MORGAN, HAL
WGAR, Cleveland, Ohio
MORRELL, LARRY
WBAP, Fort Worth, Tex.
MORRIS, AL
WAVI, Dayton, Ohio
MORRIS, DON
KIHR, Hood River, Ore.
MORRIS, ELMER
KFSA, Fort Smith, Ark.
MORRIS, JIMMY
WALA, Mobile, Ala.
MORRIS, VANCE
WORD, Spartanburg, S. C.
MORROW, DAN
WNOW, York, Pa.
MOSER, VERYL
KGCX, Sidney, Mont.
MOSS, DAN
WTOC, Savannah, Ga.
MOTTERN, TOM
WBIR, Knoxville, Tenn.
MOTTLEY, DAVE
KCRE, Crescent City, Cal.
MOWERS, BOB
WGAN, Portland, Me.
MUDD, JIM
WVJS, Owensboro, Ky.
MULHOLLAND, ROSS
WWJ, Detroit, Mich.
MULLARKEY, TOM
WBAP, Fort Worth, Tex.
MULLEN, FRANK
WSNY, Schenectady, N. Y.
MULLEN, JAY
WCSC, Charleston, S. C.
MULLER, TED
WBEC, Pittsfield, Mass.
MULLIGAN, BOB
KPKW, Pasco, Wash.
MULLINGS, JACK
WINA, Charlottesville, Va.
MULLINS, JIM
WSTU, Stuart, Fla.
MULLINS, MOON
KITI, Chehalis, Wash.
MULVANEY, DON
KROX, Crookston, Minn.
MUNSON, DALE
WPBC, Minneapolis, Minn.
MURDOCK, JACK
WATG, Ashland, Ohio
MURPHINE, RALPH
WGOV, Valdosta, Ga.
MURPHREE, JACK
WOMI, Owensboro, Ky.
MURPHY, HAL
WTIP, Charleston, W. Va.
MURPHY, STANFORD
WRUS, Russellville, Ky.
MURRAY, BOB
KERV, Kerrville, Tex.
MURRAY, DEAN H.
KBON, Omaha, Neb.
MURREY, JOE
WLLY, Richmond, Va.
MYERS, ED
WCHL, Chapel Hill, N. C.

— N —

NAHLEY, DON
WAPX, Montgomery, Ala.
NAJAMEY, ABE
WLAD, Danbury, Conn.
NAPIER, BY
WEAU, Eau Claire, Wis.
NASH, BILL
WAPO, Chattanooga, Tenn.
NEAL, JIM
WSLI, Jackson, Miss.
NEBEL, LONG JOHN
WOR, New York, N. Y.
NEIL, DAVE
KLIN, Lincoln, Neb.
NELSON, BOB
WEAU, Eau Claire, Wis.
NELSON, CORE
WDUZ, Green Bay, Wis.
NELSON, ED
KTOE, Mankato, Minn.
NELSON, STAN
KITE, San Antonio, Tex.
NESBITT, J. T.
WCKI, Greer, S. C.
NEUBAUER, VON
KLEE, Ottumwa, Iowa
NEUBERGER, STAN
WEKZ, Monroe, Wis.
NEVINS, ELLIOT
WKNY, Kingston, N. Y.
NEWCOMB, ALAN
WBT, Charlotte, N. C.
NEWHOUSE, RON
WMAX, Grand Rapids, Mich.
NEWLAND, BILL
KPUG, Bellingham, Wash.
NEWMAN, BOB
WKAP, Allentown, Pa.
NICHOLSON, RICHARD
WISR, Butler, Pa.
NICKSON, NICK
WBBF, Rochester, N. Y.
NIERSBACH, BILL
WKBV, Richmond, Ind.
NOBEL, AL
KQV, Pittsburgh, Pa.
NORDINE, JACK
WADP, Kane, Pa.
NORMAN, CHUCK
KSTL, St. Louis, Mo.
NORMAN, HAL
KOGT, Orange, Tex.
NORMAN, JERRY
WSYD, Mt. Airy, N. C.
NORMAN, RALPH
WOMT, Manitowoc, Wis.
NORMAN, STAN
KOPO, Tucson, Ariz.
NORRIS, BARRY
KFJB, Marshalltown, Iowa
NORTON, MIKE
WPOR, Portland, Me.
NOVAK, DICK
KPOJ, Portland, Ore.

— O —

O'BRIEN, ELLIE
WCSH, Portland, Me.
O'BRIEN, JOE
WMCA, New York, N. Y.
O'BRIEN, MARY LOU
KTBS, Shreveport, La.
O'CONNOR, BILL
WAAF, Chicago, Ill.
O'DAY, HAPPY
WAKE, Atlanta, Ga.
ODDIS, RAY
WERC, Erie, Pa.
ODELL, STUART
WWOD, Lynchburg, Va.
O'GRADY, JOE
WKIP, Poughkeepsie, N. Y.
O'HARA, BILL
KSTN, Stockton, Cal.
O'HARA, JIM
WOKY, Milwaukee, Wis.
OLIN, JERRY
WMOU, Berlin, N. H.
OLIVE, GRAY
WMSC, Columbia, S. C.
OLIVER, DAVE
WMFS, Chattanooga, Tenn.
OLSON, CHUCK
KSO, Des Moines, Iowa
OLSON, GLEN
KOVC, Valley City, N. D.
OLSON, SHERM
KFEQ, St. Joseph, Mo.
O'NEIL, GREGG
WKCT, Bowling Green, Ky.
O'NEILL, JIM
KFBI, Wichita, Kan.
ORGREN, DICK
KLVC, Leadville, Colo.
O'RILEY, PATRICK
WAIT, Chicago, Ill.
O'ROURKE, JOHN
KBNZ, La Junta, Colo.
ORR, JEROME
KELD, El Dorado, Ark.
ORUM, BILL
KGWA, Enid, Okla.
OSBORNE, DEANE
WSPD, Toledo, Ohio
OSBORNE, TIM
KTRH, Houston, Tex.
OTIS, JOHNNY
KFOX, Long Beach, Cal.
OVERTON, JOE
WGNS, Murfreesboro, Tenn.
OVIATT, HERB
WFHR, Wisconsin Rapids, Wis.
OVINGTON, RAY
WROD, Daytona Beach, Fla.
OWEN, ALAN
WMID, Atlantic City, N. J.
OWENS, DON
WARL, Arlington, Va.
OXFORD, GEORGE
KSAN, San Francisco, Cal.

— P —

PAFFORD, BUCK
WGOV, Valdosta, Ga.
PAGE, DAVE
KREM, Spokane, Wash.
PAGE, FRANK
KWKH, Shreveport, La.
PAGE, PHIL
KEYS, Corpus Christi, Tex.
PAINE, ROBIN
KCVL, Colville, Wash.
PALEN, JIM
WOKZ, Alton, Ill.
PALMER, DUKE
KBOR, Brownsville, Tex.
PANSULLO, JIM
WVDA, Boston, Mass.
PARK, CHARLIE
KDRS, Paragould, Ark.
PARKER, ARNOLD
KULP, El Campo, Tex.
PARKER, MARY
KBOP, Pleasanton, Tex.
PARKER, ROBERT
WDVN, Gainesville, Ga.
PARKINSON, BOB
KPDN, Pampa, Tex.
PARNELL, DICK
KRSL, Russell, Kan.
PARSONS, BEN
WRBL, Columbus, Ga.
PARSONS, BRUCE
WCTC, New Brunswick, N. J.
PARTRIDGE, RICHARD W.
WHIM, Providence, R. I.
PASQUALI, JOE
WVSC, Somerset, Pa.
PASSONS, BILL
WSMT, Sparta, Tenn.
PATRICK, CONRAD
WTTH, Port Huron, Mich.
PATRICK, GEORGE
KXEL, Waterloo, Iowa
PATRICK, PAT
WAOK, Atlanta, Ga.
PATTERSON, DICK
KNDC, Hettinger, N. D.

PATTERSON, WILLIAM
KMAN, Manhattan, Kan.
PAUL, NICK
KRLD, Dallas, Tex.
PAVONE, TONY
WCEH, Hawkinsville, Ga.
PAXTON, MIKE
WLSI, Pikeville, Ky.
PAYNE, PALMER
WFEA, Manchester, N. H.
PEARSON, ED.
WEAN, Providence, R. I.
PEARSON, WALT
WFVG, Fuquay Springs, N. C.
PECK, R. H.
KLO, Ogden, Utah
PEREZ, RUDY
KLIX, Twin Falls, Idaho
PERKINS, LEE
KENS-TV, San Antonio, Tex.
PERKINS, WAYNE
KROS, Clinton, Iowa
PERRI, JAY
WEAM, Arlington, Va.
PERRIN, DON
WGAP, Maryville, Tenn.
PERROTTO, LARRY
WMGW, Meadville, Pa.
PERRY, TUT
WCDL, Carbondale, Pa.
PETERSON, ARNE
KBAM, Longview, Wash.
PETERSON, GEORGE
WTAM, Decatur, Ga.
PETERSON, KARL
KDMA, Montevideo, Minn.
PETERSON, LYLE
KOVC, Valley City, N. D.
PETERSON, ROLFE
KSL, Salt Lake City, Utah
PETREE, MARTIN
WMRN, Marion, Ohio
PHELPS, RICHARD
WWHG, Hornell, N. Y.
PHILLIPPI, SHIRLEY
WYVE, Wytheville, Va.
PHILLIPS, BILL
WBAX, Wilkes-Barre, Pa.
PHILLIPS, DEWEY
WHBQ, Memphis, Tenn.
PHILLIPS, GERALD
WBMC, McMinnville, Tenn.
PHILLIPS, JIM
WFAH, Alliance, Ohio
PHILLIPS, JOE
WDIX, Orangeburg, S. C.
PHILLIPS, THOMAS
WGAY, Silver Spring, Md.
PIEPER, TOM
KXRA, Alexandria, Minn.
PIERCE, JOE
KVOZ, Laredo, Tex.
PIERRE, LUCKY
WEBR, Buffalo, N. Y.
PIKE, DICK
WNOP, Newport, Ky.
PINTO, JACK
WBUD, Trenton, N. J.
PIPES, FRANCIS
WBAR, Bartow, Fla.
PITTS, DON
KGO, San Francisco, Cal.
PLEDGER, DOUG
KNBC, San Francisco, Cal.
PODHASKI, POD
KOEL, Oelwein, Iowa
POER, JOHNNY
WVOK, Birmingham, Ala.
POLAND, SAM
WCHS, Charleston, W. Va.
POLLACK, FRANK
KRUX, Phoenix, Ariz.
POOLE, BOB
WFBC, Greenville, S. C.
POPE, GENE
WJBS, DeLand, Fla.
PORTER, DON
KXL, Portland, Ore.
PORTER, ROLAND
WJAK, Jackson, Tenn.
PORTERFIELD, HARRY
WKNX, Saginaw, Mich.
POSKA, AL
KFI, Los Angeles, Cal.
PORWANIECKI, LEO
WLIP, Kenosha, Wis.
POST, WRAY
KALB, Alexandria, La.
POTOCKY, PAUL
WTOD, Toledo, Ohio
POTTER, PHIL
WINC, Winchester, Va.
POWELL, BILL
WCEH, Hawkinsville, Ga.
POWELL, BILL
WILY, Pittsburgh, Pa.
POWELL, HARRELL
WSAT, Salisbury, N. C.
POWELL, WALTER
WBVL, Barbourville, Ky.
POWERS, JOE
WBMD, Baltimore, Md.
POWERS, NED
WINZ, Miami, Fla.
PRATHER, BOB
WMDC, Hazlehurst, Miss.
PRELL, ALLEN
KFGT, Fremont, Neb.
PREVATTE, JOHN
WAGR, Lumberton, N. C.
PRITCHARD, WAYNE
KSOO, Sioux Falls, S. D.
PUCKETT, TRUMAN
WJLD, Birmingham, Ala.
PUDNEY, EARLE
WGY, Schenectady, N. Y.
PUGH, CARL
WBRO, Waynesboro, Ga.
PUMMILL, PHIL
WLSI, Pikeville, Ky.
PYLE, JACK
WIP, Philadelphia, Pa.

— Q —

QUACKENBUSH, JOHN
WBEU, Beaufort, S. C.
QUANN, HOMER
WSVA, Harrisonburg, Va.
QUINN, BILL
WNDR, Syracuse, N. Y.

— R —

RACE, CLARK
WOKO, Albany, N. Y.
RADEMAKER, DICK
WMTE, Manistee, Mich.
RADER, JOHNNY
WMAX, Grand Rapids, Mich.
RAFFENSBERGER, DON
WMRF, Lewistown, Pa.
RAINEY, PHIL
WHPE, High Point, N. C.
RAMSEY, RAY
KREM, Spokane, Wash.
RANDALL, DALE
KBOI, Boise, Idaho
RANDLE, BILL
WERE, Cleveland, Ohio
RANKIN, KEN
KCIL, Houma, La.
RAPP, DOUG
WDSM, Superior, Wis.
RASCO, JERRY
KCLV, Clovis, N. M.
RASHLEIGH, WARREN
KAKE, Wichita, Kan.
RATLIFF, DAVID
KDWT, Stamford, Tex.
RATTIGAN, JACK
WHOL, Allentown, Pa.
RAY, WENDY
KERG, Eugene, Ore.
REARDON, TOM
WABG, Greenwood, Miss.
RECTOR, BRUCE
WRUN, Utica, N. Y.
REDDING, JACK
KOBE, Las Cruces, N. M.
REED, MOLLY
WNOG, Naples, Fla.
REICHLEY, MAURICE
KWBB, Wichita, Kan.
REID, CLARK
WJBK, Detroit, Mich.
REITER, FRED
WFLA, Tampa, Fla.
REITZ, PINKY
WLEC, Sandusky, Ohio
REMSBURG, BILL
WFMD, Frederick, Md.
RENO, JACK
KDRO, Sedalia, Mo.
RENSCH, TY
KGFX, Pierre, S. D.
RENWICK, CHUCK
WKNX, Saginaw, Mich.
RENY, RICHARD E.
WRKD, Rockland, Me.
RETZ, DON
KREO, Indio, Cal.
REVELES, DANNY
KGFJ, Hollywood, Cal.
REY, MARIO
KALT, Pasadena, Cal.
REYBOLDS, RONNY
KCVR, Lodi, Cal.
REYES, HENRY
KRFC, Rocky Ford, Cal.
REYNOLDS, JACK
KTOW, Oklahoma City, Okla.
REYNOLDS, RALPH
KSIS, Sedalia, Mo.
REYNOLDS, RUSS
WTBO, Cumberland, Md.
REYNOLDS, RUSTY
KDOK, Tyler, Tex.
REYNOLDS, TOMMY
WDXB, Chattanooga, Tenn.
RHONE, PAUL
KPRO, Riverside, Cal.
RICARDO, STAN
WGES, Chicago, Ill.
RICE, LARRY
KNIM, Maryville, Mo.
RICHARDS, CHUCK
WBAL, Baltimore, Md.
RICHARDS, DICK
KENS-TV, San Antonio, Tex.
RICHARDS, STAN
WORL, Boston, Mass.
RICHARDS, TOMMY
KSWO, Lawton, Okla.
RICHARDSON, NED
WBTM, Danville, Va.
RICHESON, DON
WADS, Ansonia, Conn.
RICKARD, RICK
WGVM, Greenville, Miss.
RICKARDS, REESE
WTAG, Worcester, Mass.
RICO, JOE
WHLD, Niagara Falls, N. Y.
RIDENOUR, STEVE
KFJB, Marshalltown, Iowa
RIEN, ROGER
KNDC, Hettinger, N. D.
RIGGLE, JOHN
KVRC, Arkadelphia, Ark.
RIGGS, TOMMY
WCAE, Pittsburgh, Pa.
RION, JOHNNY
KSTL, St. Louis, Mo.
RIPLEY, ED
WJBS, DeLand, Fla.
RIPLEY, RONALD
KHOB, Hobbs, N. M.
RIVERA, BEN
KBNZ, La Junta, Colo.
ROBBINS, GERRY
KTRF, Thief River Falls, Minn.
ROBBINS, MAX
WIRC, Hickory, N. C.
ROBERTS, BOB
WWOD, Lynchburg, Va.
ROBERTS, FORD
WMT, Cedar Rapids, Iowa
ROBERTS, FRED
KBIF, Fresno, Cal.
ROBERTS, MATT
WWSC, Glens Falls, N. Y.
ROBERTS, PAUL
WSPB, Sarasota, Fla.
ROBERTS, ROY
WSMB, New Orleans, La.

ROBERTS, WALT
WMAN, Mansfield, Ohio
ROBERTSON, KENNETH
WKYR, Keyser, W. Va.
ROBERTSON, VIC
KCUL, Fort Worth, Tex.
ROBINSON, HERB
KATZ, St. Louis, Mo.
ROBINSON, HUGH
WKCT, Bowling Green, Ky.
ROBINSON, LYNN
KTXJ, Jasper, Tex.
ROBINSON, NORM
KWOA, Worthington, Minn.
ROBINSON, WIP
WSVA, Harrisonburg, Va.
ROGALLI, PAUL
WASA, Havre de Grace, Md.
ROGERS, CRIS
WMIK, Middlesboro, Ky.
ROGERS, JOHN
WJAM, Marion, Ala.
ROGERS, LOU
WPCT, Putnam, Conn.
ROLLINS, CHAP
KROP, Brawley, Cal.
ROPER, PRES
WMAN, Mansfield, Ohio
ROREM, KEITH
WCMY, Otawa, Ill
ROSE, GEORGE
WMSL, Decatur, Ala
ROSE, PHIL
KCRC, Enid, Okla
ROSS, ABRAM
KBYE, Oklahoma City, Okla.
ROSS, BOB
WHBO, Tampa, Fla.
ROSS, ED
WMLV, Millville, N. J.
ROSSI, JIM
KIBL, Beeville, Tex.
ROUNDTREE, BOB
WGGG, Gainesville, Fla.
ROWE, DILLARD
WGFS, Covington, Ga.
ROWE, KEN
WOAI, San Antonio, Tex.
ROWLAND, KEN
WKLO, Louisville, Ky.
ROWLEY, DALE
KLMS, Lincoln, Neb.
ROWZIE, JACK
WWDC, Washington, D. C.
ROYER, VIRGIL
WTVB, Coldwater, Mich.
ROYLANCE, HARRY
KPRK, Livingston, Mont.
RUCKLE, BOB
WBIA, Augusta, Ga.
RUDD, BILL
KATE, Albert Lea, Minn.
RUGGLES, BOB
WSHE, Sheboygan, Wis.
RUMORE, DUKE
WSGN, Birmingham, Ala.
RUMORE, JOE
WVOK, Birmingham, Ala.
RUNNELS, GAIL
KOME, Tulsa, Okla.
RUPERT, JACK
WBBN, Perry, Ga.
RUPPERT, TRAVERS
WASA, Havre de Grace, Md.
RUTLEDGE, SUNRISE
WBCO, Bessemer, Ala.
RYAN, DAN
WBBW, Youngstown, Ohio
RYAN, DON
WJPD, Ishpeming, Mich.
RYAN, JACK
WAKR, Akron, Ohio
RYAN, KEITH
WHOT, Campbell, Ohio
RYAN, PETE
KOMB, Cottage Grove, Ore.

— S —

SADLON, EARL
WBUT, Butler, Pa.
ST. CLAIR, JOHN
KMO, Tacoma, Wash.
SAIZON, TOM
WJBO, Baton Rouge, La.
SALAS, VICTOR
KSPA, Santa Paula, Cal.
SALERNO, SAM
KMBY, Monterey, Cal.
SALINAS, ELENA
KWKW, Pasadena, Cal.
SALMANS, FRED
KRAY, Amarillo, Tex.
SALTER, BOB
KJR, Seattle, Wash.
SANDERS, BILL
WDXB, Chattanooga, Tenn.
SANDERS, CREIGHTON
KTIL, Tillamook, Ore.
SARACEN, ROBERT
WCCM, Lawrence, Mass.
SARAGUSA, JOE
KWTX, Waco, Tex.
SARLO, MIKE
WGPA, Bethlehem, Pa.
SAUCEMAN, CARL
WRAG, Carrollton, Ala.
SAVITZ, BILL
WDSR, Lake City, Fla.
SCHAUFER, PAUL
KWED, Seguin, Tex.
SCHERER, BILL
KDUZ, Hutchinson, Minn.
SCHICKEL, STEVE
WGN, Chicago, Ill.
SCHMALHOFER, JIM
WGSA, Ephrata, Pa.
SCHMIDT, ELMAR
KWRE, Warrenton, Mo.
SCHMITZ, DICK
WDWS, Champaign, Ill.
SCHRIVER, KENNY
WNOG, Naples, Fla.
SCHUMAN, R. W.
WCDJ, Edenton, N. C.
SCHWAN, GEORGE
KYNO, Fresno, Cal.
SCOFIELD, LEEDS
WEEB, Allentown, Pa.
SCOTT, ANDY
WMSC, Columbia, S. C.
SCOTT, BOB
WBLT, Bedford, Va.
SCOTT, BOB
WOOD, Grand Rapids, Mich.
SCOTT, DAVE
KVOD, Denver, Colo.
SCOTT, DAVE
WIBX, Utica, N. Y.
SCOTT, PAUL
WCCC, Hartford, Conn.
SCOTT, PAUL
WFKY, Frankfort, Ky.
SCOTT, PENN
WETU, Wetumpka, Ala.
SCOTT, STAN
WSTV, Steubenville, Ohio
SCOTT, TED
WMCD, Welch, W. Va.
SCOTT, WAYNE
WLBE, Leesburg, Fla.
SEALS, RUSS
KJCF, Festus, Mo.
SEANEY, E. JAMES
WDZ, Decatur, Il.
SEARS, DADDY
WAOK, Atlanta, Ga.
SEARS, EDDIE
WOCH, North Vernon, Ind.
SEELEY, RALPH
KUBC, Montrose, Col.
SEGRAVES, SCOOTER
KWAK, Stuttgart, Ark.
SEIMONEIT, ERVIN
KAWL, York, Neb.
SELLECK, JOHN
KANE, New Iberia, La.
SENEKER, TONY
WMVG, Milledgeville, Ga.
SERPICO, DAN
WOCB, W. Yarmouth, Mass.
SERVATIUS, GERALD
KOFO, Ottawa, Kan.
SERVEL, CARL
WMMB, Melbourne, Fla.
SETZER, ARNOLD L.
WHKY, Hickory, N. C.
SHADE, HAL K.
KGON, Portland, Ore.
SHARLAND, EARL
WWSC, Glens Falls, N. Y.
SHARP, TIP
WWKY, Winchester, Ky.
SHARPE, ED
WAGA, Atlanta, Ga.
SHAVER, DUSTY
WAGR, Lumberton, N. C.
SHAW, ALLEN
KFEQ, St. Joseph, Mo.
SHAW, BOB
WGUY, Bangor, Me.
SHELSON, DON
WDVN, Gainesville, Ga.
SHELTON, JIM
KDSX, Denison, Tex.
SHEPPARD, RODNEY
KBST, Big Spring, Tex.
SHERBAHN, RICHARD
WLAN, Lancaster, Pa.
SHERIDAN, PHIL
WFIL, Philadelphia, Pa.
SHERMAN, EDDIE
KRSL, Russell, Kan.
SHIELDS, TOM
WCPS, Tarboro, N. C.
SHOTWELL, SHORTY
WION, Ionia, Mich.
SHOUKLETOVICH, MILOSH
WJPF, Herrin, Ill.
SHOWMAN, HAROLD
WETZ, New Martinsville, W. Va.
SHREIVER, GEORGE
WHED, Washington, N. C.
SHRIVER, HARRY
WFTC, Kinston, N. C.
SHROYER, KEN
WPLA, Plant City, Fla.
SHRUM, CAL
WMAY, Springfield, Ill.
SIEVERS, BOB
WOWO, Fort Wayne, Ind.
SILFVEN, AL
WIKB, Iron River, Mich.
SIMMONS, HAL
KIT, Yakima, Wash.
SIMMONS, LLOYD
KDAC, Fort Bragg, Cal.
SIMPSON, ART
KLOQ, Yakima, Wash.
SIMPSON, GOODWIN
KVMC, Colorado City, Tex.
SIMS, FRANK
WKMH, Detroit, Mich.
SINGER, CARL
KOAM, Pittsburg, Kan.
SJOBERG, RAY
Providence, R. I.
SKAGGS, SAM
WKYB, Paducah, Ky.
SKAMSER, DICK
KCOV, Corvallis, Ore.
SKELTON, J. B., JR.
WCPC, Houston, Miss.
SKINNER, DAVE
KSTN, Stockton, Cal.
SKINNER, GEORGE
WABC, New York, N. Y.
SMALLS, TOMMY
WWRL, New York, N. Y.
SMITH, CARL
WLON, Lincolnton, N. C.
SMITH, CARLTON
KISD, Sioux Falls, S. D.
SMITH, DICK
WORC, Worcester, Mass.
SMITH, GARY
WTOK, Meridian, Miss.
SMITH, GLEN
KORN, Mitchell, S. D.
SMITH, HARMIE
KDET, Center, Tex.
SMITH, HARRY
WILM, Wilmington, Del.

SMITH, HARRY
WION, Ionia, Mich.
SMITH, HORACE
WTYN, Tryon, N. C.
SMITH, HOWELL
WDKN, Dickson, Tenn.
SMITH, HUGH
KXJK, Forrest City, Ark.
SMITH, JACK
KTKR, Taft, Cal.
SMITH, JOE
WVDA, Boston, Mass.
SMITH, MILLARD
WFEB, Sylacauga, Ala.
SMITH, MONTGOMERY
WJMA, Orange, Va.
SMITH, ROLLIE
KGAY, Salem, Ore.
SMITH, WAYNE
KFOR, Lincoln, Neb.
SNYDER, GLEN
WATS, Sayre, Pa.
SOLITAIRE, BERT
KRE, Berkeley, Cal.
SOLT, JIM
WJEJ, Hagerstown, Md.
SOUTH, DON
WICY, Malone, N. Y.
SOUTHWICK, TOREY
KMBC, Kansas City, Mo.
SOYK, JIM
KWIQ, Moses Lake, Wash.
SPAINHOWER, DON
KOVO, Provo, Utah
SPANN, OWEN
WBT, Charlotte, N. C.
SPARKS, BOB
WJCD, Seymour, Ind.
SPECK, KEN
WCMW, Canton, Ohio
SPEECH, JOHN
KDUZ, Hutchinson, Minn.
SPEIGHTS, TERRY
WBKH, Hattiesburg, Miss.
SPENCER, JACK
KMO, Tacoma, Wash.
SPINN, GERRY
WQAM, Miami, Fla.
SPIVEY, TED
WCMS, Norfolk, Va.
SPRADLIN, BOB
WKOA, Hopkinsville, Ky.
STALLARD, BILL
WNVA, Norton, Va.
STAMS, RICHARD
WGES, Chicago, Ill.
STANLEY, ART
WQUA, Moline, Ill.
STANLEY, BOB
WGAT, Utica, N. Y.
STANLEY, JIM
WWIN, Baltimore, Md.
STANTON, PAT
WJMJ, Philadelphia, Pa.
STARLING, FRANK
WBCR, Christiansburg, Va.
STARR, HAL
KGW, Portland, Ore.
STARR, HAL
KHFS, Vancouver, Wash.
STARWYCK, STEVE
KGRH, Fayetteville, Ark.
STEELE, GENE
WHHM, Memphis, Tenn.
STEERE, DAVE
WMAK, Nashville, Tenn.
STEITMAN, ROGER
WNDB, Daytona Beach, Fla.
STEPHAN, VIC
WARL, Arlington, Va.
STEPHENSON, BILL
WCMR, Elkhart, Ind.
STEPLER, HAL
WTOP, Washington, D. C.
STERLING, LOWELL
KOTA, Rapid City, S. D.
STEVENS, MATT
WCED, DuBois, Pa.
STEVENS, NAT
WOTW, Nashua, N. H.
STEVENS, ROY
WTWN, St. Johnsbury, Vt.
STEVENS, WAYNE
KSYL, Alexandria, La.
STEVENS, ZACK
WGIL, Galesburg, Ill.
STEWART, CHARLES
KITE, San Antonio, Tex.
STEWART, CHUCK
WGWC, Selma, Ala.
STEWART, FRANKLIN
KOSF, Nacogdoches, Tex.
STEWART, JOE
WDAF, Kansas City, Mo.
STEWART, JOHN
WKOP, Binghamton, N. Y.
STOGNER, EARL
WBTM, Danville, Va.
STOKES, AL
WARN, Fort Pierce, Fla.
STOKKE, DICK
KJR, Seattle, Wash.
STONE, DAVE
KDAV, Lubbock, Tex.
STONE, WILL
WEVA, Emporia, Va.
STOWE, JIM
KSLV, Monte Vista, Col.
STRACK, BOB
KIMO, Independence, Mo.
STRADER, TED
WMIX, Mt. Vernon, Ill.
STRADLING, GARY
WGAU, Athens, Ga.
STRAIT, GEORGE
WDCF, Dade City, Fla.
STRAWBRIDGE, ROGER H.
WCME, Brunswick, Me.
STREET, NATHAN
WKSR, Pulaski, Tenn.
STREICH, ALLEN
WKBI, St. Marys, Pa.
STRICKHOUSER, SHERM
WICE, Providence, R. I.
STRICKLAND, HERB
WDMG, Douglas, Ga.
STROTHER, FRED
WPMP, Pascagoula, Miss.
STRULBAR, ROLAND KEITH
WOHI, East Liverpool, Ohio
STUART, GENE
WAVZ, New Haven, Conn.
STUART, ROGER
WHUM, Reading, Pa.
STUBBS, BILL
WHBI, Newark, N. J.
STUTHMAN, FRED
KGO, San Francisco, Cal.
STUTZ, CARL
WRVA, Richmond, Va.
STUTZMAN, JIM
KCRG, Cedar Rapids, Iowa
SULLIVAN, HARRY
WCDT, Winchester, Tenn.
SULLIVAN, MICKEY
KFJZ, Fort Worth, Tex.
SUNDERLAND, BOB
KTEM, Temple, Tex.
SUNDHOLM, DALE
KRCO, Prineville, Ore.
SUTTON, LEE
WWVA, Wheeling, W. Va.
SUTTON, PARROTT
WELS, Kinston, N. C.
SWANSON, FRED
WHAY, New Britain, Conn.
SWANSON, GREGG
KXEO, Mexico, Mo.
SWANWICK, WM.
WALL, Middletown, N. Y.
SWEENEY, MIKE
WSIX, Nashville, Tenn.
SWINSON, ROBERT
WFMC, Goldsboro, N. C.
SYBERT, DICK
KONP, Port Angeles, Wash.
SYMONS, JIM
WLDS, Jacksonville, Ill.
SYNAN, JIM
WBLT, Bedford, Va.

— T —

TACKETT, JACK
WMCD, Welch, W. Va.
TALLEY, HOWARD
WPRS, Paris, Ill.
TAYLOR, BILL
WIRC, Hickory, N. C.
TAYLOR, CHUCK
KELP, El Paso, Tex.
TAYLOR, GRAHAM, JR.
WORX, Madison, Ind.
TAYLOR, JIM
WBOW, Terre Haute, Ind.
TAYLOR, JOE
KNCO, Garden City, Kan.
TEAS, FRANK
WKNE, Keene, N. H.
TEEL, SHARON
KGAS, Carthage, Tex.
TELESCO, DAN
WSTC, Stamford, Conn.
TERRAZAS, PETE
KFST, Ft. Stockton, Tex.
TERRIL, JIM
KPDN, Pampa, Tex.
TERRILL, JOHN
KSPR, Casper, Wyo.
TERRY, BILL
KLIX, Twin Falls, Idaho
TERRY, CHEM
KRLD, Dallas, Tex.
TERRY, RON
WAAF, Chicago, Ill.
THOMAS, BOBBY
WMEV, Marion, Va.
THOMAS, DAVE
WDAF, Kansas City, Mo.
THOMAS, GUY
WKTG, Thomasville, Ga.
THOMAS, MITCH
WILM, Wilmington, Del.
THOMAS, TED
WAYS, Charlotte, N. C.
THOMPSON, DON
WPAG, Ann Arbor, Mich.
THOMPSON, PAT
KVOZ, Laredo, Tex.
THOMPSON, RON
WVKO, Columbus, Ohio
THORNBURG, OLIVER
WGST, Atlanta, Ga.
THORNTON, WALLY
KHFS, Vancouver, Wash.
TIBBETTS, DONN
WGIR, Manchester, N. H.
TIDEY, ART
KSBW, Salinas, Cal.
TIERNEY, JACK
WPAC, Patchogue, N. Y.
TILL, PINKY
WTYC, Rock Hill, S. C.
TITUS, FRANK E., JR.
WWON, Woonsocket, R. I.

TONEY, DELANO
WGAU, Athens, Ga.
TORRANCE, TOM
KROX, Crookston, Minn.
TOWNE, GORDON
WBSR, Pensacola, Fla.
TRACEY, BOB
KDKA, Pittsburgh, Pa.
TREAT, JIM
KTOW, Oklahoma City, Okla.
TREVETTE, JOE
WLAK, Lakeland, Fla.
TRIPP, PETER
WMGM, New York, N. Y.
TRUMBULL, DON
WNBZ, Saranac Lake, N. Y.
TUCKER, DAVE
WMEX, Boston, Mass.
TUCKER, TOMMY
WMBR, Jacksonville, Fla.
TURNEY, ED
WGBF, Evansville, Ind.

— U —

ULMER, JIMMY
KACT, Andrews, Tex.
UNDERHILL, LEO
WCKY, Cincinnati, Ohio
UNDERWOOD, JACK
WOWO, Fort Wayne, Ind.
USHER, DON
KAYO, Seattle, Wash.
UTLEY, BOB
WSSB, Durham, N. C.

— V —

VADNAIS, GARY
KNDY, Marysville, Kan.
VALLEY, HY
WTRX, Bellaire, Ohio
VANCE, TOMMY
WCOR, Lebanon, Tenn.
VANDAGRIFF, CHARLIE
KEYS, Corpus Christi, Tex.
VAN DEE, JAMES
WWWF, Fayette, Ala.
VANN, BILL
WTCB, Flomaton, Ala.
VAN NESTE, BOB
KODY, North Platte, Neb.
VAN'T HUL, BERNARD
WHTC, Holland, Mich.
VAUGHN, DICK
WPIK, Alexandria, Va.
VELASCO, HENRY J.
KSPA, Santa Paula, Cal.
VESTOR, AL
WATR, Waterbury, Conn.
VILLANI, J.
WELC, Welch, W. Va.
VINCENT, LEE
WILK, Wilkes-Barre, Pa.
VINCENT, SCOTT
WABC, New York, N. Y.
VOSBURGH, HERMAN
KTAT, Frederick, Okla.
VROMAN, JOHN
WMOG, Brunswick, Ga.

— W —

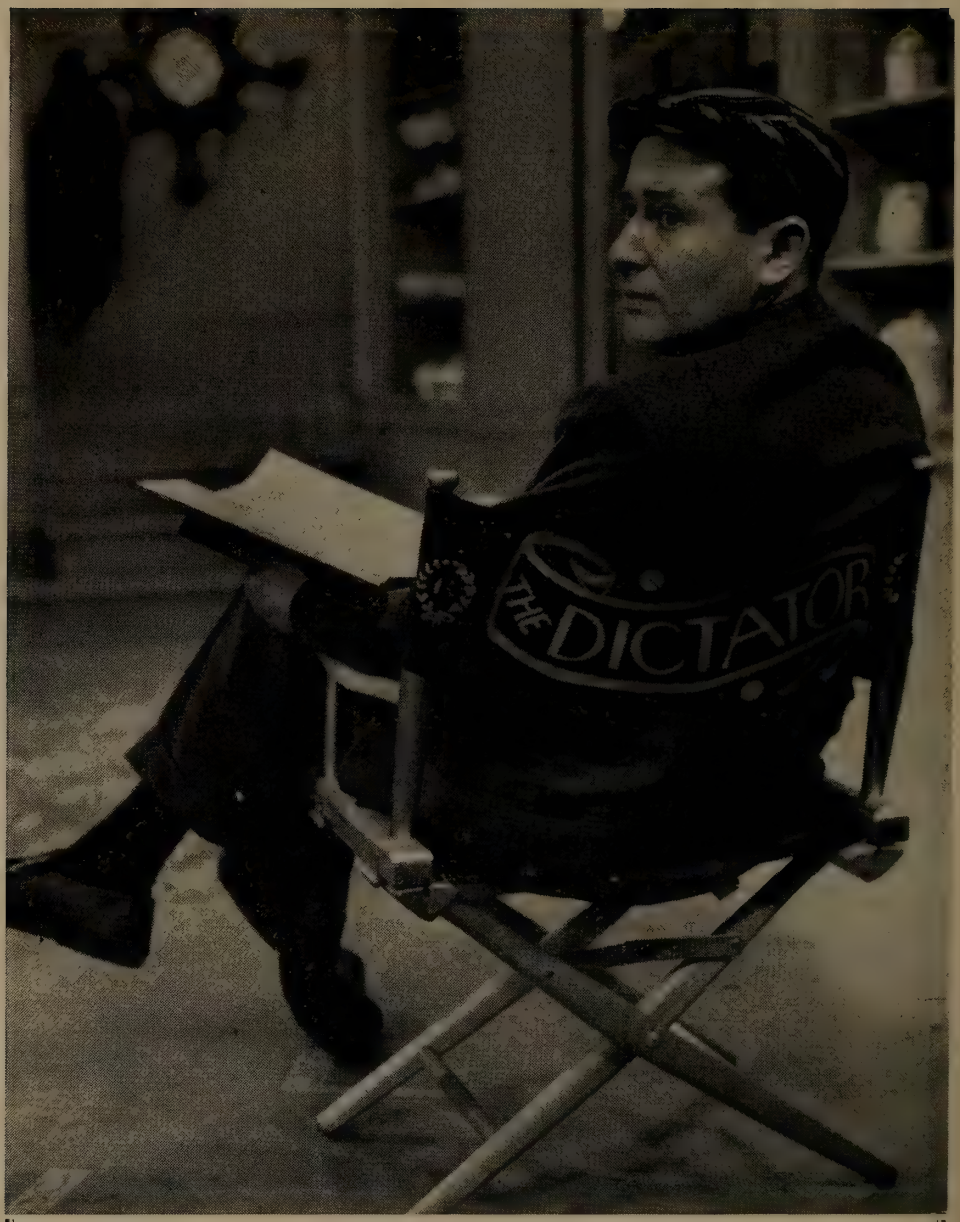
WADE, SAM
KVLF, Alpine, Tex.
WAGNER, ANN
WFBM, Indianapolis, Ind.
WAIN, BEA
WABC.
WAIN, NORMAN
WDOK, Cleveland, Ohio
WALDEN, ALAN
WPAC, Patchogue, N. Y.
WALKER, CHARLIE
KMAC, San Antonio, Tex.
WALKER, DWIGHT
KLMX, Clayton, N. M.
WALKER, JOHNNY
WARM, Scranton, Pa.
WALKER, LEROY
KCMR, McCamey, Tex.
WALKER, WILLIAM
WGH, Norfolk, Va.
WALL, BILL
WMIS, Natchez, Miss.
WALLACE, RALPH
WTVL, Waterville, Me.
WALLACE, TOM
KTKT, Tucson, Ariz.
WALSH, BOB
WHIL, Medford, Mass.
WALTERS, BILL
WDUZ, Green Bay, Wis.
WALTERS, BUCKEY
KMBC, Kansas City, Mo.
WAMBACH, PETE
WCMB, Harrisburg, Pa.
WANEK, FRITZ
KLMS, Lincoln, Neb.
WARD, JIM
WILK, Wilkes-Barre, Pa.
WARD, SMOKEY
WBEU, Beaufort, S. C.
WARD, TOMMY
WLCO, Eustis, Fla.
WARREN, JACK
KWIZ, Santa Ana, Cal.
WARREN, LARRY
KCKN, Kansas City, Kan.
WASHINGTON, TOM
KOB, Albuquerque, N. M.
WASSON, ART
WKBI, St. Marys, Pa.
WATKINS, BUD
WHOC, Philadelphia, Miss.
WATSON, DOC
KITI, Chehalis-Centralia, Wash.
WATSON, HOWARD
KOTN, Pine Bluff, Ark.
WAX, JERRY
WALL, Middletown, N. Y.
WAYNE, BURT
KAMQ, Amarillo, Tex.
WAYNE, JIM
KOBY, San Francisco, Cal.
WAYNE, JIM
KOSI, Aurora, Col.
WAYNE, RALPH
WMRI, Marion, Ind.
WAYNE, RED
KIHO, Sioux Falls, S. D.
WEBB, BILL
WMFS, Chattanooga, Tenn.
WEBB, JERRY
KRMW, The Dalles, Ore.
WEBB, JIM
WCDT, Winchester, Tenn.
WEBB, SPIDER
WAIT, Chicago, Ill.
WEBSTER, KURT
WAVY, Norfolk, Va.
WEEMS, BOB
WFPG, Atlantic City, N. J.
WEICK, KARL
WBLY, Springfield, Ohio
WEIN, OSCAR
WDLC, Port Jervis, N. Y.
WEISS, DICK
WGBA, Columbus, Ga.
WELCH, CHARLIE
WQXI, Atlanta, Ga.
WELCH, DICK
WCBY, Cheboygan, Mich.
WELCH, LARRY
WAAB, Worcester, Mass.
WELCOME, SHAN
KBGF, Great Falls, Mont.
WELLER, HENRY
WAGC, Chattanooga, Tenn.
WELLS, BILL
WCKR, Miami, Fla.
WELLS, BOB
WEBR, Buffalo, N. Y.
WELSH, JOHN M.
KOHU, Hermiston, Ore.
WELTER, EDWARD
WEAB, Greer, S. C.
WERY, BOB
WGTO, Haines City, Fla.
WESCOTT, GEORGE
KWG, Stockton, Cal.
WESCOTT, HARRY
WHUM, Reading, Pa.
WEST, AL
WKYB, Paducah, Ky.
WEST, CLARK
WBMD, Baltimore, Md.
WEST, DON
KGYW, Vallejo, Cal.
WEST, PETE
WRKD, Rockland, Me.
WESTERFIELD, DENVER
WVMC, Mount Carmel, Ill.
WHEELER, DOC
WWRL, New York, N. Y.
WHEELER, MARK
WRHI, Rock Hill, S. C.
WILLARD, DICK
MBS
WYNN, LARRY
WSBC, Chicago, Ill.

— Y —

YANEY, SKEETS
WEW, St. Louis, Mo.
YARBROUGH, PHIL
WWNS, Statesboro, Ga.
YOUNG, ART
WHLD, Niagara Falls, N. Y.
YOUNG, LEE
KYOR, Blythe, Cal.
YOUNGBLOOD, WES
KDAV, Lubbock, Tex.
YOUNT, CHUCK
WKBV, Richmond, Ind.

— Z —

ZACK, SAM
WTAL, Tallahassee, Fla.
ZEE, DON
WPON, Pontiac, Mich.
ZEIDMAN, AL
WKWK, Wheeling, W. Va.
ZERO, LOU
WEKK, Erie, Pa.
ZUCCARO, BERNARD
WIBR, Baton Rouge, La.
ZUFALL, JOHN A.
WJAX, Jacksonville, Fla.



DON RICHARDSON
DIRECTOR
OF
"MAMA" TV FILM SERIES
AND
U. S. STEEL HOUR

RADIO-TV DIRECTORS

—and their work during 1956

— A —

ADDISS, JUSTUS
B. June 23, New York City. Alfred Hitchcock Presents, Schlitz Playhouse of Stars, CBS-TV; Heinz Studio 57, Crossroads, ABC-TV

ALLEN, CRAIG
B. Aug. 3, 1921, Circus Boy, Wide Wide World, Red Barber's Sport Show, Paul Winchell Show, Happy Felton Show, NBC

AMADIO, HARRY
Don Dowd News, G. H. Combs, Sports Focus, Mostly Music
ABC

ANDREWS, CLARK
Jack Paar, Mystery Time
ABC

ANDREWS, MARTIN
My True Story, Pilgrimage
ABC

APPELL, DON
B. Oct. 6, New York City. This Is Galen Drake, ABC-TV; Vic Damone Show, Vaughn Monroe Show, Red Buttons Show, CBS-TV; Imogene Coca Show, NBC-TV

ASHER, WILLIAM
B. Aug. 8, 1921, New York City. Jane Wyman's Fireside Theatre, NBC-TV

— B —

BEAL, WILLIAM
WABC-TV

BEHLMER, RUDY
The Ray Anthony Show
ABC-TV

BELLANY, EARL
The Lone Ranger
ABC-TV

BISNEY, BRYAN
Ozark Jubilee,
ABC-TV

BLUM, ROBERT
Amateur Hour
ABC-TV

BUNETTA, FRANK
Caesar's Hour, NBC-TV

— C —

CALFEE, KENNARD
File 7
ABC-TV

CAMPBELL, RAY
Charles McCarthy News, Don Dowd News, Fred Waring Show; ABC

CASSELLI, LaMAR
The Last Word
CBS-TV

COSGROVE, JOHN
Good Morning with Will Rogers, Jr.
CBS-TV

— D —

DAUGHERTY, HERSCHEL
B. Oct. 27, 1910, Clarkes Hill, Ind.; Alfred Hitchcock Presents, General Electric Theatre, Schlitz

FRANK BUNETTA

Director of

CAESAR'S HOUR

NBC-TV

Cort Steen

DIRECTOR

OF

"VOICE OF FIRESTONE"

ABC-TV

FRANK SATENSTEIN

DIRECTOR

JACKIE GLEASON SHOW

CBS-TV

DICK SCHNEIDER

DIRECTOR

"WIDE WIDE WORLD"

NBC-TV

CRAIG ALLEN

Management:

GEORGE F. FOLEY

730 Fifth Ave. JUdson 6-4312

Playhouse of Stars, CBS-TV; Studio 57, ABC-TV; On Trial, NBC-TV

DAVIS, HAL
Life Is Worth Living
ABC-TV

DE CORDOVA, FREDERICK

B. Oct. 27, 1910, New York City, N. Y.; Burns and Allen Show, December Bride, Mr. Adams & Eve, CBS-TV

DEMAREST, BILL
Sunday Music Hall, Travel Talk, Imagination; ABC

DESMOND, JOHN
Odyssey
CBS-TV

DISKIN, MARSHAL
John Daly & the News, Dean Pike Show
ABC-TV

DODSON, WILLIAM
WABC-TV

DONOHUE, JACK

B. Nov. 3, 1910, New York City. George Gobel Show, NBC-TV

DUBIN, CHARLES
Omnibus
ABC-TV

— E —

ENGLANDER, ROGER
Odyssey
CBS-TV

— F —

FOSTER, LEWIS R.
Jim Bowie
ABC-TV

FOSTER, ROBERT
Medical Horizons
ABC-TV

— G —

GADETTE, FRED
You Asked For It
ABC-TV

GALLU, SAM
Navy Log
ABC-TV

GOMAVITZ, LEWIS
Kukla, Fran & Ollie
ABC-TV

GRAHAM, JOE

B. Sept. 15; Whispering Streets, Sammy Kaye Show, It's Your Business, The Man From Hartford, ABC

GREINER, BOB
Buddy Weed, Frank Farrel Show, Sokolsky Recording
ABC

GROSS, LLOYD
Masquerade Party
ABC-TV

GUIDICE, VICTOR
Press Conference
ABC-TV

— H —

HAGY, RUTH GERI
College Press Conference
ABC-TV

HARLIB, MATT
Famous Film Festival
ABC-TV

HENDERSON, JOHN T., JR.
John Steele, Adventurer, Storytime, Heartbeat of Industry, Hotel for Pets, Woolworth Hour; Network Independent

HEWITT, DON
See It Now
CBS-TV

HEYES, DOUGLAS
The Adventures of Rin Tin Tin
ABC-TV

HINES, DREX
Grand Central Station, Mystery Time; ABC

HOBSON, JAMES
Lawrence Welk's Top Tunes, New Talent, The Lawrence Welk Show; ABC-TV

GREY LOCKWOOD

NBC-TV

DIRECTOR

JOE GRAHAM

WRITER — DIRECTOR

HOLMES, JIM
The Wednesday Night Fights
ABC-TV

— J —

JONES, JOHN PAUL
WABC-TV

— K —

KEECH, KEL
No School Today, Charlie Applewhite, Imagination; ABC

KILEY, TIM
Let's Take a Trip
CBS-TV

KUSHNER, DAN
Don Dowd News, G. H. Combs, Les Griffith, Mostly Music
ABC

— L —

LEIGHTON, RICK
George Skinner
ABC

LEONARD, SHELDON
Make Room for Daddy
ABC-TV

LEVENS, PHIL
Treasure Hunt
ABC-TV

LEVY, RALPH
B. Dec. 18, 1919, Philadelphia, Pa. The Jack Benny Show, Shower of Stars, CBS-TV

LICHTMAN, JIM
Medical Horizons
ABC-TV

LIESENDAHL, DICK
Pro Football, Hockey, Baseball Game of the Week
CBS-TV

LOCKWOOD, GREY
B. April 18. The Martha Raye Show, The Red Buttons Show, Robert Montgomery Presents, Colgate Comedy Hour, NBC-TV

— Mc —

McDONALD, FRANK
Wyatt Earp
ABC-TV

— M —

MacCALLUM, WILLIAM
Football, Sammy Kaye
ABC

MacPHAIL, WILLIAM C.
CBS-TV

MANNO, CHARLES
Football, Sammy Kaye
ABC

MARSHALL, BILL
Whispering Streets, Firestone, Met Opera, Mystery Time
ABC

MARVEL, TED
Sunday News Special
CBS-TV

MARX, LLOYD
Amateur Hour
ABC-TV

MORRIS, ERNEST
The Vise
ABC-TV

— N —

NEILSON, JAMES
B. Oct. 1st, Shreveport, La. Playhouse 90, G.E. Theatre, Alfred Hitchcock Presents, CBS-TV; Ford Theatre, ABC-TV; Night Passage, Universal International

NELSON, HARRY
G. H. Combs, Don Dowd News, Les Griffith, Mostly Music
ABC

NELSON, OZZIE
Ozzie & Harriet
ABC-TV

— P —

PAUL, BYRON
Baseball Game of the Week, Football Roundup, Pro Football; CBS-TV

PEMBERTON, M.
Mel Allen
ABC

PIANO, TONY
Best Bands
ABC

POTTASCH, ALAN
WABC-TV

— Q —

QUINLAN, BOB
Baseball Game of the Week, Pro Football
CBS-TV

— R —

RICHARDSON, DON
Mama, U. S. Steel Hour, CBS-TV; The Thirteen Clocks, ABC-TV; A Sound of Hunting, Broadway Play

RITTER, DICK
Firestone, Met Opera, Imagination; ABC

RUDOLPH, OSCAR
The Lone Ranger
ABC-TV

— S —

SAMETH, JACK
Afternoon Film Festival
ABC-TV

SATENSTEIN, FRANK
Jackie Gleason Show, CBS-TV

SCHNEIDER, DICK N.
Wide Wide World, Emmy Awards, Academy Awards, Survival Street, NBC-TV; Salute to Eisenhower, Closed Circuit; Democrat & Republican Conventions, NBC

SCHUFFMAN, DAN
It's Polka Time
ABC-TV

SHOPE, ROGER
WABC-TV

SMIGHT, JACK
B. Mar. 9, Minneapolis, Minn.; Climax, CBS-TV; Alcoa-Goodyear Playhouse, Playwright's 56; Campbell's Star Stage, NBC-TV

SOMERVILLE, WARREN
When A Girl Marries, American Music Hall; ABC

STEDMAN, BILL
Martin Block, Scott Vincent Show; ABC

STEEN, CORT
B. July 14, 1918, Pittsburgh, Pa. Voice of Firestone, The Amazing Dunninger, ABC-TV.

— T —

TARNER, STAN
Arthur Van Horn Show, Wain-Baruch Show; ABC

TORMEY, BOB
Greatest Story, Imagination
ABC

TRENNER, BARON
Afternoon Film Festival
ABC-TV

— V —

VALENTA, LEONARD F.
The Big Story, NBC-TV

— W —

WALSH, JAMES
Circus Time
ABC-TV

WALTERS, VINCE
Walter Cronkite with the News
CBS-TV

WIEST, GEORGE
My True Story, American Music Hall; ABC

HOW TO APPLY FOR FCC LICENSE

Official FCC Procedure for AM, FM and TV Licenses

ANY qualified citizen, firm, or group may apply to the Federal Communications Commission for authority to construct a commercial standard (AM), frequency modulation (FM), or television (TV) broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, as amended, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would serve the public convenience, interest or necessity. The Communications Act also recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient, and equitable distribution of radio service.

The licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to Practice and Procedure," while station operation is covered by Part 3, "Rules Governing Radio Broadcast Services," and "Standards of Good Engineering Practice" for AM stations.

Following is a summary of the consecutive steps required in applying for authorization to build and operate a commercial broadcast station. The application procedure is substantially the same whether the facility sought is for AM, FM, or TV broadcast.

Selecting a Frequency

Standard (AM) broadcast stations operate on "local," "regional," or "clear" channels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts power cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night. There is no separate classification for AM operation by educational stations.

To determine whether an AM frequency is available for assignment in a particular area, it is necessary for the applicant to have a frequency search made by a competent engineer. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.

An applicant for a commercial FM station must specify a frequency available to the area to be served. The Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B stations (metropolitan and rural) throughout the United States. The demand for FM stations has not yet exceeded the supply of available frequencies. (The Noncommercial Educational FM Broadcast Service is a separate category with its own rules.)

An applicant for a new television station must request a channel assigned in the Table of Assignments to the community involved. However, a channel assigned to any community listed in the table can be requested for operation in any unlisted community within 15 miles of the listed community. Commercial TV stations are authorized for unlimited hours of operation and are of a single class with minimum power determined by the size of the principal city and maximum power dependent on antenna height and allocation zone. Channels are reserved for noncommercial educational TV operation.

Applying for a Construction Permit

Once a prospective licensee has decided upon the type of station he wishes to apply for, the next step is to make application for a construction permit. This

application must be in writing on a form supplied by the Commission (Form 301, "Application for Authority to Construct a New Broadcast Station or Make Changes in an Existing Broadcast Station," which covers AM, FM, and TV broadcast). This form requires information about the citizenship and character of the applicant, as well as his financial, technical, and other qualifications to construct and operate a station, plus details about the transmitting apparatus to be used, and the proposed new service. Triplicate copies are required, one of which must be executed under oath or affirmation.

Application Processing

Applications for new broadcast stations are twice reported by the Commission—when first tendered, and, again, when accepted for filing. Such an application is not acted upon until at least 30 days after public notice is given of its acceptance.

Applications are reviewed in their engineering, legal, and financial aspects by the Broadcast Bureau, which makes recommendations to the Commission.

Applications are, in general, processed in the order in which accepted for filing. There is a Temporary Processing Procedure for TV applications.

If, upon examination of an application, the Commission determines that there are no engineering conflicts, that the applicant is qualified, and that all other requirements are met, the application is granted without hearing and a construction permit is issued.

Any grant made by the Commission without a hearing is subject to protest within a period of 30 days, during which the protesting party may request a hearing. Within 15 days thereafter the Commission must determine whether the objection merits a hearing.

The law requires that, in general, final decision on noncontested applications be rendered within three months from the date of the original filing, and within six months from the conclusion of a hearing in those cases which go through a hearing.

Hearings

Where it appears that an application violates provisions of the Commission's rules and regulations; that interference would be caused to another AM or FM broadcast station; or that the minimum separation requirements for TV stations are not met; or if other serious questions of a technical, legal, or financial character are involved, a hearing usually is required before a final decision on the application can be made. Often a hearing is necessary because two or more applicants seek to use the same frequency or immediately adjacent frequencies with such a proximity of stations that excessive interference would result. In such instances, the Commission is compelled by law to accord a hearing to the competing applicants and to make a comparative judgment as to which, if either, should be granted.

If unable to grant an application, the Commission is required to notify the applicant and other known parties of interest as to the reason. The applicant usually is given 30 days in which to reply. After that, if the Commission is still unable to make a grant, a hearing is ordered.

In designating an application for hearing, the Commission gives public notice of the issues for the information of the applicant and other parties who may be concerned. The hearing notice generally allows the applicant a period of 60 days or more in which to prepare. Even after being designated for hearing, an applicant may sometimes find it possible to satisfy the issues by amending his application, especially if the apparent deficiencies are of an engineering nature.

Competing applications for the same facility are not considered if filed more than 10 days after public notice designating the prior application or applications for hearing.

Hearings are customarily conducted by an examiner. The hearing examiner has authority to administer oaths, ex-

amine witnesses and rule upon the admission of evidence.

Pre-hearing conferences are held both prior to and after an exchange of exhibits by the parties. The latter takes place at least 20 days in advance of the hearing date, the second pre-hearing conference is held at least 10 days before the hearing commences.

Within 20 days after the close of a record by the hearing examiner, each party and the Chief of the Broadcast Bureau of the Commission has the privilege of filing proposed findings of fact and conclusions in support of their contentions. After review of the evidence and statements, the hearing examiner issues an initial decision.

In the event he wishes to contest the initial decision, the applicant or any other interested party has 20 days from the date on which the initial decision was announced to file exceptions and to request oral argument before the Commission. In all cases heard by an examiner, the Commission will hear oral argument on request of either party. After oral argument, the Commission may adopt, modify, or reverse the hearing examiner's initial decision. Within 30 days thereafter, any party involved may petition for rehearing.

If no exceptions are filed, and the Commission does not initiate a review of the hearing examiner's initial decision, the latter becomes effective 40 days after the issuance of the initial decision, unless otherwise ordered by the Commission. Court appeals can be taken within 30 days following announcement of the commission decision.

Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of 6 months thereafter as the time for completion (or 8 months in all). Application to modify a broadcast construction authorization, or to make changes in an existing station, or to modify a license, is made on the same form (301) used in seeking initial construction authorization. If the permittee is unable to build his station within the time specified, he can apply for extension of time on Form 701 ("Application for Additional Time to Construct a Radio Station"), giving the reasons. Upon completion of construction the permittee can engage in equipment tests.

License

The final step is to apply for the actual license. All applicants for broadcast license are required to fill out Form 302 ("Application for New Broadcast Station License"). Applicants must show compliance with all terms, conditions, and obligations set forth in the original application and the construction permit. After applying for a license and receiving authority from the Commission, the holder of a construction permit can conduct program tests. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to public interest.

AM, FM and TV broadcast stations are licensed for the statutory limit of three years. Applications for renewal of license are made on Form 303, which is "Application for Renewal of Broadcast Station License."

If the holder of a construction permit or license desires to assign the same to someone else, he makes application on form 314 ("Application for Consent to Assignment of Radio Broadcast Station Construction Permit or License").

Should the permittee or the licensee wish to transfer corporate control, he applies on Form 315 ("Application for Consent to Transfer Control of Corporation Holding Radio Broadcast Station Construction Permit or License").

In certain cases a permittee or licensee can apply for a transfer of corporate control or an assignment of license by using form 316 ("Application for Assignment or Transfer—Short Form"). This form may only be used when the transfer or assignment is **pro forma** or technical in nature; i.e., where no substantial changes in interest occur.

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Radio-TV Set Sales Increase as Number of Outlets Grows

By
JAMES D. SECREST
Executive Vice President
Radio-Electronics-Television Manufacturers Association

THE radio-electronics-television industry continued to grow in 1956, but increasing competition in TV set-manufacturing sharply reduced the number of producers, though not the production.

A score of television receiver manufacturers dropped out of the running, though not of the industry in many instances; yet the year's net output fell only 5 percent or from 7.7 to 7.4 million units. Moreover, this decline was partially offset by the production of about 150,000 color TV sets with a value several times that of monochrome sets.

Home radios and portables continued to belie the prophecies of their decline in the face of TV competition and actually rose well above 1955 figures. Only auto sets declined in keeping with the lower car sales.

The output of all radios, except auto sets, increased about 15 percent in 1956 over 1955 with portables taking the lead by an increase in excess of 50 percent. Transistor-equipped portables were produced in quantity for the first year, numbering about 950,000. Auto sets declined about 25 percent due to the cutback in auto production.

One of the most significant developments in the television market in 1956 was the emergence of the portable TV receiver. While approximately 250,000 were made in 1955, the 1956 figure totalled about 1.8 million. In 1957 this production may be nearly doubled. One obvious result of this trend has been a decline in the average price of the television receiver and an over-all loss in revenue from TV set sales.

The outlook for 1957 is that close to 7 million black and white television receivers will be made and sold and that color TV set sales will total several hundred thousand.

Two segments of the industry has been benefiting from the growing number of television and radio sets in use—now about 42 million TV sets and 150 million radios—and seem likely to continue to make gains in 1957. These are the component manufacturer who sells replacement parts and the jobber and service technician who handle and use them in home set maintenance.

The sale of radio-TV replacement parts rose to $850 million in 1956 and is expected to rise another $100 million in 1957. Set servicing costs are estimated at close to $1 billion in 1956 and the total dollar value to manufacturers, jobbers, and service technicians at $2.4 billion.

The size of the electronic industry, measured in terms of production and sales, increased 15 percent and approached $5.9 billion at the factory level in 1956. When distribution, servicing, and broadcasting revenue are added, the industry's actual income amounts to nearly $12 billion. Another 10 percent in growth is expected in 1957, and industry statisticians predict the entire income of the electronics industry will reach $22 billion by 1966.

Military electronics in 1956 accounted for about $2.7 billion—up 10 percent from 1955—and constituted almost half of the industry's factory sales. All indications are that the rise in military electronics will continue in 1957 as total defense expenditures increase, and the electronics percentage rises as guided missiles threaten to replace many types of military aircraft.

Industrial electronics, especially in automation techniques employed by many non-electronic as well as electronic manufacturers, made forward strides in 1956 and appeared headed for continued expansion in 1957 and thereafter. Equipment sales were estimated at between $900 million and $1 billion in 1956.

One of RETMA's most important projects in 1956 was to co-sponsor a pilot educational television system in the public schools of Hagerstown, Maryland. The intrinsic value of academic television as a teaching tool has been proved and this project will help educators to perfect new techniques for using this new audio-visual medium. It also will enable our industry to design better equipment for school use.

More and more industries have found profitable new uses for closed-circuit television which can provide actual visual data from places where it is dangerous, uncomfortable or impossible for human beings to go. Declining prices have spurred sales; in 1956 the sales figure approached the $3 million level. Sales in 1957 are expected to more than double that figure.

A List of Important Radio, Television and FM

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PRODUCTS: TV recording cameras, kinephoto monitors, animation art equipment.

Adler Electronics, Inc.
1 Le Fevre Lane, New Rochelle, N. Y.
Phone: NEw Rochelle 6-1620
President .....Ben Adler
PRODUCTS: Manufacturers of low-power TV broadcast equipment: TV translators, antennas, UHF transmitters: automatic control equipment: Maximag components, magnetic amplifiers, Servo amplifier, motor controls and regulated power supplies.

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3800 W. Cortland St., Chicago 47, Ill.
Phone: Spaulding 2-0100
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PRODUCTS: Television receivers, television consoles and combinations, table radios, graphs, high fidelity phonographs.

Aero Electronics Co.
1512 N. Wells St., Chicago 10, Ill.
Phone: WHitemhall 3-0401
President.....B. S. Maximoff
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PRODUCTS: Custom built equipment, engineering services.
clock radios, portable radios, radio-phono-

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21 W. 45th St., N. Y. 36, N. Y.
Phone: JUdson 2-0522
Manager, TV Division.....T. Meyer
PRODUCTS—Slides, Telpos, balops, flipcards.

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103 W. Elizabeth Ave., Linden, N. J.
Phone: HUnter 6-1000
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Allied Radio Corp.
100 N. Western Ave., Chicago 80, Ill.
Phone: HAymarket 1-6800
Sls. Mgr., Indust., Bdcst. Div.....S. H. Levey
PRODUCTS: Distributors of radio, TV, and industrial electronics parts and equipment including broadcast station tubes, parts, and supplies.

Altec Lansing Corp.
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PRODUCTS: Speech input consoles and amplifiers, microphones, limiter amplifiers, monitoring loudspeakers, public address and sound reinforcement systems for studios, AM and FM.

American Electronics, Inc.
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9449 W. Jefferson Blvd., Culver City, Calif.
Phone: VErmont 9-7568
President.....Ray H. Cripps
General Manager.....Brian Jenkins
Chief Engineer.....Edward Kinney
PRODUCTS: Magnetic recording equipment.

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11754 Vose St., North Hollywood, Cal.
Phone: POplar 5-9041
President.....Fred W. Bailey
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Chief Engineer.....Harold W. Jury
PRODUCTS: Microwave relay systems, microwave antennas and components for all TV purposes including remote, STL & off-air pickups.

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Phone: Wells 1-6200
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PRODUCTS: Animation stands, compounds, punches, process cameras, and accessories.

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PRODUCTS: Radios: Table model, clock radio, portable AC-DC, FM radio, transistor radio.

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80 Jefferson St., Passaic, N. J.
Phone: PRospect 9-3900

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PRODUCTS: Rebuilders of CR tubes.

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500 Fifth Ave., New York 36, N. Y.
Phone: LA 4-3723-3724

President .....Maximilian Weil
Vice-President.....Geo. V. Sullivan
Purchasing Agent.....H. Lapp
PRODUCTS: Electronic-acoustical apparatus.

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444 Madison Ave., New York 22, N. Y.
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17 East 45th St., New York 17, N. Y.
Phone: OXford 7-0725
President .....Herbert Rosen
PRODUCTS: Transcription and electric playback machines, recording tape, tape playback machine.

Audio & Video Products Corp.
730 Fifth Ave., New York, N. Y.
Phone: PLaza 7-3091
Sales Manager.....Robert D. Winston
PRODUCTS: Sales and engineering representatives for magnetic tape and disc recording equipment as well as associated accessory items.

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6950 Romaine St., Hollywood, Cal.
Phone: HOllywood 2-0931
Vice-Pres. .....Walter Bach
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Automatic Radio Mfg. Co., Inc.
122 Brookline Ave., Boston, Mass.
Phone: COmmonwealth 6-1420
Sales Mgr.....E. L. Housman
PRODUCTS: Table radios, clock radios, portables, auto radios, tractor radios, Tom Thum, Tom Thumb Jr., Tomboy.

Avco Mfg. Corp.
See Crosley & Bendix Home Appliances

B & R Electronics Co.
1178 E. 180th St., N. Y. 60, N. Y.
Phone: SYcamore 2-3510
President .....I. Rothman
PRODUCTS: Radio receivers.

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Phone: WAtkins 4-2121
New Jersey Phone: MArket 4-5328
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7313 Santa Monica Blvd., Hollywood, Cal.
Phone: HOllywood 5-4161
President.....W. S. Tillisch
PRODUCTS: Leases and sells Bodde rear projection equipment.

E. J. Baughman Co.
1914 N. Cogswell Rd., El Monte, Calif.
Phone: GIlbert 4-7586
Owner.....E. J. Baughman
PRODUCTS: Microphone booms, hangers, studio lighting equipment.

Bausch & Lomb Optical Co.
635 St. Paul St., Rochester 2, N. Y.
Phone: LOcust 2-3000
N. Y. Phone: CIrcle 7-5400
Pres.....Carl S. Hallauer
V.P., Scientific Instrum't Sls..L. B. McKinley
PRODUCTS: Balopticon TV slide projection and motion picture camera lenses.

John F. Beasley Construction Co.
P. O. Box 1624, Muskogee, Okla.
Phone: MUrray 7-6381
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Vice-President.....Lothar E. Berg
Secretary-Treasurer.....Andrew B. Lytle
PRODUCTS: Steel erectors (radio-television towers and antennas).

Bell Television Inc.
552 W. 53rd St., N. Y. 19, N. Y.
Phone: JUdson 6-4350
President .....Martin Sugar
Service Manager.....James Bronis
PRODUCTS: Assembles remote receivers and manufactures solderless coaxial connectors.

Bell and Howell Company
7100 McCormick Blvd., Chicago 41, Ill.
Phone: AMbassador 2-1600
Manager.....George L. Oakley
PRODUCTS: Vidicon Projection Equip.

Benco Television Associates, Ltd.
278 Bridegland Ave., Toronto 10, Ont.
Phone: RUssell 1-6681
General Manager.....S. W. Wellum
PRODUCTS: Community antenna and distribution systems.

Bendix Aviation Corp. (Red Bank Div.)
Eatontown, N. J.
Phone: 3-2000
General Manager.....E. F. Kolar
Sales Manager.....N. P. Barney
PRODUCTS: CR and special purpose tubes.

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Television & Broadcast Receiver Div.
Baltimore 4, Md.
Phone: VAlley 3-2200
V.P., Gen. Mgr.....E. K. Foster
Baltimore 4, Md.

Bendix Television (Div. of Bendix Aviation Corp.)
Phone: VAlley 3-2200
V.P., Gen. Mgr.....E. K. Foster

Berlant Concertone
655 W. Washington Blvd., Los Angeles, Calif.
Phone: RIchmond 9-7671
Div. Mgr.....Brian Jenkins
PRODUCTS: Tape recorders.

Charles Beseler Co.
219 S. 18th St., East Orange, N. J.
Phone: BIgelow 8-7280
General Manager.....H. H. Myers
PRODUCTS: Projectors.

Blaw-Knox Equipment Div.
300 Sixth Ave., Pittsburgh, Pa.
Phone: STerling 1-2700
PRODUCTS: Self-support and guide towers.

Blonder-Tongue Laboratories, Inc.
526 North Ave., Westfield, N. J.
Phone: 2-7032
President.....Isaac S. Blonder
PRODUCTS: Community antenna systems.

Bodde Screen Co.
Bodde Projector Co.
11541 Bradley Ave., San Francisco, Calif.
Phone: EMpire 5-2551
President.....B. M. Bodde, Sr.
V.P., Gen. Mgr.....B. M. Bodde, Jr.
V.P., Treas., Sec'y.....T. W. Baldrick
V.P., Prod. Supt.....J. P. Summers
Products — Translucent Rear-Projection process screens for TV Studios; translucent screens for color TV; black translucent screens for projected TV; background projectors, single 2000 w. unit; dual 2000 w. unit; single, dual 5000 w. unit.

Burke & James, Inc.
321 S. Wabash Ave., Chicago, Ill.
Phone: HArrison 7-8393
President .....George Drucker
PRODUCTS: Photo equipment.

Calbest Electronics Co.
4801 Exposition Blvd., Los Angeles 16, Calif.
Phone: REpublic 1-7291
President .....I. Dubin
Dir. of Engineering.....Herbert Fremont
Chief Engineer.....Harold Parker
PRODUCTS: Manufactures TV and radio chassis, home radio intercom systems.

Califone Corp.
1041 N. Sycamore Ave., Hollywood 38, Calif.
Phone: HOllywood 2-2353
President.....Robert G. Metzner
Products: Portable transcription players, high fidelity magnetic tape recorders.

Calvideo Tube Corp.
5222 W. 104th St., Los Angeles, Calif.
Phone: ORegon 8-3995
President.....S. H. Newton
PRODUCTS: Tubes.

The Calvin Co.
1105 Truman Rd., Kansas City, Mo.
Phone: HArrison 1-1230
V.P., Gen. Mgr.....Larry Sherwood
PRODUCTS: Motion picture projection and sound equipment.

Camera Equipment Co., Inc.
315 W. 43rd St., New York 36, N. Y.
Phone: JUdson 6-1420
President.....Frank C. Zucker
Vice-President.....Burton H. Zucker
Sec'y.-Treas.....Margaret B. Zucker
General Mgr.....Eugene H. Levy
PRODUCTS: Motion picture & television camera accessories. Rental of motion picture cameras, film editing equipment, lighting and sound equipment. Mfrs. of balanced TV head tripod, professional Jr. friction head tripod and geared head, small gyro, metal and mini-pro tripods, adjustable collapsible triangle, 3 wheel portable collapsible dolly, spider dolly, micro relay pan & tilt head, cone lights. Repair service for all types of professional cameras, recorders, and film editing machines and light equipment. Special design work to customers specifications.

Canadian General Electric Co., Ltd.
Royce Works, 830 Landsdown Ave.,
Toronto 4, Ont.
Phone: LEnnox 4-6511
(Electronic Equipment & Tube Dept.)
V.P., Gen. Mgr.....R. M. Robinson
Mgr., Engineering.....H. S. Dawson
Mgr, Marketing.....W. D. Scholfield
Mgr., Product Service.....A. L. Hames
Adv. & Sales Prom.....M. D. Locke
PRODUCT: Station & studio electronic equipment, microwave equipment.

Canadian Marconi Co.
Box 1480, Station "O", St. Laurent, Que.
Phone: RI 8-7711
President.....S. M. Finlayson
V.P., Gen. Mgr.....J. J. Kingan
Mgr., Comm. Products Div...C. P. McNamara
Gen. Sls. Mgr., Comm. Pds. Div..A. Hammond
Sls. Mgr. Stand. Lines Sls. Dept..J. H. Martin
Superviso, Bcst., TV Sta. Equip...A. B. Clapp
PRODUCTS: AM transmitting, broadcast studio, and TV transmitting and studio equipment; transmitting receiving tubes for these units.

Cannon Electric Co.
3208 Humboldt St., Los Angeles 31, Calif.
Phone: CApitol 5-1251
President, Gen. Mgr.....R. J. Cannon
PRODUCTS: Audio and TV camera connectors.

Capehart-Farnsworth Co.
(Division of IT&T)
3702 E. Pontiac St., Ft. Wayne, Ind.
Phone: EAstbrook 7571
President.....L. G. Haggerty

Carrier Corporation

300 S. Geddes St., Syracuse 1, N. Y.
Phone: Syracuse .76-9911
385 Madison Ave., New York 17, N. Y.
Phone: PLaza 9-5000

Manager, Syracuse.....C. V. Fenn
Manager, New York.....H. Peacock

PRODUCTS: Air conditioning and refrigeration equipment for studios, including room air conditioners, packaged equipment from 2 to 20 h.p. and equipment for built-up systems to maximum studio.

CBS-Hytron

(A Div. of CBS Inc.)
100 Endicott St., Danvers, Mass.
Phone: Danvers 2360
Newark, N. J.: Market 3-5832

President.....Charles F. Stromeyer
Vice-Pres. .....Robert G. Marchisio
V.-P., Sales.....John Q. Adams
V.-P., Mfg.....Michael F. Callahan
Mgr., Receiving Tube Operations.....Joe C. Harmony
Mgr., Semiconductor Operations.....Dr. B. H. Alexander
Mgr., Marketing Admn....George W. Nevin
Equipment Sales Mgr.....L. H. Niemann
Mgr. Gov't Sales.....Fred H. Garceion
Controller.....Walter J. Hungerford
Credit Mgr.....Malcolm S. Jones
Advertising Mgr.....Harry G. Burnett
Dir. of Purchasing.....Edward R. Carroll
Dir. of Personnel.....Albert S. Nelson
Distributor Sales Mgr.....John H. Hauser
Export Div.....CBS International
Dir., Res. & Develop.....Dr. Russell R. Law
Dir., Gen. Engineering.....Edgar K. Wimpy

Plant Managers

Danvers.....Charles E. Coffin
Lowell .....Dr. B. H. Alexander
Salem.....Walter J. Foran
Newburyport Receiving Tube.....C. E. Butcher
Newburyport TV Tube....Lindsey R. Perry
Kalamazoo.....A. J. Harcher

PRODUCTS: Electron tubes and semiconductor products.

Century Lighting, Inc.

521 West 43rd St., New York 36, N. Y.
Phone: CH 4-7050

President .....Edward Kook
TV Labs.....Charles Shevlin

Branch Offices

1477 N.E. 129th St., N. Miami, Fla.
Branch Mgr.....George Gill
1820 Berkeley St., Santa Monica, Calif.

PRODUCTS: TV and photographic lighting equipment, lighting accessories, lighting controls and dummerboards C-I electronic lighting control, Port-O-Vox (wireless microphone).

Century Projector Corp.

729 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-7048

President.....H. E. Hammons
V.P., Gen. Mgr.....W. D. Hausler

PRODUCTS: 35mm. propectors and sound equipment.

Chatham Electronics

(Div. of Gera Corp.)
630 W. Mt. Pleasant Ave., Livingston, N. J.
Phone: 6-1100

President.....W. L. Meier

PRODUCTS: Special purpose electronic tubes.

Chromatic Television Laboratories

1501 Broadway, New York 36, N. Y.
Phone: BRyant 9-8700

Chairman .....Paul Raibourn
Vice-Presidents..A. Crawford Cooley, Robert Dressler, Morgan A. Gunst, Jr.
Sec'y.-Treas.....Arthur Israel, Jr.

PRODUCTS: Chromatron — single-gun color cathode ray tube.

Cinema Engineering Div. (Aerovex Corp.)

1100 Chestnut St., Burbank, Calif.
Phone: VIctoria 9-5511

General Manager.....James L. Fouch

PRODUCTS: Studio and motion picture sound equipment.

Cinematic Developments & Cinechrome Laboratory

2125 32nd Ave., San Francisco, Calif.
Phone: MOntrose 4-2435

President.....Arthur H. Hart

PRODUCTS: Design and development of special motion picture equipment.

Claremont Tube Corp.

36-02 35th Ave., Long Island City, N. Y.
Phone: RAvenswood 1-1206

President .....Louis Rubin

PRODUCTS: Tubes.

Colortronics, Inc.

3116½ Sunset Blvd., Los Angeles, Calif.
Phone: NOrmandy 3-9591

President .....Don Calabria

Collins Radio Co.

855 - 35th St., N. E., Cedar Rapids, Iowa
Phone: 30281

Best. Sls. Manager.....H. O. Olson
Central Reg. Sls. Mgr.....J. H. Hamilton

Branch Offices

1930 Hi-Line Dr., Dallas, Tex.
Reg. Sls. Mgr.....T. W. Sharpe
2700 W. Olive Ave., Burbank, Calif.
Reg. Sls. Mgr.....G. T. Tasto
1200 18th St., N. W., Washington, D. C.
Mgr.....R. P. Dutton
4711 N.W. 36th St., Miami Springs, Fla.
Sales Mgr.....L. O. Embree
261 Madison Ave., New York, N. Y.
Phone: MU 7-6740
Office Mgr.....C. W. Service

PRODUCTS: AM Broadcast transmitters, antenna phasing and tuning equipment, FM antennas, TV-STL microwave equipment, broadcast and recording studio speech equipment and accessories.

Community Engineering Corp.

Box 824, State College, Pa.
Phone: Adams 7-7221

Chairman.....John L. McLucas
President.....James R. Palmer
Vice-President.....Floyd B. Fischer

PRODUCTS: Community antenna systems and system rebuilding and modernizing service. Wide band sweep generators.

Conrac, Inc.

19217 E. Foothill Blvd., Glendora, Calif.
Phone: EDgewood 5-1241

President.....W. J .Moreland
Vice-Pres.....J. Grayson Jones
Plant Mgr.....R. M. Alston
Purchasing Agent.....E. P. Garvey
Credit Mgr.....T. H. Ford

PRODUCTS: Fleetwood TV receivers; Conrac Video Monitors, both color and monochrome; Off-the-air Tuner for rebroadcast applications.

Continental Electric Co.

715 Hamilton St., Geneva 2, Ill.
Phone: 4140

President.....E. A. Glaeser
Vice-President.....E. V. Trainor
Ass't. Sec'y.....Jayne E. DeVleshower

PRODUCTS: Electronic tubes, phototubes, lead sulfide cells, rectifiers and thyratrons, vacuum gauges, electronic printers.

Continental Electronics, Inc.

4212 S. Buckner Blvd., Dallas 27, Tex.
Phone: EVergreen 1137

President .....James Weldon

PRODUCTS: UHF transmitters.

Comprehensive Filmtreat, Inc.

421 W. 54th St., New York 19, N. Y.
Phone: CO 5-0372

President .....Michael Freedman
Vice-Pres.....Herbert R. Pilzer
Sec'y.-Treas. .....Jane Leni

PRODUCTS: Comprehensive filmtreat process: For second and subsequent runs on films in constant use; print life service; comprehensive film rejuvenation.

John A. Costelow Co., Inc.

121 Kansas Ave., Topeka, Kansas
Phone: 3-6598

President.....John A. Costelow
Vice-Pres., Treas.....K. A. Costelow

PRODUCTS: Distributes Lehigh towers, Andrew Co. antennae, co-axial line, Hughey & Phillips tower lighting equipment.

Crosley Radio & TV Div. Moffats Ltd.

Gibson & Wright Ave., Toronto 15, Ontario
Phone: CH 4-1171
N. Y. Phone: MUrray Hill 3-0202

Vice-Pres. & Gen. Mgr.....J. M. Reynolds
Works Manager.....A. J. Roper
Prods. Mgr., Purchasing Agent..H. G. Fisher
Chief Engineer.....R. W. Walker
Service Manager.....W. Whittal
Products Manager.....H. G. Fisher

PRODUCTS: Television, models including table, consoles and console phono-combinations. Radio, AM table models in wide color range, clock radios, AM-FM models, portable models, phono-combinations, and versatile radio-TV combination.

Crouse-Hinds Co.

1201 Wolf St., Syracuse 1, N. Y.
Phone: 74-1011

Asst. Mgr., Electronics.....H. M. Pattat
Mgr., Illumination.....J. S. Haney

11 Park Place, N. Y. 7, N. Y.
Phone: COrtlandt 7-0750

Manager.....A. F. Uhrlandt

PRODUCTS: Flashing beacons and aviation obstruction lights for marking radio and television towers in accordance with CAA and FCC requirements and specifications. Flashing switches and electronic controls for above.

C. R. T. Electronics Corp.

620 S. Columbus Ave., Mt. Vernon, N. Y.
Phone: 7-4724

President .....Stephen Weston
Vice-President .....William Genz

Cubic Corp.

5575 Kearny Villa Rd., San Diego 11, Calif.
Phone: BR 7-6780

President.....Walter J. Zable
Vice-President.....R. V. Werner

PRODUCTS: Microwave test equipment and components.

Dage Television Div. (Thompson Products, Inc.)

W. 10th St., Michigan City, Ind.
Phone: TRiangle 4-3251

General Manager.....J. L. Lahey
Gen. Sales Manager.....J. R. Howland
Broadcast Sales Mgr.....Neff Cox Jr.
Dir. Educ. TV.....Robert E. Green

PRODUCTS: Professional Vidicon television cameras and film chains for black and white or color, microwave equipment, switching equipment, complete low power TV stations.

Da-Lite Screen Co., Inc.

2711-23 N. Pulaski Rd., Chicago 39, Ill.
Phone: DIckens 2-9200

President.....C. C. Cooley
Vice-President.....H. E. Christwansen
Vice-President, Sales.....C. J. Cerney

PRODUCTS: Projection screens, accessories.

Daven Co.
530 W. Mt. Pleasant Ave., Livingston, N. J.
Phone: 6-4300
President .....Lewis Newman
General Manager.....E. L. Grayson
PRODUCTS: Test equipment, audio and RF attenuators, components, switches, precision resistors.

Datom Industries, Inc.
221 W. 17th St., New York, N. Y.
Phone: ALgonquin 5-0301
President .....Oscar Dolgin
PRODUCTS: Radio receivers.

Dearborn Glass Co.
6600 S. Harlem Ave., Bedford Park, Ill.
Phone: LUdlow 5-0900
President.....W. A. Williams
Executive Vice-President.....L. J. Paulick
PRODUCTS: Reflection free tube faces, flat and bent implosion plates.

DeLaval Separator Co.
Columbia St., Poughkeepsie, N. Y.
Phone: 4200
Chairman.....G. W. Smith
President.....C. B. Schmidt
Sales Vice-Pres.....W. A. Mcgill
PRODUCTS: Metal cones.

Delco Radio (Division of General Motors)
700 E. Firmin, Kokomo, Ind.
Phone: GLadstone 2-8211
Phone: 2-8211
General Manager.....B. W. Cooper
Sales Manager.....H. M. Stelzl
Manufacturing Mgr.....Dean Allsop
Materials Mgr.....R. O. Bassett
Chief Inspector.....J. M. Kessler
Defense Mgr.....K. T. Milne
Chief Engineer.....B. A. Schwarz
Comptroller.....R. L. Showalter
Public Rel. Mgr.....Hamlin Welling
Personnel Manager.....Walter M. Wilson
Purchasing Agent.....Roland Hill, Jr.
PRODUCTS: Automobile Radios, power transistors; defense equipment: Ground-to-air communication equipment and two-way radio communication equipment.

Detroit Steeplejack Co.
13739 Shady Lane, Monroe, Mich.
President.....Alva T. Elmes
PRODUCTS: Makes and erects towers.

Dewald Radio Mfg. Co.
35-15 37th Ave., Long Island City, N. Y.
Phone: STillwell 4-9334
President .....David Wald
Engineer .....Mark Glaser
Gen. Station Mgr.....Samuel Olchak
PRODUCTS: Radio receivers.

Diamond Power Specialty Co.
Lancaster, Ohio
Phone: 4830
Chairman.....W. P. Thomas
President.....W. J. Fitzhugh
General Sales Mgr.....L. B. Schueler
PRODUCTS: Industrial TV systems.

Dorne & Margolin, Inc.
30 Sylvester St., Westbury, N. Y.
Phone: EDdgewood 4-3200
President .....Arthur Dorne
Vice-Pres., Treas.....Joseph Margolin
PRODUCTS: Antenna research, development and production.

Gale Dorothea Mechanisms, Inc.
39-39 63rd St., Woodside, N. Y.
Phone: TWining 8-5500
President .....Gale Dorothea
Secy.-Treas. .....Ed Burnett
PRODUCTS: Projectors, dimmers, animation mechanisms, mechanical books.

Dresser-Ideco Company
875 Michigan Ave., Columbus 8, Ohio
Phone: AX 9-2123
President.....J. L. Pausch
PRODUCTS: AM, FM and TV Broadcast Antenna Towers.

Allen B. Du Mont Laboratories, Inc.
750 Bloomfield Ave., Clifton, N. J.
Phone: MUlberry 4-7400
for all divisions
Chairman.....Dr. Allen B. Du Mont
President .....David Schultz
V.P., Gen. Mgr., Gov't. & Research.....Thomas T. Goldsmith, Jr.
V.P., Controller.....Donovan Tyson
Gen. Counsel.....George Etkin
V.P., Technical Prod....Irving G. Rosenberg
Gen. Mgr., Quality Control.Nicholas DeFalco
Public. Rel. Mgr.....Benjamin Bowker
Dir. Industrial Relations.....Harry Housten
General Supt.....Bruce T. Du Mont
Engineering Dir.....R. D. Chipp

TV Receiver Division
35 Market St., East Paterson, N. J.
Manager.....F. P. Rice
Chief Engineer.....H. Pacini
Adv. Mgr.....J. Calvin Affleck
Service Mgr.....Peter Buttacavoli
Production Mgr.....Morris Spector
Purchasing Agent.....William Paton
Sales Mgr.....W. C. Scales

Government Manufacturing Division
35 Market St., East Paterson, N. J.
Manager.....Raymond C. Maude
Mfg. Operations Mgr.....W. J. McGinnity
Assistant Mgr.....P. F. Brown
Engineering Mgr.....S. S. Calafati
Manufacturing Mgr.....D. M. Christie

Technical Products Division
760 Bloomfield Ave., Clifton, N. J.
Asst. Gen. Mgr.....Peter Weil
Engineering Mgr..... A. J. Talamini, Jr.
Production Mgr.....Robert Svozil
Instrument Prod. Mgr.....Emil G. Nichols
Instrument Sls. Mgr.....M. G. Scheraga
Auto Test Equip. Sls. Mgr.....E. E. Ecklund

Mobile Oper. Dir.....F. M. Link
Transmitter Prod. Mgr.....K. Petersen
Purchasing Mgr.....C. Paul Martin

Cathode-Ray Tube Division
750 Bloomfield Ave., Clifton, N. J.
Manager.....Alfred Y. Bentley
TV Tube Sales Mgr.....R. G. Scott
Engineering Mgr.....K. Hoagland
Manufacturing Mgr.....William Carlin
Purchasing Manager.....A. R. Dutcher
Industrial Tube Sls. Mgr.....Roy Olerud

Research Laboratories
2 Main Ave., Passaic, N. J.
Circuit Research Director...R. T. Cavanagh
Tube Research Director.....S. J. Koch
Patents .....Donald Overocker

International Division
Phone: MUrray Hill 8-2600
515 Madison Ave., N. Y., N. Y.
Director.....Ernest A. Marx
Asst. Dir.....Robert I Gaines
European Rep. (Milan).....James Segre

West Coast Plant
11800 W. Olympia Blvd., Los Angeles 64, Cal.
Phone: GRanite 7-4271
Manager.....Ralph B. Austrian

Electronicam Division
152 W. 54th St., New York, N. Y.
Phone: JUdson 2-2590
Operations Mgr.....John Auld

PRODUCTS—TV receivers, high fidelity phonographs, table and clock radios, TV transmitting and studio equipment, industrial TV systems; mobile radio equipment, TV picture tubes and industrial cathode-ray tubes, cathode-ray instruments, electronic instruments, automation control systems, radar, loran, and government electronics.
loran, and government electronics; Electronicam Film Systems.

Dynamic Electronics-New York, Inc.

73-39 Woodhaven Blvd., Forest Hills, N. Y.
Phone: ILlinois 9-7000
President.....J. M. Winer
Exec. V.P.....S. Levy
Vice-Pres.....J. D. Winer
Treasurer .....Louis Fafarman
Sec'y. .....George Ginsburg
Chief Engineer.....P. Gale
Sales Manager.....David Cole
Cred Mgr.....S. Shure
Prod. Mgr.....Wm. Brenner
Tech. Services Engr.....Len Schwartz
Development Engr.....R. Baumel

PRODUCTS: Indoor antennas, TV FM & Hi-Fi Accessories, Hi-Pass TV & FM Filter, Tri-Set TV & FM Coupler, Video-Audio Signal Attenuator, Lo-Pass Line Filter, Hi-3 Speaker Selector, 3-Way Antenna selector, Chairside Remote Speaker, Gold-Dot series, Shielded & Insulated Connectors, Feed Thrus, Jumper Cords, Transistor Kits, Transistor Loop Antennas & Antenna Matching Balun Coils, Quadnaural speaker baffles & systems.

Eastman Kodak Co.

343 State St., Rochester 4, N. Y.
Phone: LOcust 2-6000
Mgr., Motion Picture Film Dept.
Donald E. Hyndman
342 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 7-7080
Mgr., East Coast Office.....E. M. Stifle
130 E. Randolph Dr., Chicago 1, Ill.
Phone: RAndolph 6-7476
Mgr., Midwest Office.....K. M. Mason
6706 Santa Monica Blvd., Hollywood 38, Calif.
Phone: HOllywood 9-3101
Mgr., West Coast Office.....Emery Huse

PRODUCTS: Motion picture film and equipment for TV use, recording cameras, camera lenses, television film projectors.

Eckstein Radio & Television Co.

2601 E. Franklin Ave., Minneapolis 6, Minn.
Phone: FEderal 9-7509
President.....E. A. Eckstein
Purchasing Agent.....D. M. Rader
Chief Engineer.....K. W. Pietenpol

PRODUCTS: Radio receivers.

Eitel-McCullough, Inc.

798 San Mateo Ave., San Bruno, Calif.
Phone: JUno 8-1212
N. Y. Phone: DElaware 3-2424
President.....W. W. Eitel
Exec. Vice-President.....J. A. McCullough
Vice Pres., Mfg.....G. F. Wunderlich
Vice Pres., Finance.....E. E. McClaran
Dir. of Marketing.....Frank Mansur
Dir. of Research.....J. S. McCullough

PRODUCTS: Eimac Electron, power transmitting tubes.

Electrical Tower Service, Inc.

325 S. Washington St., Peoria 2, Ill.
Phone: 3-9846
President.....Stanley Bernstein

PRODUCTS: Erection and maintenance of TV towers, microwave systems.

Electro-Voice, Inc.

Buchanan, Michigan
Phone: OXbow 5-6831
President.....A. R. Kahn
Executive Vice-President.....R. E. Siekman

PRODUCTS: Microphones and accessories, monitor and auditioning loudspeakers.

Electronics Research Laboratories Electronics Development Co., Inc.

3743 Cahuenga Blvd., N. Hollywood, Calif.
Phone: STanley 7-3223

PRODUCTS: Audiplex sound diplexing units, air to ground transmitters, design and development of special studio equipment, low power 200 watt TV transmitters.

Electronic Tube Corp.

1200 E. Mermaid Lane, Phila. 18, Pa.
Phone: Chestnut Hill 7-6800
Pres. & Treas.....Kenneth C. Meinken
Ass't Treas.....G. M. Lytell
Sls. Mgr., Ass't Sec'y.....R. F. Brunner
Purchasing Agent.....Albert Holmes

Secretary.....J. Harry LaBrum
Comptroller.....D. H. Brownell
PRODUCTS: Cathode Ray Receiving, Multi-gun and Special Purpose Cathode Ray Tubes; Multi-Channel Oscilloscopes; High gain DC Amplifiers, Special design AC and DC Amplifiers; Special design Signal Generators ;Electronic Engineering and Development.

Elizabeth Iron Works, Inc.

Box 360 Elizabeth, New Jersey
Phone: ELizabeth 4-2000
President .....Harry Diamond
PRODUCTS: Manufactures towers.

Emerson Radio & Phonograph Corp.

14h & Coles Sts., Jersey City 2, N. J.
Phone: SWarthmore 5-3500
President .....B. Abrams
Secretary-Treasurer.....M. Abrams
Exec. Vice-Pres.....Dorman D. Israel
V.P. Govt. Elec.....Morton P. Rome
V.P. Purchasing.....Harvey Tullo
V.P., Manufacturing.....Louis G. Pacent
V.P., Sales.....Hal Dietz
V.P., Controller.....Abraham Vogel
V.P., Marketing.....Lester Krugman
Dir., Comm. Eng.....Maurice Levy
Export Manager.....Joseph Kattan
Dir., Pub. Rel.....Michael Ames
Sales Prom. Manager.....Albert Leon
PRODUCTS: TV receivers, radios, phonographs, air conditioners & electronic equipment for Govt. Defense Pgms.

Emsco Manufacturing Co.

6811 S. Lemada St., Los Angeles, Calif.
Phone: LUdlow 7-5261
President .....W. T. Powell
PRODUCTS: Tower Sales.

Entron, Inc.

4902 Lawrence St., Bladensburg, Md.
Phone: APpleton 7-9585
President.....H. M. Diambra
V.P., Sales.....R. J. McGeehan
V.P., Production.....George G. Edlen
Dir., Technical Publications...B. J. Kienlen
Treas.....H. M. Kannee
Chief Engineer.....H. E. Blum
PRODUCTS: R. F. Distributions systems, closed circuit TV systems, industrial TV systems, R. F. Community TV Systems, Red Dot master antenna systems, closed circuit educational TV systems, coaxial cable taps, solderless coaxial cable connectors, R. F. frequency converters, wide and narow band amplifiers, regulated power supplies, R. F. matching transformers, R. F. Attenuators, R. F. mixers, VHF couplers, coaxial terminating resistors.

Espey Manufacturing Co., Inc.

200 W. 57th St., New York 19, N. Y.
Phone: CIrcle 6-1640
Manager .....Nathan Pinsley
Manager.....W. W. Jablon
PRODUCTS: Receivers, tuners, amplifiers, power supplies.

Esquire Radio Corp.

62-01 15th Ave., Brooklyn, N. Y.
Phone: BEnsonhurst 6-2755
President.....A. R. Lieberman
Vice President.....Jerrold A. Lieberman
Secretary.....E. W. Lieberman
Treasurer.....J. P. Lieberman
Sales Manager.....Herman Marsen
Sales Engineer.....Ted Block
Chief Engineer.....Seymour Lobel
Production Mgr.....Anthony Umina
Purchasing Agent.....David Parker
Controller .....Ted Eilenberg
PRODUCTS: Manufacturers of radios, phonographs and Hi-Fi combinations.

Fairchild Recording Equipment Corp.

10-40 45th Ave., Long Island City
Phone: STillwell 4-6163
President.....Sherman M. Fairchild
Exec. Vice-Pres.....Ruben E. Carlson
Sales Mgr.....R. G. Bach
PRODUCTS: Professional magnetic tape, disc recording and playback equipment including pickup cartridges, professional arms, cutters, amplifiers, equalizers, power amplifiers, preamplifiers, complete recording and playback installations.

Farnsworth Electronics Co. (Div. of IT & T)

3700 E. Pontiac St., Fort Wayne, Ind.
Phone: EAstbrook 7571
President.....H. L. Hull
Vice-President .....Philo Farnsworth
PRODUCTS: Farnsworth industrial TV systems.

Federal Telecommunications Laboratories (Div. of IT & T)

500 Washington Ave., Nutley 10, N. J.
Phone: NUtley 2-3600
President.....Henri G. Busignies
Vice-President.....A. G. Clavier
Vice-President.....P. C. Sandretto
V.P., Secy.-Treas.....D. M. Day
PRODUCTS: Studio & microwave equipment.

Federal Telephone and Radio Co.

A Division of IT&T Corp.
100 Kingsland Road. Clifton, New Jersey
Phone: NUtley 2-3600
President.....Admiral John E. Gingrich
V.P., Apparatus Div.....T. M. Douglas
V.P., Comptroller.....G. Banino
V.P., Components Div....Frank M. Biles, Jr.
Director, Indust. Rel.....R. E. Chasen
Secretary & Counsel.....W. B. Levet
Treasurer.....W. E. Ogilvie, Jr.
Advertising Mgr.....Crump Smith
Apparatus Division
Mgr. Purchasing Dept...Charles G. Sherwood
Sls. Mgr., Aviation Prod.....Ralph Lehman
Commercial Sales Mgr.....H. E. Taylor, Jr.
Sls. Mgr., Mobile Radio.....H. R. White

PRODUCTS: Radio and Television broadcast equipment, transmitting and rectifying tubes, microwave radio relay links and carrier systems, HF cable, radar, miniature and standard rectifier stacks, battery chargers and power supplies, measuring equipment, transformers, diodes, TV lead-in, community TV cable, geranium power rectifiers.

Fish-Schurman Corp.

70 Portman Rd., New Rochelle, N. Y.
Phone: NE 6-1300
President .....Murray Yawitz
Treasurer.....M. F. Hertel
PRODUCTS: Dichroic mirrors and beam splitters for color TV, lenses, prisms, glass slides for transparencies, 3 light & single light additive color motion picture printing heads.

Fisher Radio Corp.

21-21 44th Drive, Long Island City, N. Y.
Phone: EXeter 2-2500
President.....Avery R. Fisher
Vice-Pres....George P. Maerkle, Ben Arons
Director of Sales.....J. J. Park
PRODUCTS: Hi-Fi Radio, Phonographs.

Flett Laboratory

3711 Marshal Rd., Drexel Hill, Pa.
Phone: CLearbrook 9-4500
Director.....W. J. Flett
PRODUCTS: Manufacturers Title-Master news type and optical slide projector, film camera bench, cameras for training and special purpose.

Foto-Video Laboratories

25 Amity St., Little Falls, N. J.
Phone: 4-2557
President.....A. J. Baracket
PRODUCTS: TV test equipment, cameras, video amplifiers, sync. generators, keyed video generators.

Jack A. Frost

234 Piquette Ave., Detroit 2, Mich.
Phone: TRinity 3-8030
Owner.....Jack A. Frost
Asst. Gen. Mgr.....E. A. Taube
PRODUCTS: Rental equipment for motion picture, theatrical, studio and TV lighting equipment and accessories.

Gabriel Electronics Div. (The Gabriel Co.)

135 Crescent Rd., Needham Heights 94, Mass.
Phone: NEedham 3-0005
General Manager.....C. W. Coleman
PRODUCTS: Microwave relay antennas, passive reflectors, parabolic reflectors, mobile communications antennae.

Gates Radio Co.

123 Hampshire St., Quincy, Ill.
Phone: BAldwin 2-8202
N. Y. Phone: MUrray Hill 7-7971
President.....P. S. Gates
Vice-President.....L. I. McEwen
Secretary.....A. S. Petzoldt
Sales Manager.....L. J. Cervone
Dir. of Engr.....N. L. Jochem
Works Manager.....Howard Young
Purchasing Agent.....John Bowers
Branch Offices
13th & E St., N. W., Washington 4, D. C.
Phone: MEtropolitan 8-0522
2700 Polk Ave., Houston, Tex.
Phone: CApitol 8-8536
7501 Sunset Blvd., Los Angeles 46, Calif.
Phone: HOllywood 2-6351
1133 Spring St., N. W., Atlanta, Ga.
Phone: TRinity 6-0369
PRODUCTS: Radio broadcast transmitters AM; radio broadcast transmitters FM; TV broadcast transmitters UHF and VHF; speech input equipment for radio and video; transcription turn tables; recording equipment; communications transmitters (high frequency); communications transmitters (very high frequency); airway communications equipment; homing beacon equipment; directional phasing equipment; antenna coupling equipment; transmission line equipment; portable remote amplifiers; rack cabinets (relay); cabinets (transmitter); master control systems.

General Communications

Box 169, Fort Atkinson, Wisc.
Phone: JOrdan 3-5547
President.....E. D. Petersen
Secy.-Treas.....O. O. Bell
PRODUCTS: Monitors, power supplies, camera, program and dial monitor switching systems.

General Electric Co.

Electronics Park, Syracuse, N. Y.
Phone: 76-4411
N. Y. Phone: PLaza 1-1311
Appliance and TV Receiver Division
Appliance Park, Louisville, Ky.
Phone: GLendale 4-7511
Vice-Pres., Gen. Mgr.....C. K. Rieger
TV Receiver Dept.
Electronics Park, Syracuse, N. Y.
General Manager.....Herbert Riegelman
Manager Marketing.....Jack S. Beldon
TV Sales Manager.....Joseph F. Effinger
Sales Mgr., Special Products..T. J. Nicholson
Mgr., Adv. & Special Prom.....S. Jay Eby
PRODUCTS: TV Receivers—monochrome & color; Hi-Fi components, phono accessories, TV cabinets, bases & tables.
ELECTRONIC COMPONENTS DIVISION
General Electric Co., Owensboro, Ky.
Phone: MUrray 3-2401
Gen. Mgr.....L. Berkley Davis
Receiving Tube Dept.
General Electric Co., Owensboro, Ky.
Phone: MUrray 3-2401
Acting Gen. Mgr.....L. B. Davis
Power Tube Dept.
Bldg. 267, General Electric Co.,
Schenectady 5, N. Y.
General Mgr.....R. O. Bullard
Phone: FRanklin 4-2211

Cathode Ray Tube Dept.
Bldg. 6, Electronics Park,
General Electric Co., Syracuse, N. Y.
Phone: Syracuse 76-4411, Ext. 2224
Exec.-in charge.....H. F. DeLong

Semi-Conductor Products Dept.
Bldg. 7, Electronic Park,
General Electric Co., Syracuse, N. Y.
Phone: Syracuse 76-4411, Ext. 2412
General Manager.....H. Brainard Fancher

Specialty Electronic Components Dept.
General Electric Co., W. Genesee St.,
Auburn, N. Y.
Phone: AUburn 3-7321
General Manager.....Edward L. Hulse

Electronic Components Sls. Operations
General Electric Co., Owensboro, Ky.
Phone: MUrray 3-2401
Acting Gen. Mgr.....L. Berkley Davis

Tube Sales Operation
Bldg. 267, General Electric Co.,
Schenectady 5, N. Y.
Phone: FRanklin 4-2211
Manager.....G. L. Roark

Specialty Electronic Components Dept.
W. Genessee St., Auburn, N. Y.
Phone: 3-7321
Gen. Mgr.....E. L. Hulse
Mgr.-Marketing.....E. A. Malling
Mgr.-Engineering.....R. J. Biele
Mgr.-Mfg.....R. W. Trickey
Mgr., Finance.....H. M. Rumbaugh
Mgr., Employee & Plant Community Rel.
J. M. Simpson

Light Military Electronic Equipment Dept.
French Rd., Utica, N. Y.
Phone: 5-3311
Gen. Mgr.....H. F. Konig
Mgr.-Marketing.....C. D. Brown
Mgr.-Engineering.....M. R. Johnson
Mgr.-Mfg.....H. E. Rice
Mgr.-Finance.....J. A. Cadwallader
Mgr.-Employee & Plant Community Rel.
G. T. Garber

General Instrument Corp.

65 Gouverneur St., Newark, N. J.
Phone: HUmboldt 5-2100
Sales Manager.....Jack McDonough

PRODUCTS: TV tuners, UHF and VHF, UHF converters, variable condensers, auto radio tuners.

General Precision Laboratory, Inc.

63 Bedford Rd., Pleasantville, N. Y.
Phone: ROgers 9-5000
President.....H. G. Place
Exec. V.P., Technical Dir'y.....R. L. Gaman
Exec. V.P., Gen. Mgr.....J. W. Murray
Vice Pres.....Blair Foulds
Sales Manager.....N. M. Marshall

PRODUCTS: UHF transmitters, sudio and portable TV equipment; television projection systems; industrial and institutional closed-circuit television systems.

General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass.
Phone: TRowbridge 6-4400
N. Y. Phone: WOrth 4-2722
Chairman of Board.....H. B. Richmond
President.....C. C. Carey
Vice-Pres. for Sales.....A. E. Thiessen
Sales Manager.....M. T. Smith
Export Manager.....S. W. DeBlois
V.P., Engr.....D. B. Sinclair
Publicity Manager.....C. E. Worthen
Service Manager.....H. H. Dawes

PRODUCTS: AM, FM and TV frequency and modulation monitors, distortion and noise meters, audio test oscillators, transmitter test equipment.

Glasscraft Co.

4755 Telegraph Rd., Los Angeles, Calif.
Phone: ANgelus 9-7249
Pres.....R. H. Seaman
Gen. Mgr.....H. A. Hutchins
Factory Supt.....J. Voorhees

PRODUCTS: TV picture tubes, glass factory equip., strain gauges.

Granco Products, Inc.

36-07 20th Ave., Long Island City 5, N. Y.
Phone: RAvenswood 1-0400
President.....Henry Fogel
General Manager.....Seymour Napolin

PRODUCTS: AM-FM radios, radio-phonograph combination.

Grand Iron Works, Inc.

525 Tiffany St., New York 59, N. Y.
Phone: DAyton 8-2600
President.....B. E. Alpern

PRODUCTS: Manufactures and erects towers.

Gray Research & Development Co.

658 Hilliard St., Manchester, Conn.
Phone: MItchell 9-4506
Pres., Treas.....W. E. Ditmars

PRODUCTS: Telops, telojectors, multiplexers, camera turrets, vertical titler units, video devices, audio devices, high fiedelity systems and components.

Graybar Electric Company, Inc.

420 Lexington Ave., New York 17, N. Y.
Phone: LE 2-4000
Gen. Comm. Sales Mgr.....J. W. La Marque

PRODUCTS: Amplifiers, antenna equipment, attenuators, cabinets, consoles, loudspeakers and accessories, monitors, recorders and accessories, speech input equipment, test equipment, towers, tower lighting equipment, transmission line and accessories, transmitters, broadcast, tubes, turntables, reproducers and accessories, wiring supplies and devices. All TV broadcasting equipment.

Grossman Radio and Electric Co.

81 Spring St., New York, N. Y.
Phone: WOrth 6-0790

Partners.....Hyman, Benjamin, Mortimer Grossman

PRODUCTS: Radio, Phonograph Kits.

Guild Radio & TV Co.

460 N. Eucalyptus Ave., Inglewood, Calif.
Phone: ORegon 8-7771
N. Y. Phone: LExington 2-5055

Sales & Exec. Head.....Lou Dolgin
Production Chief.....Jack E. Ackerman
Chief Engineer.....Herbert Fremont

PRODUCTS: Country Belle, Country Belle Music Maid & Spice Chest Radios, Grafanola Radio-High-Fidelity Combination TV Receivers.

Hallicrafters Co. (Subsidiary of Penn-Texas Corp.)

4401 W. Fifth Ave., Chicago 24, Ill.
Phone: VAn Buren 6-6300

Chairman, President.....W. J. Halligan
Vice-President, Sales.....W. J. Halligan, Jr.
Marketing Director, TV and Radio.....M. D. Kelly

Distributing Branch
Hallicrafters-Milwaukee Inc.
2976 N. 3rd St., Milwaukee, Wisc.

PRODUCTS: TV receivers, components, radio communication receivers.

Hallamore Electronics Co. (Div. of The Siegler Corp.)

Pres., Siegler Corp.....John G. Brooks
Pres., Hallamore Electronics Lloyd G. Hallamore
Vice Pres., Sec'y.....Robert Purcell
General Mgr.....A. Henry Casey
Asst. Gen. Mgr.....B. K. Brooks

PRODUCTS: Closed-circuit TV industrial systems, and electronic communication systems.

J. M. Hamilton & Co.

Box 2432, Gastonia N. C.
Phone: UNiversity 4-2115

PRODUCTS: Tower erection and maintenance.

The Hammarlund Mfg. Co., Inc.

460 West 34th St., New York 1, N. Y.
Phone: LOngacre 5-1300

President.....Lloyd A. Hammarlund
Treasurer.....Joseph Lush
Sec. & Comptroller.....Edward A. Wittmer
Production Mgr.....Hugh A. McCloskey
Gen. Sales Manager.....F. F. Sylvester
Dir. of Engineering.....R. M. Daugherty
Advertising & Promotion Manager.....Lescarbour Agency
Personnel Director.....George Froehlich
Purchasing Manager.....William Griffin

PRODUCTS: Communication receivers and accessories, standard and special variable capacitators, remote supervisory controls, diversity receivers.

Hancock Electronics Corp.

2553 Middlefield Rd., Redwood City, Cal.
Phone: EMerson 6-8468

President.....Warren D. Hancock
Exes. V.P.....Homer T. Craig
V.P., Tech. Ops.....A. R. Ogilvie

PRODUCTS: Closed-circuit systems & equipment

Harwald Co., Inc.

1216 Chicago Ave., Evanston, Ill.
Phone: DAvis 8-7070

President.....Robert Grunwald

PRODUCTS: Automatic slide projector, Inspect-o-Film automatic film inspecting machine.

Harwood Manufacturing Co.

466 W. Superior St., Chicago 10, Ill.
Phone: WHitehall 3-0465

President.....Sidney Swislow
Vice-President, Gen. Mgr.....J. P. Kennedy

PRODUCTS: Photographic and electronic lighting equipment, sheet metal fabricating, spun metal reflectors, portable lighting bars.

Herold Radio & Electronics Corp.

12 Anderson Ave., Mt. Vernon, N. Y.
Phone: MOunt Vernon 4-1500

President.....Gerald Herold

PRODUCTS: Radio receivers.

Hewlett-Packard Co.

275 Page Mill Rd., Palo Alto, Calif.
Phone: DAvenport 5-4451

President.....David Packard
Vice-President.....William R. Hewlett

PRODUCTS: TV & FM monitors and test equipment.

Hinners-Galanek Radio Corp.

25-14 Broadway, Long Island City 6, N. Y.
Phone: RAvenswood 8-7250

President, Sls. Mgr.....Frank Hinners
V.P., Treas.....Leo J. Galanek
Chief Engineer.....Daniel P. Brand
Chief Mechanical Eng....Irving R. Balinkoff
Purchasing.....Mildred Towey
General Manager.....Jerry Di Mucci
Credit Manager.....Grace V. Ramey

PRODUCTS: Cavalier brand, also private brand radios for Western Auto Supply Co.

Hoffman Electronics Corp.

3761 S. Hill St., Los Angeles, Calif.
Phone: RIchmond 7-9661

President.....H. Leslie Hoffman
Vice-Pres., Treas.....C. E. Underwood
Secretary.....H. S. Hazeltine
Administrative Asst.....Marvin Whitney
V.P. Sales.....J. E. Herbert
V.P., Engineering.....I. J. Kaar
Vice President.....M. E. Paradise
Adv. Dir.....E. A. Tischler
Industrial Rel. Dir.....P. S. Kempf
Mgr. Patent Dept.....B. L. Birchard

Radio Division

Gen. Sls. Mgr.....P. E. Bryant
Asst. Sls. Mgr.....D. D Spence
Advt Mgr.....W. Baldwin
Sls. Prom. Mgr.....D. Van Winkle
Dir. of Eng. & Mfg.....J. Stevens
Dir. of Purchasing.....R. W. Westerfield
Dir. of Engineering.....C. A. Nichols
Quality Control Dir.....H. Roemer

Laboratories Division

President.....J. B. Moss
Vice Pres.....H. C. Briggs
Vice-Pres., Dir. of Mfg.....G. M. Hafner
Vice-Pres., Eng. Dir..Carlton Wasmansdorff
Director of Purchasing.....R. A. Gingrich
West Coast Sls. Mgr.....J. W. Marshall
Advertising Director.....Deane Aylesworth

PRODUCTS: TV & radio receivers, hi-fi phonographs, military electronic equipment.

Holt Electronic Manufacturers

105 E. Spruce St., Mahanoy City, Pa.
Phone: 1228

Owner .....Marion Holt
Manager.....Martin F. Kerrigan

PRODUCTS: AGC controlled single channel amplifiers, line amplifiers, community systems.

Houston-Fearless Division (Color Corp. of America)

11801 W. Olympic Blvd., Los Angeles, Calif.
Phone: BRadshaw 2-4331

President.....R. C. Wilcox
Secy.-Treas.....B. B. Smith
Sales Vice-President.....K. B. Elliott

PRODUCTS: Motion picture processing machines, and associated TV studio equipment.

Huggins Laboratories, Inc.

711 Hamilton Ave., Menlo Park, Calif.
Phone: DAvenport 3-0013

President.....Richard A. Huggins
Chief Engineer.....Lester Roberts

PRODUCTS: Manufacturer and developer of traveling wave tubes, backward wave oscillators and associated solenoids.

Hughey & Phillips, Inc.

3300 N. San Fernando Blvd., Burbank, Calif.
Phone: VIctoria 9-1104

V.P., Gen'l Mgr.....J. H. Ganzenhuber

PRODUCTS: Tower lighting equipment, beacons, obstruction lights, flashers, photoelectric controls, microwave tower control and alarm units, lamp failure indicators and complete tower lighting kits, 300 mm code beacons, sleet-melter circuits.

Hycon Mfg. Co.

190 E. Colorado St., Pasadena, Calif.
Phone: RYan 1-0691

President.....Alden E. Acker
Vice-Pres., Gen. Mgr.....W. O. Wetmore
Mgr., Commercial Sales.....John Thompson

PRODUCTS: Microwave systems and components, TV service equipment.

Industrial Television, Inc.

369 Lexington Ave., Clifton, N. J.
Phone: GRegory 3-0900

President.....Horace Atwood, Jr.
Vice-President.....Louis M. Rehak

PRODUCTS: Monochrome and color monitors, field strength meters.

Industrial Tubes, Inc.

Geneva, Ill.
Phone: 806

President.....J. H. Hutchings

PRODUCTS: Thyratrons, rectifiers, and special electronic tubes for industrial use.

Insuline Corp. of America

186 Granite St., Manchester, N. H.
Phone: NA 5-8511
N. Y. Phone: WOrth 2-7972

President.....M. S. Spector
Ex. Vice Pres.....W. J. Schoenberger
Secretary.....B. L. Cahn
Treasurer .....J. Hertz
V.P., Gen. Sls. Mgr.....B. L. Cahn
Asst. Adv. Mgr.....K. Collings
Production Supervisor.....I. H. Kellman
Industrial Sls. Mgr.....I. Romm
Purchasing Agent.....H. Weston

PRODUCTS: Adapters, phone pick-up; aligning tools; amplifier chassis; angles and brackets antenna, auto radio, antenna connectors; antenna kits; antennas, home mast; antennas, FM & television; auto radio noise suppressors.

International Closed Circuit Television, Inc.

9756 Wilshire Blvd., Beverly Hills, Cal.
Phone: CRestview 4-5968

President .....Carl Leserman
Vice President.....William H. Husted
Secy.-Treas.....William R. Burlingham

PRODUCTS: Constructs closed-circuit systems.

International Research Associates (Division of Iresco, Inc.)

2221 Warwick Ave., Santa Monica, Calif.
Phone: TExas 0-4415

President.....L. E. Brown

PRODUCTS: TV monitors, receivers, video sync equipment.

International Telemeter Corp. (Subsidiary of Paramount Pictures, Inc.)

2000 Stoner Ave., Los Angeles, Calif.
Phone: GRanite 8-7751

Chairman .....Paul Raibourn
Vice-President.....L. A. Novins, P. MacNamara, C. I. Lappen

PRODUCTS: Ampli-vision community antenna equipment, pay TV systems.

Inter-State Communications Co.

845 Chicago Ave., Evanston, Ill.
Phone: DAvis 8-4800

General Manager.....Warren B. Cozzens
Sales Mgr.....Michael J. Cudahy
PRODUCTS: Microwave relay equipment & systems.

Jackson Electrical Instrument Co.
18 S. Patterson Blvd., Dayton 2, O.
Phone: MIchigan 0367
President, Treas.....Paul F. Jackson
Vice-Pres., Sls. Mgr.....J. M. Fulkerson
Purchasing Agent.....E. W. De Laet
Credit Manager.....J. E. Beery
PRODUCTS: Electronic test equipment.

Dr. Henry Jasik
298 Shames Drive
Brush Hollow Industrial Park, Westbury
Phone: EDgewood 3-4010
PRODUCTS: Antennae and allied components for community systems.

Jenfred, Inc.
36 W. 57th St., New York, N. Y.
Phone: CIrcle 7-1429
President.....C. M. Frederick
Secy.-Treas. .....Grace Frederick
PRODUCTS: Stock pictures, black & white, color, for background, establishing shots and transition shots.

Jensen Manufacturing Co.
6601 S. Laramie Ave., Chicago 38, Ill.
Phone: POrtsmouth 7-7600
President.....Thos. A. White
Vice-Pres.....Ralph P. Glover
Cls. Mgr., Distributor.....Louis W. Selsor
Sales Mgr. Industrial.....Horace L. White
PRODUCTS: Multiple Channel reproducers and loudspeaker units for high fidelity monitoring purposes. Extended range and general purpose loud speakers for sound distribution monitoring, cueing, intercom., PA and other applications.

Jerrold Electronics Corp.
23rd and Chestnut Sts., Philadelphia, Pa.
Phone: LOcust 4-0707
N. Y. Phone: SYcamore 2-3700
President .....Milton Shapp
Vice Presidents.....Donald Kirk, Jr., Henry J. Arbeiter, Caywood Cooley
Assts. to the Pres.....Zalmon H. Garfield, Max H. Kraus
Sales Manager.....Fred Lieberman
Promotion Manager.....Daniel Aaron
PRODUCTS: CATV Systems, RF field strength meters, closed circuit TV distribution systems, preamplifiers and accessories.

Johns-Manville
22 East 40th St., New York 16, N. Y.
Phone: LExington 2-7600
Acoustical Materials Mgr....P. J. Washburn
PRODUCTS: Sound control materials for broadcasting and recording studios.

E. F. Johnson Co.
Waseca, Minn.
Phone: 990
General Manager.....E. F. Johnson
General Sales Mgr.....E. T. Herbig Jr.
Broadcast Sales Mgr.....M. W. Will
PRODUCTS: Antenna insulators, RF contactors, isolation inductors, inductors.

Kay Electric Co.
14 Maple Ave., Pine Brook, N. J.
Partner.....Hary R. Foster
Partner, Chief Eng.....Elmo E. Crump
Sales Manager.....John Gilmore
PRODUCTS: Broadcast test equipment.

Kay Lab, Inc.
5725 Kearney Villa Rd., San Diego 12, Calif.
Phone: BRowning 7-6700
President.....LaMotte T. Cohu
Vice-President.....R. T. Silberman
PRODUCTS: Camera chains, remote control systems, monitors, equipment for station use.

Kent Television, Inc.
505 Driggs Ave., Brooklyn, N. Y.
Phone: EVergreen 8-2272
General Manager.....Jack Mendelsohn
Sales Manager.....Benjamin Wax

Kimble Glass Co. (Subsidiary of Owens-Illinois Glass Co.)
Owens-Illinois Bldg., Toledo 1, Ohio
Phone: CHerry 2-6543
Montclair, N. J. Phone: PIlgrim 6-3852
President.....R. H. Mulford
V.P., Gen. Mgr.....J. P. Kearney
V.P., Chief Engr.....F. D. Pinotti
Plant Mgr., TV Plant (Columbus) .....C. E. Reed, Jr.
Sls. Mgr., Electronic Prods. Div..J. P. Gleason
Mgr. New Products, Electronic Prods. Div.....G. P. Molloy
PRODUCTS: TV bulbs.

Kimco Sales, Inc.
342 W. 40th St., New York 36, N. Y.
Phone: OXford 5-3782
Executive-in-charge .....John Newton
PRODUCTS: Representative for Kline iron and steel.

Kline Iron & Metal Co.
Box 1013, Columbus, S. C.
Phone: 4-0301
PRODUCTS: Manufactures and erects towers.

Kliegl Bros., Inc.
321 W. 50th St., New York, N. Y.
Phone: COlumbus 5-0130
Vice President.....Herbert A. Kliegl
TV Sales Mgr.....Herbert R. More
Sales Engrs.....Russell A. Rueger, Samuel V. Keyian, Alfred W. Boylen
Mgr. Educ. TV.....Joel Rubin

PRODUCTS: TV studio lighting equipment: spotlights, scoops, pattern and slide projectors; lighting distribution system including connector strips, ceiling and wall outlet boxes, multi-conductor cable; studio lighting control centers including the Rotolector and SAF-PATCH automatically non-arching cross-connecting boards, dimmer consoles with either transformer, electronic or magnetic amplifier dimmers, preset boards from 2 to 10 scenes as well as preset Memory Boards.

Kollmorgen Optical Corp.

347 King St., Northampton, Mass.
Phone: JUstice 4-0280
President.....E. O. Kollmorgen
Vice-President.....John L. Maulbetsch
Sales Manager.....William C. O'Donnell
PRODUCTS: Motion picture equipment, TV projection lenses and mirrors.

Kriss Electronics Corp.

191 Oraton St., Newark, N. J.
Phone: HU 4-3137
President.....Charles J. Kriss
Prod. Mgr.....Emanuel Jasuik
PRODUCTS: TV tubes, cathode ray tubes.

Kuthe Laboratories, Inc. (IT&T Associate)

730 S. 13th St., Newark, N. J.
Phone: BIgelow 2-6000
Chairman.....S. J. Powers
President.....W. P. Maginnis
PRODUCTS: Hydrogen thyratrons.

Ladue Supply, Inc.

8870 Ladue Rd., St. Louis 24, Mo.
Phone: PArkview 5-6490
President.....W. E. Ball
Vice-President.....J. C. Coonrod
PRODUCTS: Cemsteel package TV and radio stations.

Lambda-Pacific Engineering, Inc.

14725 Arminta St., Van Nuys, Calif.
Phone: STate 6-1801
President.....L. W. Mallach
Vice Pres.....Challen McCune, Jr.
PRODUCTS: TV boosters, cable assemblies, microwave equipment.

Langevin Manufacturing Corp.

47-37 Austell Place, Long Island City 1, N. Y.
Phone: RAvenswood 9-1850
President.....F. H. Rohrig
PRODUCTS: Audio and electronic equipment.

Lansdale Tube Co. (Div. of Philco Corp.)

Lansdale, Pa.
Phone: 4681
Vice-Pres., Gen. Mgr.....W. J. Peltz
Gen. Sales Mgr.....C. H. Warshaw
Operations Mgr.....Giess
Gov't. Sls. Mgr.....W. F. Maher
Mgr., Tube Sales.....J. J. Grabiec
PRODUCTS: Semi conductors; radio & TV receiving tubes; cathode ray tubes; military type & special purpose tubes.

Lehigh Structural Steel Co.

17 Battery Place, New York 4, N. Y.
Phone: WHitehall 4-1424
Sales Mgr., Radio Div.....J. F. Neary
Ass't Sls. Mgr., Radio Exp.....T. V. Sheehy
PRODUCTS: Vertical radiators, supporting towers, relay towers.

Liberty Tower Erection Co., Inc.

Box 9123, Oklahoma City, Okla.
Phone: MElrose 7-3381
Pres., Gen. Mgr.....Earl Griffith
Secy.-Treas.....Evelyn Griffith
PRODUCTS: TV towers.

John E. Lingo & Son, Inc.

2814 Buren Ave., Camden 5, N. J.
Phone: WOodlawn 4-0487
President.....John E. Lingo
PRODUCTS: TV transmitting antennae.

Lion Manufacturing Corp.

2640 W. Belmont Ave., Chicago 18, Ill.
Phone: COrnelia 7-6060
President.....Raymond T. Moloney
Exec. V.P., Gen. Mgr.....Andrew J. Renn
V.P., Govt. Contracts.....H. B. Jones
Chief Engineer.....D. E. Hooker
Purchasing Director.....Herbert C. Kyle
Gen. Mgr., TV-Radio Div.....Paul Eckstein
PRODUCTS: Radio receivers.

Lymar Engineers, Inc.

1432 N. Carlisle St., Philadelphia 21, Pa.
Phone: STevenson 7-4450
President.....Edward M. Beeler
Vice-President.....Samuel Sabaroff
Secy.-Treas.....Donald R. Trilling
PRODUCTS: Community systems.

Machlett Laboratories, Inc.

1063 Hope St., Springdale, Conn.
Phone: FIreside 8-7511
Vice-Pres. Sales.....H. J. Hoffman
Sls. Mgr., Power tube div.....R. E. Nelson
Field Engineer, Eastern District.....G. W. Whitney
Field Engineer, Central District.....D. S. Frankel
Field Engineer, West Coast District.....G. J. Taylor
Branch Offices
Boyce Bldg., Rm. 1026, 510 N. Dearborn St., Chicago, Ill.
1248 Wholesale St., Los Angeles, Calif.
PRODUCTS: Electron tubes for oscillator, amplifier, and modulator service in AM, TV, and FM.

Magnavox Co.

2131 Bueter Rd., Ft. Wayne 4, Ind.
Phone: EAstbrook 9721

Chairman.....Richard A. O'Connor
President.....Frank M. Freimann
Vice President.....Edwin S. Pridham
V.P., Sec'y., Gen. Counsel. Gerard M. Ungaro
V.P., Treas.....John S. Sturgeon
V.P., Gen. Mgr., TV-Radio-Phonograph Div.....Leonard F. Cramer
V.P., Dir. TV-Radio-Phono. Engr.....J. A. Rankin
V.P., Gen. Mgr., Gov't., Industrial Divs.....Richard A. Wilson

Magnavox-Spartan

(TV-Radio-Phonograph Division)

V.P., Gen. Mgr.....Leonard F. Cramer
Asst. to V.P. & Gen. Mgr., Dir. of Publ. Rela.....R. H. Mathews
V.P., Dir. TV-Radio-Phono. Engr.....J. A. Rankin
Chief Engineer.....R. W. Sanders
Dir. of Merchandising.....Stewart Roberts
Adv. Mgr.....Karl H. Carstens
Sales Prom. Mgr.....Dan Cavalier
Sales Training Mgr.....Russell J. Deber

PRODUCTS: Radios: AM and AM-FM table and console, radio-phonographs and combinations, integrated high fidelity systems and instruments. Television: stands and consoles without radio; consoles with radio and phonograph, color TV.

Magnecord, Inc.

1101 S. Kilbourn Ave., Chicago 24, Ill.
Phone: VAn Buren 6-9301

Manager.....W. J. Helt

PRODUCTS: Professional magnetic tape recorders—reproducers.

Majestic Radio Corp.

(See Wilcox-Gay Corp.)

Marconi Instruments Ltd.

44 New St., New York 4, N. Y.
Phone: HAnover 2-0197

Manager.....R. J. Bailey

PRODUCTS: Local sales office of British electronic measuring instruments.

Mars Television Inc.

112-33 Colonial Ave., Corona, L. I., N. Y.
Phone: TWining 8-1000

President .....Miles Breger
Vice-President .....Joseph Boer

Mattison Television & Radio Corp.

10 W. 181st St., New York 53, N. Y.
Phone: CY 8-1400

President, Treasurer.....Richard Mattison

J. A. Maurer, Inc.

37-01 31st Street, Long Island City 1, N. Y.
Phone: STillwell 4-4600

President..... Daniel R. Ehrlich
V.P., Treasurer.....Ben Cohen
Sec'y. .....Herman Cohen
General Manager.....Donald G. McKay

PRODUCTS: 16mm. professional motion picture cameras; 16mm. sound recorders; 16mm. film phonographs. 16 & 35 mm. Galvanometers.

Maxson Instruments

(Div. W. L. Maxson Corp.)

47-37 Austell Pl., Long Island City 1, N. Y.
Phone: RAvenswood 9-1800

President.....F. H. Rohrig
Sales Manager.....C. D. Berger
Chief Engineer.....W. Kram

PRODUCTS: Langevin Mfg. Corp. audio & electronic equipment, amplifiers, and transformers.

Metropolitan Electric Mfg. Co. (Lumi-Tron Division)

22-50 Steinway St., Long Island City 5, N. Y.
Phone: AStoria 8-3200

Manager.....E. L. Lustig

PRODUCTS: Studio lighting control & fixtures, lighting accessories & power equipment.

Microlab

71 Okner Pkwy., Livingston, N. J.
Phone: LIvingston 6-0692

President.....Harry A. Augenblick

PRODUCTS: Coaxial attenuators, filters, dividers, terminations, UHF test equipment.

Microwave Associates

Northwest Industrial Park, Burlington, Mass.

President.....Dana W. Atchley Jr.
Treasurer .....Vess Chigas
Engineering Vice-Pres.....R. M. Walker

PRODUCTS: Microwave tubes and waveguide components.

Miles Reproducer Co., Inc.

812 Broadway, New York 3, N. Y.
Phone: SPring 7-7670

Secretary.....J. M. Kuhlik, Sc.D.
Treasurer.....H. B. Kuhlik

PRODUCTS: Sound recorders, voice-activated, self-contained, briefcase type, miniature 8 lb., belt-type recorder.

Minnesota Mining and Mfg. Co.

900 Fauquier Ave., St. Paul 6, Minn.
Phone: PRospect 6-8511

Sales Mgr., Magnetic Prod.....Dan Denham

1500 S. Western Ave., Chicago 8, Ill.
Phone: MOnroe 6-6126

Manager.....R. A. Kelley

6023 S. Garfield Ave., Los Angeles 22, Calif.

Manager.....M. D. Benson

320 Shaw Rd., S. San Franisco, Calif.

Sls. Mgr.....F. A. Blankenbaker

700 Grand Ave., Ridgefield, N. J.

Sls. Mgr.....W. F. Enright

3700 Forest Park Blvd., St. Louis 8, Mo.

Sls. Mgr.....D. A. Gilbert

2121 Santa Anna Ave., Dallas 28, Tex.

Sls. Mgr.....R. A. Henderson

367 Grove St., St. Paul 1, Minn.

Sls. Mgr.....C. M. Jacobsen

732 Ashby St., N. W., Atlanta 3, Ga.

Sls. Mgr.....G. S. Miles

Terminal Warehouse, 49 Central Ave., Cincinnati 2, Ohio

Sls. Mgr.....J. J. O'Brien
12430 Elmwood Ave., Cleveland 11, Ohio
Sls. Mgr.....A. D. Steele
8825 Grinnel Ave., Detroit 13, Mich.
Sls. Mgr.....R. F. Woelfel
PRODUCTS: Magnetic tape & accessories.

Mirror Record Corp.

4025 206 St., Bayside, L. I., N. Y.
Phone: BAyside 9-5656
Pres. & Treas.....P. K. Trautwein
PRODUCTS: Recording accessories (discs, cutting needles, playback needles).

Mitchell Camera Corp.

666 W. Harvard St., Glendale 4, Calif.
Phone: CHapman 5-1086
President.....Mrs. Eva Fox
PRODUCTS: Film cameras and accessories.

Mole Richardson Co.

937 N. Sycamore Ave., Hollywood 38, Calif.
Phone: OLdfield 4-3660
President .....Peter Mole
Vice-Pres., Treas.....W. K. Parker
PRODUCTS: TV and photographic equipment.

Motorola, Inc.

4545 Augusta Blvd., Chicago, Ill.
Phone: SPaulding 2-6500
President.....Robert W. Galvin
Executive Vice-Pres.....Daniel E. Noble
PRODUCTS: TV and radio receivers.

Moviola Manufacturing Co.

1451 Gordon St., Hollywood, Calif.
Phone: HOllywood 7-3178
President .....Mark Serrurier
PRODUCTS: Motion picture film editing equipment.

Muscolor, Inc.

333 N. Michigan Ave., Chicago 1, Ill.
Phone: SU 7-9481
President .....Maurice Wetzel
Vice President.....Helen Spencer
Sec'y.-Treas.....James M. Spencer, Jr.
Chief Engineer.....Edwin Pierce
PRODUCTS: Telecolor Light Mobiles: Colorobot, Colorama, Telecolor TV Film Library with station breaks and ID's, short abstract subjects with sound, and custom-built commercial spots.

Multi-Tron Laboratory Inc.

4624 Washington Blvd., Chicago 44, Ill.
Phone: MAnsfield 6-7310
President, Ch. Eng.....Nicholas Glyptis
PRODUCTS: TV, special tubes, research and development.

Muntz TV, Inc.

1000 Grey Ave., Evanston, Ill.
Phone: HOllycourt 5-1800
Chairman of the Bd.....Floyd G. Dana
Director.....C. Wylie Allen
Vice Presidents...Rex Wilson, Wallace Keil
General Mgr.....Walter Poransky
PRODUCTS: Black and white and color TV sets, AM & FM radio, phonograph, Hi-Fi Units.

National Cine Equipment Inc.

209 W. 48th St., New York 36, N. Y.
Phone: CIrcle 6-0348
President .....John Clemens
Sec'y.-Treas.....Erwin G. Harwood
PRODUCTS: Crab-Hydrolly, Hydrolly, microphone booms, 3 wheel portable dollies, 16mm, 35mm, 70mm film synchronizers, film viewers, 35mm and 16mm. Lens mounts lenses to 40". Sales, service and rentals of television and motion picture equipment.

National Television Tube Inc.

Rt. 46 at 6th St., Saddle Brook, N. J.
Pres., Sales Director.....John Sansone
Sec'y.-Treas., Engr.....A. Wasek
PRODUCTS: Cathode Ray Tubes.

National Video Corp.

4300 W. 47th St., Chicago 32, Ill.
Phone: CLiffside 4-5600
President.....Asher J. Cole
Sales Manager.....Harold Cole

Nems-Clarke Inc.

919 Jesup Blair Drive, Silver Spring, Md.
Phone: JUniper 5-8300
President.....A. S. Clarke
PRODUCT: TV rebroadcast receivers, field intensity meters.

Neumade Products Corp.

250 W. 57th St., New York 19, N. Y.
Phone: JUdson 6-5810
President .....Oscar Neu
PRODUCTS: Film equipment.

O'Brien Electric Corp.

6514 Santa Monica Blvd., Hollywood 38, Cal.
Phone: HOllywood 4-1117
President .....Frank O'Brien
Vice Pres.....Lee Smith
Sec'y.-Treas.....Wallace Scales
Chief Engr.....Curt Wynn
Sales Mgr.....John Greene
PRODUCTS: Broadcast switchers, audio facilities, custom cabinets & consoles, overhead microphone hoists, disappearing microphone stands.

Otto K. Olesen Co.

1534 Cahuenga Blvd., Hollywood, Calif.
Phone: HOllywood 5-5194
President, Gen. Mgr.....Daniel Murphy
PRODUCTS: TV lighting equipment, booms.

Gunnar Olsen Corp.

225 Broadway, New York 7, N. Y.
Phone: BArclay 7-8390
President .....Gunnar Olsen
PRODUCTS: Tower Antenna systems installations & maintenance.

Olympic Radio and Television Inc.

34-01 38th Ave., Long Island City 1, N. Y.
Phone: EXeter 2-5200

President ..... Morris Sobin
Sp. Asst. to Pres. ..... Jack Ravdin
Asst. to Pres. ..... T. W. Buchter
Treasurer ..... Louis Haber
Secretary ..... A. Cooper
Vice Pres., Eng. ..... Ben Parzen
V.P., Sales ..... Morton Schwartz
V.P., Purchasing ..... W. Hegyi
V.P., Mfg. ..... B. Bordiga
V.P., Govt. Sls., Ind. Prod. ..... D. Gerstein
Sls. Admn. Mgr. ..... S. Lipper
Field Sls. Mgr. ..... M. Auster

PRODUCTS: Table and portable radios, radio phono combination, table, console and three-way combination TV receivers.

ORRadio Industries, Inc.

Shamrock Circle, Opelika, Ala.
Phone: Sherwood 5-4621

President ..... J. Herbert Orr
Exec. Vice-Pres. ..... J. W. Bunkley
Vice Pres., Sales ..... Nat Welch
Vice Pres., Research ..... Herbert G. Hard
Vice Pres., Production ..... William Barnett

Branch Offices

1 Park Ave., Manhasset, L. I., N. Y.
Phone: MAnhasset 7-1459
Executive-in-charge ..... Preston W. Mack

328 E. Burlington St., Riverside, Ill.
Phone: RIverside 7-8131
Executive-in-Charge ..... J. J. McBride

4217 W. Jefferson Blvd., Los Angeles, Calif.
Phone: REpublic 1-2238
Executive-in-Charge ..... Claude Erlanger

PRODUCTS: Irish brand magnetic tapes, sound recording tapes for radio and Videotape for Ampex Videotape Recorder.

Otis Elevator Co. (Electronics Div.)

35 Ryerson St., Brooklyn 5, N. Y.
Phone: UL 5-6800

Manager ..... Marvin Gauth
Secretary ..... Alma Finken

PRODUCTS: Broadcast Station Equipment, AM and FM, Studio Amplifying Consoles, Radio Communication Transmitters, both AM and FM, Air, Ground Communication Equipment, AM and FM, Electronic Computors, Radar Equipment, Guided Missile Controls, etc.

Packard-Bell Electronics

12333 W. Olympic Blvd., Los Angeles 64, Cal.
Phone: Granite 7-6721

Chr. of Bd. ..... Herbert A. Bell
President ..... Robert S. Bell
Gen. Counsel, Ass't to Pres. ..... W. H. Moore
Sec.-Treas. ..... Lowell R. Day
Chief Engineer ..... O. K. Paddock
V.P. Technical Products ..... R. B. Leng
V.P. Eastern Operations ..... A. J. Spriggs
V.P., Manufacturing ..... Jean Gleis
V.P. Sales ..... Kenneth R. Johnson
Sls. Mgr., Home Prod. Div. ..... Robert H. Thompson
Dir. Adv. & Sales Prom. ..... Wm. T. Reedy
V.P. Service Div. ..... Carl Duffy
Personnel Director ..... Robert Hogan
Purchasing Agent ..... William P. Kennedy

PRODUCTS: Radios, Radio-Phonograph-Combinations. Television, Radio-Phonograph Combinations, Television-Radio-Phonograph Combinations, special electronic equipment for the Armed Services; Hi Fidelity.

Pacific Mercury Television Mfg. Corp.

8345 Hayvenhurst Ave., Sepulveda, Calif.
Phone: EMpire 2-3131

Chairman, President ..... Joe Benaron
Prod. Mgr. ..... Arnold Buckles
V.P., Engng. ..... Stanley Cutler

PRODUCTS: TV sets.

Parkersburg Rig and Reel Co.

620 Depot St., Parkersburg, W. Va.
Phone: 7-4521

President ..... W. A. Wood

PRODUCTS: Manufactures and erects TV towers.

Pembrex Theatre Supply Corp.

1969 S. Vermont Ave., Los Angeles, Calif.
Phone: REpublic 1-3111

President ..... Louis Wutke

PRODUCTS: "Pemarc" and "Telinc" projectors, and accessories.

The Pentron Corp.

777 South Tripp Ave., Chicago 24, Ill.
Phone: SAcramento 2-3201

President ..... Irving Rossman
Vice Pres. ..... Theodore Rossman
V.P. Manufacturing ..... Bernard Sahlins
Comptroller ..... Marshall Peiros
Prod. Dir. ..... Aaron Roseman
Purchasing Agent ..... Nick Alex
Asst. Sales Mgr. ..... Robert Farnsworth
Adv. Mgr. ..... Martin Mann

PRODUCTS: Tape recorders, tape players, high fidelity basic tape mechanisms and tape preamplifiers. Broadcast recorders, electronic mike mixers, tape carry cases, foot pedal controls, extension cords, telephone pickups.

Pembrex TV

(Div. Pembrex Theater Supply, Inc.)
1969 So. Vermont Ave., Los Angeles 7, Calif.
Phone: REpublic 1-3111

President ..... Louis M. Wutke

PRODUCTS: PEMARC Rear-screen Projection (still-slide) Hi-Intensity Arc Projectors, 20,000 to 25,000 Lumen, Pemink Rear-screen Projection (still-slide) incandescent 5,000 watts dimmer control single or double units with special effects attachments. Translucent screens, (blue/black) portable aluminum frames.

Philco Corp.

Tioga and "C" Sts., Philadelphia 34, Pa.
Phone: NEbraska 4-5100

Chairman .....William Balderston
President.....James Skinner, Jr.
Exec. V.P.....Larry Hardy
Vice-Pres., Sls. Prom.....Raymond George
Public Relations Director.....W. Wight
Advertising Mgr.....Max Enelow

TV Division

Vice-Pres., Gen. Mgr.....Henry Bowes
Gen. Mgr., Port. TV.....John Utz
Sls. Mgr.....Gibson Kennedy

Home Radio Division

General Manager.....James Shallow
Sales Manager.....Leonard Gross

PRODUCTS: AM and AM-FM radios, console, table, portable and combination TV receivers.

Philmore Manufacturing Co., Inc.

113 University Place, New York 3, N. Y.
Phone: ALgonquin 4-3363

President.....M. L. Granat
Vice-President.....Gary Granat
Chief Engineer .....Wm. Lipson
Treasurer .....Murray Granat
Sec'y.-Sls. Mgr.....Jerry Granat
Office Mgr.....Milton Greenker

PRODUCTS: Transistor portable radio kits, 3 tube, 2 band AC/DC radio kits, crystal set kits and sets, electronic kits of all kinds for hobby and school use.

Pilot Radio Corp.

37-06 36th St., Long Island City 1, N. Y.
Phone: STillwell 4-5454

President .....Isidor Goldberg
Vice-President .....J. N. Benjamin
Secretary-Treasurer.....I. W. Wyckoff
Sales Manager.....L. M. Sandwick
Purchasing Agent.....Paul Lefko
Prod. Mgr.....F. Hajek
Chief Engineer.....Richard Shottenfeld

PRODUCTS: Tuners—Hi-Fi, AM-FM; Hi-Fi amplifiers, preamplifiers, portable phonographs; Hi-Fi phonographs, Hi-Fi radio-phonographs, complete Hi-Fi systems.

Pioneer Electronics Corp.

2235 S. Carmelina, W. Los Angeles, Calif.
Phone: BRadshaw 2-8053

President.....L. M. Perrish
Gen. Sales Mgr.....Z. Goodman

Polarad Electronics Corp.

43-20 34th St., Long Island City, N. Y.
Phone: EXeter 2-4500

President.....Dr. D. L. Jaffee
Exec. V.P.....P. H. Odessey
Mgr., Contract Relations....A. A. Goldberg

PRODUCTS: Monitors, color and black and white; wave form monitors, TV monoscope signal sources, composite sync generators, color bar generators, color slide scanners, color cinecons, TV distribution amplifiers.

Presto Recording Corp.

P. O. Box 500, Paramus, N. J.
Phone: Diamond 3-5700

Sales Manager.....Thomas B. Aldrich

PRODUCTS: Disc recording, tape recording, transcription equipment, amplifiers, equalizers, blank recording discs.

Prodelin Inc.

307 Bergen Ave., Kearny, N. J.
Phone: KEarny 2-8600

President.....L. A. Bondon
Sales Manager.....J. F. Cosgrove

PRODUCTS: Coaxial transmission line.

Racine Tower Construction Co.

47 Center St., Brandon, Vt.
Phone: 85

President .....Emile Racine

PRODUCT: Antennae.

Radiant Mfg. Corp.

2627 W. Roosevelt Rd., Chicago, Ill.
Phone: CRawford 7-6300

President.....H. E. Eller
Sales Vice-Pres.....Herschel Feldman

PRODUCTS: Projection screens.

Radio Construction Co.

550 Grant St., Pittsburgh, Pa.
Phone: COurt 1-1712

PRODUCTS: Tower erection.

Radio and Television Inc. (Brunswick Division)

119 W. 57th St., New York, N. Y.
Phone: JUdson 6-0780

President.....H. L. Weisburgh

PRODUCTS: Radio receivers.

Radio Corporation of America

Executive Offices: 30 Rockefeller Plaza
New York 20, N. Y.
Phone: COlumbus 5-5900

Ch. of the Board...Brig. Gen. David Sarnoff
President.....Frank M. Folsom
Senior Exec. Vice-Pres.....E. W. Engstrom
Staff V.P.....Emanuel Sacks

Defense Electronic Products

Front & Cooper Sts., Camden, N. J.

Vice-Pres., Gen. Mgr.....T. A. Smith
Mgr. Finance.....Carl W. Zemke
Chief Tech. Adm.....M. C. Batsel
Mgr. Operations Control.....T. W. Massoth
Mgr. Missile & Surface Radar Operations.....H. R. Wege
Mgr. West Coast Elec. Prods. Dept.....A. N. Curtiss
Mgr. Airborne Systems Dept..J. M. Hertzberg
Mgr. Surface Communications Dept.....S. W. Cochran
Chief Engineer.....C. A. Gunther

Commercial Electronic Products

Front & Cooper Sts., Camden, N. J.

General Manager.....A. L. Malcarney
Chief Engineer.....J. Hillier

Mgr. Broadcast & TV Equip. Dept.....A. R. Hopkins
Mgr. Comm. Prods. Dept.....C. M. Lewis
Mgr. Theatre & Sound Prods. Dept.....J. F. O'Brien
Mgr. BIZMAC Marketing.....L. F. Jones
Mgr. Comm'l Adv. & Sales Promotion.....J. P. Taylor
Mgr. Equip. Sales.....Max Markell

Consumer Products

Exec. V.P.....R. A. Seidel

RCA Victor Television Division

Cherry Hill, Camden 8, N. J.

V.P. and Gen. Mgr.....C. P. Baxter
Operations Mgr.....G. K. Bryant
Chief Eng.....D. D. Cole
Gen. Sales Mgr.....J. P. Bannon
Mgr., Adv. and Sales Prom...J. M. Williams

RCA Victor Radio & "Victrola" Division

Cherry Hill, Camden 8, N. J.

V.P. and Gen. Mgr.....J. M. Toney
Manager Sales.....L. J. Collins
Mgr. Adv. & Sales Prom.....R. E. Conley
Chief Engineer.....J. L. Franke

RCA Victor Record Division

155 E. 24th St., New York, N. Y.

V.P. and Operations Mgr.....L. W. Kanaga
Mgr. Single Records Dept....W. W. Bullock
Mgr. Records Operations Dept...H. L. Letts
Mgr. Records Operations Dept., Publicity.....G. R. Thorpe
Mgr. Records Operations Dept., Customer Records.....J. P. Davis
Mgr. Records Albums Dept....G. R. Marek
Mgr. Records Albums Dept., Advertising.....W. I. Alexander

Electronic Components

Exec. Vice-President.....W. W. Watts

Tube Division

415 S. 5th St., Harrison, N. J.

V.P. and Gen. Mgr.....D. Y. Smith
Gen. Comm. Mgr.....L. S. Thees
Gen. Marketing Mgr.....L. F. Holleran
Manager, Operations Control..W. H. Painter
Chief Engineer.....G. R. Shaw
Mgr., Equip. & Parts Marketing.....L. J. Battaglia
Mgr. Rec'g Tube Marketing...K. G. Bucklin
Mgr. C. R. & P'r Tube Marketing.....M. J. Carroll
Mgr. Equipment Sales.....L. D. Kimmel
Mgr. Distributor Sales.....D. M. Branigan

Semiconductor Division

415 S. 5th St., Harrison, N. J.

General Manager.....A. M. Glover
Mgr. Sales Dept.....T. R. Hays
Mgr. Marketing Dept.....F. F. Neuner
Chief Engineer.....L. Malter

PRODUCTS: Television receivers: table and console models; console color TV receivers; HiFi phonographs and Hi-Fi phonograph AM-FM radio combinations; radio receivers: AM, AM-FM, table models; AM clock radios; "Victrola" phonographs and records; AM, FM and TV transmitting equipment; broadcast station studio equipment; antennas; mobile radio communications equipment; industrial television equipment; microphones; microwave equipment; test and measuring equipment; Antenaplex antenna systems; communications equipment; electron tubes: receiving, power, cathode-ray and special types; TV studio camera equipment; film, disc and tape recording equipment; BIZMAC computers; 16 mm. projectors; electron microscopes; theatre television equipment; marine radio equipment; aviation, communication, radar and other special apparatus for the Armed Forces.

Radio Engineering Laboratories, Inc.

36-40 37th St., Long Island City 1, N. Y.
Phone: STillwell 6-2100

President.....C. R. Runyon, Jr.
V.P. & Sales Mgr.....F. A. Gunther
V.P. & Research Dir.....J. R. Day
Vice President.....Joseph Behr
Chief Engineer.....Joseph E. Tennis
Treasurer.....James A. Cronin
Sec.....C. R. Runyon, Ill.
Ind. Rel. Mgr.....James J. Kelly
Purchasing Agent.....W. J. Dunne

PRODUCTS: AM-FM and TV aural — Studio to transmitter links and antennas. FM—Microwave; radar systems; FM and relay broadcast transmitters point to point multiplex radio relay, 50-2000 mc; Yagi, corner reflector and paraboloid antennas, 50-2000 mc; FM tuner, 88-108 mc; military equipment.

Radio Receptor Co., Inc.

240 Wythe Ave., Brooklyn 11, N. Y.
Phone: EVergreen 8-6000

President .....Hugo Cohn
V.P....Ralph Mendel, Adm. Joseph J. Clark
Sec'y.-Treas. .....Harold Zeamans

PRODUCTS: Industrial TV systems.

Rangertone, Inc.

73 Winthop St., Newark 4, N. J.
Phone: HUmboldt 5-2550

President.....R. H. Ranger
Sales Manager.....J. R. Boyer

PRODUCTS: Magnetic Tape Recorders: for normal Broadcast; for TV Synchronized Sound to Motion Picture Film. Thyratron Inverters: for Controlled frequency Power, and Magnetic Heads, Tape-to-Film editing and transfer to sound film.

Rauland Corp. (Subsidiary of Zenith Radio Corp.)

4245 N. Knox Ave., Chicago, Ill.
Phone: MUlberry 5-5000

President.....E. N. Rauland

Raven Screen Corp.

124 E. 124th St., New York, N. Y.
Phone: LEhigh 4-8408

Sec'y.-Treas.....Ernest D. Reif
Manager .....Fred Rose
Engineer .....Roy Martin

PRODUCTS: Motion picture screens, rear projection screens for TV studios, front projection screens for auditoriums, etc.; all types of screens for every purpose.

Raytheon Manufacturing Co.

5921 W. Dickens Ave., Chicago 39, Ill.
Phone: BErkshire 7-7000
Exec. V.P.....H. F. Argento
Merchandising Mgr.....Cliff Knoble
Advertising Mgr.....C. L. Petersen

PRODUCTS: Radios — AC-DC and clock radios; tubeless radios (transistor); TV sets (monochrome, color); tape recorders.

Reeves Soundcraft Corp.

10 East 52nd St., New York 22, N. Y.
Phone: PLaza 9-2644
Exec. Vice Pres.....Frank B. Rogers, Jr.
Vice Pres.....Wm. H. Deacy
Sales .....George Bassett,
Donald Ward, Thomas Dempsey

PRODUCTS: Blank recording discs, magnetic recording tape, full width magnetic recording film, striped magnetic film, styli.

Rek-O-Kut Company

38-01 Queens Blvd., Long Island City 1, N. Y.
Phone: STillwell 4-7062-3-4
Pres. .....George Silber
Dir. of Sls.....Avery Yudin
Dir. of Adv.....Clifford Shearer

PRODUCTS: Instantaneous Recording Equipment, Transcription Turntables, Rhythmaster, a continuous variable speed phonograph and portable PA system; Challenger & Imperial disc recorder; Rondine turntable series and Recitalists portable PA system & Rondine Tone arms.

Resdel Engineering Corp.

330 S. Fair Oaks Ave., Pasadena, Calif.
Phone: RYan 1-7689
Pres., Gen Mgr.....H. K. Abajian

PRODUCTS: Electronic measuring equipment.

Resitron Laboratories

2908 Nebraska Ave., Santa Monica, Calif.
Phone: EXbrook 3-5217
President.....V. E. Delucia

PRODUCTS: Tubes.

Roland Radio Corp.

716 S. Columbus Ave., Mt. Vernon, N. Y.
Phone: MT. Vernon 4-1500
Gen. Sales Mgr.....P. Featherstone

PRODUCTS: Radio receivers.

Douglas Roesch Inc.

2200 S. Figueroa St., Los Angeles 7, Calif.
Phone: RIchmond 7-9361
President .....Douglas Roesch

PRODUCTS: Douglas chairside control and TV sets.

Self Winding Clock Co., Inc.

205-11 Willoughby Ave., Brooklyn 5, N. Y.
Phone: MAin 2-6300
Asst. Sales Mgr.....Harvey S. Wellman

PRODUCTS: Sweep seconds, dry cell battery operated self winding clocks containing connections for receiving automatic syncronizing pulses from Western Union lines or manual synchronized pulses from control kit.

Semco Electroncis Co.

8407 S. Hoover St., Los Angeles, Calif.
Phone: PLeasant 2-7657
Owner .....G. Korkos

PRODUCTS: Semco remote control TV sets and remote controls.

Sentinel Radio Corp.

2100 Dempster St., Evanston, Ill.
Phone: PLeasant 2-7657
President .....Ernest Alschuler
Vice-President .....Milton Block
Director of Sales.....E. G. May
Sales Manager.....R. B. Park

PRODUCTS: Radio receivers.

Setchell Carlson Inc.

New Brighton, St. Paul 12, Minn.
Phone: MElrose 3-3131
Pres., Gen. Mgr.....B. T. Setchell
V.P. & Off. Mgr.....A. P. Chermak
Sec'y., Treas., Chief Mech.
Eng.....C. Donald Carlson
Sales Admns.....H. E. Tyler,
R. G. Chermak, D. E. Bursell
Adv. Mgr.....W. C. McKnight
Elect. Engrs.....Fred Melius, Chas. Gates

PRODUCTS: TV receivers and electronic equipment.

Shields Studio

5537 Suburban Tracks, St. Louis, Mo.
Phone: FOrrest 7-2535
Owner .....Tom Shields

PRODUCTS: St. Louis "Stagette", TV drops, multiple drop hanger, TV green repp drapes, draperies, tracks, rigging, "profile cut outs", TV settings.

Eugene Singer Electronics Co.

(*Closed Circuit TV Div.*)
5397 Poplar Blvd., Los Angeles 32, Calif.
Phone: CApitol 5-5705
N. Y. Phone: WIsconsin 7-0768
President .....Eugene Singer
Vice Pres. .....D. Jubelier
Sales Manager.....E. Reed
Audio-Visual Sls.....Donald Reed

PRODUCTS: Singer Prizomatic TV Projectors.

Skiatron Electronics & TV Corp.

180 Varick St. New York 14 N. Y.
Phone: WAtkins 4-7060
President .....Arthur Levey
Secretary-Treas.....Frank V. Quigley
Dir. of Research & Develop.....J. H. Laub

Dir. of Ultra-sonic TV...Richard L. Duggan
Dir. of Subscribervision.....W. J. Shanahan
Services Offered: Electronic equipment, subscriber-vision research and development TV and electronics.

Sonora Radio & TV Corp.
325 N. Hoyne Ave., Chicago, Ill.
Phone: CHesapeake 3-2323
President .....Joseph Gerl
PRODUCTS: Radio, TV receivers.

Sonotone Corp.
Box 200, Elmsford, N. Y.
Phone: LYric 2-6400
President.....I. I. Schachtel
PRODUCTS: Vacuum tubes, amplifiers, phonograph cartridges.

S.O.S. Cinema Supply Corp.
602 W. 52nd St., New York, N. Y.
Phone: PLaza 7-0440
President, Gen. Mgr.....J. A. Tanney
Vice-Pres., Sales Mgr.....Oscar Lightstone
Vice-Pres. .....Dominic Capano
Sales Prom. Mgr.....Mitchell A. Radin
PRODUCTS: Film editing, developing, printing machines; motion picture production equipment.

Spencer-Kennedy Laboratories, Inc.
1320 Soldiers Field Rd., Boston 35, Mass.
Phone: ALgonquin 4-5400
Chairman .....Fitzroy Kennedy
President & Treas.....Donald Spencer
Sales Manager.....W. K. Headley
PRODUCTS: Community antenna and industrial TV systems.

Spincraft Inc.
4122 W. State St., Milwaukee, Wisc.
Phone: DIvision 2-0730
Chairman .....Theodore Salow
President.....George A. Mast
PRODUCTS: Metal television cones.

Stainless, Inc.
Third St., North Wales, Pa.
Phone: North Wales 4874
President.....John F. Guzewicz
Vice-President.....Henry J. Guzewicz
PRODUCTS: Self-supporting Rhomic array, guyed and micro wave towers; antenna masts; FM self-supporting and guyed towers.

Stancil-Hoffman Corporation
921 N. Highland Ave., Hollywood 38, Calif.
Phone: HOllywood 4-7461
President.....William V. Stancil
PRODUCTS: Magnetic recorder/reproducer for Tape Model R5 magnetic reocrder/reproducer for film Model S5 16 mm. & 17.5 mm., magnetic recorder for tape-battery operated portable—Model M5A (miniature), magnetic recorder/reproducer — multi-channel for tape Model CRM-15, pre-amplifier/mixer—4 channel Model AM3, tuning fork controlled power supply—500 watt output Model V1A.

Standard Electronics Corp. (Subsidiary of Dynamics Corp. of America)
285 Emmet St., Newark 5, N. J.
Phone: BIgelow 3-5540
Vice-Pres., Gen. Mgr.....W. H. Zillger
Mgr. TV Engr.....H. R. Smith
Mgr. Customers Ser.....W. H. Rappolt
District Sales Engineering Managers
District Sls. Eng. Mgr.....J. T. Campbell
1026 17th St., N.W., Wash 6, D. C.
Phone: REpublic 7-2246
Dist. Sls. Eng. Mgr.....S. Jenkins
478 Overbrook Drive N.W., Atlanta, Ga.
Phone: ATwood 0710
Dist. Sls. Eng. Mgr.....L. E. Pett
432 So. Curson, Los Angeles 36, Calif.
Phone: Webster 1-4382
Dist. Sls. Eng. Mgr.....R. C. Hutchins
Preemption, Ill.
Phone: 42
Dist. Sls. Eng. Mgr.....M. L. Zimmerman
1027 Levee St., Dallas, Tex.
Phone: Randolph 4-008
Marketing & Sls. Prom. Mgr...S. L. Chaikind
PRODUCTS: TV transmitters, VHF, amplifiers; diplexers, dummy loads; demodulators; harmonic filters; video amplifiers; control desks; switchers, audio, video; TV studio cameras; sync generators; AM, FM transmitters.

Stephens Manufacturing Corp.
8538 Warner Dr., Culver City, Calif.
Phone: TExas 0-3775
President.....R. L. Stephens
PRODUCTS: Amplifiers, cabinets, condenser microphones.

Strong Electric Corp.
87 City Park Ave., Toledo, Ohio
Phone: CHerry 8-3741
President.....Arthur J. Hatch
Vice Pres.....Harold E. Brown
Asst. Sec'y.-Treas.....Lee T. Nelson
PRODUCTS: Incandescent and arc spotlights; trouperette incandescent spotlight; trouper and super trouper high intensity arc spotlights; universal arc slide projector for background.

Sylvania Electric Products, Inc.
1740 Broadway, New York, N. Y.
Phone: JUdson 6-2424
Chairman, President.....Don G. Mitchell
V.P., Electronic Tube
Oper.....Matthew D. Burns
V.P., Mfg.....Arhur L. Chapman
V.P., Engineering
Oper.....Howard L. Richardson
V.P., Marketing.....B. K. Wickstrum
Dir. of Publ. Rela.....George W. Griffin, Jr.
Dir. of Adv.....Tery P. Cunningham
Dir. of Sls. Prom.....Bernard O. Holsinger
Mgr., Electronic Products
Sls.....Donald W. Gunn

Radio and TV Division
700 Elliott St., Batavia, N. Y.
Phone: BAtavia 3470
Vice Pres., Radio-TV Oper.....Marion E. Pettegrew
Gen. Sales Mgr.....Robert L. Shaw
PRODUCTS: Television sets, home radio sets, portable radios, record players (high fidelity).

Tarc Electronics Inc.

48 Urban Ave., Westbury, N. Y.
Phone: EDdgewood 4-3900
President.....H. W. Cain
Exec. Vice Pres.....M. L. Singer
Chief Engineer.....R. S. Aha
Sales Eng. Mgr.....Ted Cook
Mgr. Peatrophone Div.....A. Catuna
Mgr. Cineglow Div.....George Gordon
PRODUCTS: Broadcast and test equipment for television—color as well as black and white. Cineglow cold focus gate for motion picture and still projection as well as rear projection for TV studios; special purpose production test devices; nuclear instrumentation; telephone answering device.

Sarkes Tarzian Inc. (Broadcast Equipment Div.)

E. Hillside Dr., Bloomington, Ind.
Phone: 7251
President .....Sarkes Tarzian
Sales Manager.....B. Presti
PRODUCTS: TV transmitters.

Taylor Tubes, Inc.

2312 Wabansia Ave., Chicago, Ill.
Phone: ARmitage 6-1730
President.....B. C. Boeckler
PRODUCTS: Tubes.

Technicraft Laboratories, Inc.

Thomaston-Waterbury Rd., Thomaston, Conn.
Phone: ATlas 3-4315
President.....A. M. Winchell
Gen. Mgr.....F. T. Eddy
Technical Dir.....A. R. Anderson
Sales Mgr.....G. R. Houk
PRODUCTS: Flexible & rigid wave-guide assemblies for TV relay stations.

Tech-Master Corp.

75 Front St., Brooklyn, N. Y.
Phone: ULster 5-3535
President .....L. Lazoff
Sales Manager.....P. H. Witte
PRODUCTS: Videola TV receivers, FM tuners, radio sets.

Telechrome Mfg. Corp.

28 Ranick Dr., Amityville, N. Y.
Phone: 4-4446
President.....J. R. Popkin-Clorman
Exec. V.P.....E. W. London
Vice-Pres., Sales.....H. C. Riker
PRODUCTS: TV transmitters.
Chief Engineer.....Saul Decker
Comptroller .....H. Rattien
Prod. Mgr.....D. Birnham
Govt. Sales .....L. Bailey
PRODUCTS: Color & monochrome generating test equipment; studio equip. (TV); video trans. equip.; monitoring equip.; oscilloscope cameras.

TelePrompTer Corporation

311 W. 43rd St., N. Y. 36, N. Y.
Phone: JUdson 2-3800
Chairman, Pres.....Irving B. Kahn
V. P. Sales.....Herbert W. Hobler
V.P. Engineering.....Hubert J. Schlafly
Sls. Mgrs.: TV & Film. Bart Swift, Don Redell
Sls. Mgr., Staging Services.....W. Marsh
Customers Services Dir.....J. Blair

Branch Offices
357 N. LaBrea, Los Angeles, Calif.
Phone: WEbster 6-6195
V.P. West Coast.....Fred Barton
Manager.....George Kane

177 N. State St., Chicago, Ill.
Phone: FRanklin 2-8826
Manager.....Ted Boisumeau

1346 Connecticut Ave., Washington, D. C.
Phone: COlumbia 5-3161
Manager .....Ray Tyrrell

447 Jarvis St., Toronto, Canada
Phone: WAlnut 2-2130
Manager.....Ken Page
PRODUCTS: TelePhompTer cueing equipment for film, live TV, TV stations, public speaking; Telepro rear screen remote controlled projection; Telemation, for automatic cueing; lights, Telestage, miscellaneous studio devices.

Telequip Radio Co.

2559 W. 21st St., Chicago, Ill.
Phone: BIshop 7-3841
President.....E. E. Arkin
PRODUCTS: Private label TV sets.

Tele-Ray Tube Co., Inc.

984 Saw Mill River Rd., Yonkers, N. Y.
Phone: 5-8950
Chairman.....S. W. Muldowny
PRODUCTS: Tubes.

Televideo Corp. of America

3317 Expositiion Pl., Los Angeles, Calif.
Phone: AXminster 2-0591
President .....Jaime Balugo
PRODUCTS: CR tubes and electronic assemblies.

Television Associates of Indiana, Inc.

E. Michigan St., Michigan City, Ind.
Phone: TRiangle 4-7207
President.....W. C. Eddy
PRODUCTS: Custom built remote controlled studio lighting equipment; Microwave relay equipment; reflectors and mounting supports, parapet clamps, metal tripods. Studio Equipment: camera dollies, tripods, Hi-hats and lo-hats for camera mounting. Continuous devices and accessories for 16 mm, 8 mm film and for magnetic tape.

Television Specialty Co., Inc.
350 West 31st St., New York 1, N. Y.
Phone: LOngacre 4-2334
President.....K. A. Jenkins
Sec'y Treas.....L. Jenkins
Traffic Mgr.....Carman Laurino
Latin American Representative
G. A. Vasseur
Calle 9 No. 251, Vedado, Havana, Cuba
Canadian Representative
447 Jarvis St., Toronto
PRODUCTS: Rear projection screens, studio lights and lighting equipment, film production and kine-recording equipment, dollies, tripods, mike-booms, film processing equipment, and television special effects, "TSC 4000" rear screen projector; "TSC 67" rear projection screen, rear projection slides, camera modifications.

Television Transmission Co.
301 Peru St., Peru, Ill.
Phone: 1106
Vice-President.....Earle S. Nelson, Sr.
V.P., Mgr.....Earle S. Nelson, Jr.
Chief Engineer.....J. A. Biggs
PRODUCTS: Community antenna systems and industrial TV components.

Television Utilities Corp.
112-33 Colonial Ave., Corona 68, N. Y.
Phone: TW 8-1000
President.....A. E. Siegel
PRODUCTS: TV video monitors; video line and distribution amplifiers; 17 inch pulse cross monitors; industrial TV sync generators; all above equipment used in broadcasting and closed circuit TV.

Television Zoomar Corp.
500 Fifth Ave., New York, N. Y.
Phone: BRyant 9-5835
President.....Jack A. Pegler
Treas.....Frank G. Back
PRODUCTS: Studio Zoomar lens, universal Zoomar lens, field Zoomar lens.

Tel-Instrument Electronics Corp.
728 Garden St., Carlstadt, N. J.
Phone: WEbster 9-9520
President.....J. Roemisch
V.P., Sales Mgr.....E. W. Brinkerhoff
Chief Eng.....D. L. Schacher
PRODUCTS: Test equipment for TV, studio equipment for monochrome & color.

Tel-o-Tube Corp. of America
180 Van Riper Ave., E. Paterson, N. J.
Phone: FAirlawn 6-1500
N. Y. Phone: JUdson 2-2967
Sales Mgr.....Nat Malamuth
PRODUCTS: Cathode ray tubes.

Theatre Network Television, Inc. (TNT)
Telesessions, Inc.
575 Madison Ave., N. Y. 22, N. Y.
Phone: MU 8-3220
President.....Nathan L. Halpern
Dir. of Pgms.....Marc Daniels
Dir. of Oper.....Edward F. Addiss, Jr.
Sales Execs...John O'Connor, John T. Valdes
Executive Producer.....Martin H. Poll
Services Offered: Closed-circuit TV for business, industry, and entertainment.

Thompson Products Inc.
2196 Clarkwood Rd., Cleveland, Ohio
Phone: HEnderson 16765
(Electronics Division)
Manager.....J. W. Davidson
Sales Mgr.....F. J. Weihmiller
PRODUCTS: TV transmitter switches, distributed through Andrew Corp., Chicago.

Tower Construction Co.
2700 Hawkeye Drive, Sioux City, Iowa
Phone: 5-7653
Owner.....M. M. Lasensky
PRODUCTS: Towers, microwave passive reflectors and tower erections.

Trav-Ler Radio Corp.
571 W. Jackson Blvd., Chicago, Ill.
Phone: HArrison 7-9151
President.....Joe Friedman
Sales Mgr.....Tully Friedman
PRODUCTS: Radio receivers.

Trans-Lux Corporation
625 Madison Ave., New York 22, N. Y.
Phone: PL 1-3110
President.....P. E. Furber
Vice President.....A. Giles
Sales Dir.....B. Roth
PRODUCTS: Rear projection screens, background scenery projectors, screen frames and tripods.

Tressel Television Productions, Inc.
111 W. Washington St., Chicago, Ill.
Phone: FInancial 6-2976
President, Gen. Mgr.....Frank Tracy
PRODUCTS: Manufactures Projectall remote controlled automatic slide and opaque projector.

John D. Trilsch, Inc.
Box 14201, Houston 21, Texas
Phone: REpublic 4-2545
President.....John D. Trilsch
Vice President.....George M. Patrick
Secretary.....R. M. Thornton, Jr.
PRODUCTS: Radio, microwave and television towers.

Truscon Steel Division
Republic Steel Corp.
Albert St., Youngstown 1, Ohio
Phone: RIverside 6-7211
Mgr., Sls. Tower Prod.....J. D. Kirkwood
PRODUCTS: Radio towers for AM & FM, TV and micro wave, copper mesh ground screen.

Tung-Sol Electric Inc.
95 Eighth Ave., Newark 4, N. J.
Phone: HUmboldt 2-4200
Chairman.....H. W. Harper
President.....Louis Rieben
Vice-Pres., Sales.....G. W. Keown
Gen. Sales Mgr.....J. D. Van der Veer
PRODUCTS: Tubes, lamps.

Union Switch & Signal Div.
(*Westinghouse Air Brake Co.*)
Pittsburgh, Pa.
Phone: CHurchill 2-5006
Vice-Pres., Gen. Mgr.....A. M. Wiggins
Mgr., Apparatus Sales.....W. C. Dunn
PRODUCTS: Low frequency control and communication for TV tower elevators.

U. S. Recording Company
1121 Vermont Ave., N.W. Washington 5, D. C.
Phone: LIncoln 3-2705
Sales Manager.....F. A. Wilkins
PRODUCTS: Manufacturers and distributors of audio, sound and hi-fidelity equipment. Manufacturer Panacoustic transcription equipment, audio consoles and custom equipment. Distribute, Magnecord, McIntosh, Presto equipment, microphones and loudspeakers. Specializing in engineering manufacturing and assembling custom equipment for radio Broadcast stations. Complete Studio and Technical plant for Sound Recording—both tape and disc. Also complete facilities to produce TV films.

Vacuum Tube Products Co., Inc.
506 S. Cleveland St., Oceanside, Cal.
Phone: SAratoga 2-6567
Vice Pres.....James J. Sutherland
PRODUCTS: Special cathode ray tubes, electronic tubes & equipment.

Vallen Inc.
225 Bluff St., Akron, Ohio
Phone: BLackstone 3-4933
President.....E. J. Vallen
PRODUCTS: Vallen panorama track.

Vandivere Laboratories Inc.
3520 S. Four Mile Run Dr., Arlington, Va.
Phone: JAckson 7-3422
President.....E. F. Vandivere
PRODUCTS: Equipment for automation of station programming.

Victor Animatograph Corp.
817 Davenport Bank Bldg., Davenport, Ia.
Phone: 3-9917
N. Y. Phone: JU 2-5170
Vice President.....John P. Gallagher
Secretary .....Herbert Bloomberg
Mgr., Closed Circuit Oper.....M. A. Mayers
Office Manager.....Tamara Washnik
President.....S. G. Rose
PRODUCTS: Motion picture projectors.

Viewlex Inc.
35-01 Queens Blvd., Long Island City, N. Y.
Phone: EXeter 2-0100
President.....L. A. Peirez
PRODUCTS: Automatic projectors, slide and strip film.

Visual Electronics Corp.
342 W. 40th St., N. Y. 36, N. Y.
Phone: LOngacre 4-0518
President.....James B. Tharpe
Vic-Presidents.....H. O. Jones,
A. J. McClalland, H. Schwartz, R. H. Kulka
Sales Manager.....K. Spelletich, Jr.
Advertising Manager.....C. Fanning, Jr.
PRODUCTS: National distribution of all technical supplies and accessory equipment for TV broadcast equipment. Also off the air pick up and microwave relay systems, low power installations and TV studio equipment.

Walsco Electronics Corp.
(*Div. of TelAutograph Corp.*)
3225 Exposition Pl., Los Angeles, Cal.
Phone: AXminster 3-7201
President.....Walter L. Schott

Ware Coupling and Nipple Co.
5 Milner St., Ware, Mass.
Phone: 905
President.....D. W. Howe, Jr.
PRODUCTS: Conelrad alarm, remote control equipment.

Westbury Electronics, Inc.
300 Shames Drive, Westbury, N. Y.
Phone: EDgewood 4-8300
President.....H. B. Abajian
Prod. Mgr.....H. C. Cochran
Sales Mgr.....W. J. McBride
PRODUCTS: Community systems.

Westinghouse Electric Corp.
3 Gateway Center, Box 2278, Pittsburgh 30, Pa.
Phone: EXpress 1-2800
TV-Radio Div., Metuchen, N. J.
Phone: LIberty 8-5000
N. Y. Phone: WHitehall 3-4321
President.....G. A. Price
V.P. (Cons. Prods.).....Chris J. Witting
General Mgr.....E. J. Kelly
Ass't. Gen. Mgr.....G. C. Larson
Gen. Sls. Mgr.....T. B Kalbfus
Field Sls. Mgr.....M. J. Ranalli

Advert., Sls. Prom. Mgr.....R. W. Johnson
Mgr. Public Relations.....Stanley Kempner
Mgr. Engineering.....N. S. Kornetz
Works Mgr.....R. A. Schieber
Purchasing Agent.....L. W. Tomlinson

Offices

684 Peachtree St., Atlanta, Ga.
Phone: EMerson 5635

Merchandise Mart, Chicago 90, Ill.
Phone: WHitehall 4-3860

1740 E. 12th St., Cleveland 14, Ohio
Phone: TOwer 1-7100

600 St. Paul St., Los Angeles 17, Calif.
405 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 6-5258

411 N. Seventh St., St. Louis 1, Mo.

PRODUCTS: TV and Radio (AM-FM receivers.

Weston Electrical Instrument Corp.

Subsidiary of Daystrom, Inc.
614 Frelinghuysen Avenue, Newark 12, N. J.
Phone: BIgelow 3-4700

Mgr. Elec'l. Sls.....R. K. Putnam

Branch Office

205 W. Wacker Dr., Chicago 6, Ill.
Phone: FR 2-4656

Sales.....C. G. Miller

50 Church St., New York 7, N. Y.
Phone: WOrth 4-3510

Sales.....W. J. Healey

701 Pennsylvania Bldg., 425 13th St., N.W., Washington, D. C.
Phone: DIstrict 7-3636

Sales.....L. F. Parachini

PRODUCTS: Electrical Indicating Instruments, Sensitive Relays and Associated Devices, Service and Tube Testing Equipment, Electrical Speed and Temperature Indicating Equipment, Photoelectric Devices and Photographic Exposure Meters, Weston Industrial and Laboratory Thermometers, Weston Aircraft Instruments.

Wheeler Laboratories, Inc.

122 Cutter Mill Rd., Great Neck, N. Y.
Phone: HUnter 2-7876

President.....Harold A. Wheeler
Chief Eng.....David Dettinger

PRODUCTS: Consulting services and laboratory facilities for electronic research, design, and development,—microwave equipment and components on special order.

Wickes Engineering & Construction Co.

12th St. & Ferry Ave., Camden, N. J.
Phone: WOodlawn 4-4912

President.....R. G. Wickes

PRODUCTS: Color Coder (Encoder); Interlace Signal Generator; Color Bar Generator, Convergence Dot Generator, Multi-Burst Generator, Amplitude Linearity Tester, Video Distribution Amplifier, Pulse Distribution Amplifier, Vector Display Equipment, Envelope Delay Tracer, Phase Correction Network—HF, Fixed, Crossover Filter—Portable or rack mounting.

Wind Turbine Co.

E. Market St., West Chester, Pa.
Phone: 3110

President.....R. W. Weeks

PRODUCTS: Supply & erect towers.

Wollensak Optical Co.

850 Hudson Ave., Rochester 21, N. Y.
Phone: COngress 6-1000

President.....E. A. Springer
Vice-President.....A. A. Wollensak

PRODUCTS: TV & motion picture camera lenses.

Zane Construction Co., Inc.

18 Northfield Ave., West Orange, N. J.
Phone: ORange 3-2576

President.....H. Bernard Zane

PRODUCTS: Tower erection and maintenance.

Zenith Radio Corp.

6001 W. Dickens Ave., Chicago 39, Ill.
Phone: Berkshire 7-7500
N. Y. Phone: PLaza 1-3700

Pres. and Gen. Mgr.....E. F. McDonald, Jr.
Exec. V-P.....Hugh Robertson
V-P and Dir. of Sales..Leonard C. Truesdell
V-P in Chg. of Eng.....G. E. Gustafson
V-P in Chg. of Prod.....Donald MacGregor
V-P Advertising.....Erik Isgrig
V.P. in Chg. Indust. Rel.....J. M. Ferren
V-P & Gen. Counsel.....J. S. Wright
V-P Distribution.....C. J. Hunt
V-P and Treas.....S. Kaplan
V-P in Chg. of Purchases.....J. E. Anderson
V-P in Chg. of Res.....Dr. Alexander Ellett
Secty. and Asst. V-P.....Karl E. Hassel
Asst. V-P.....J. E. Brown
Asst. Treas and Asst. Secty.....J. Kuhajek
Asst. Secty.....H. M. Chesser
Indust. Rel. Dir.....J. M. Ferren
Public Relations Director.....Ted Leitzell

PRODUCTS: RADIOS—Table: AM, AM-FM; Radio-Phono Combination: AM table, AM, AM-FM console; Portables: Transistor battery only, battery AC-DC.

TELEVISION: Table and console, also AM-FM radio-phonograph combination. Hi-Fi record players; hearing aids.

COMMERCIAL PROGRAMS AM 1956

PROGRAM TITLES
SPONSORS
NETWORKS
ADVERTISING AGENCIES

1957

COMMERCIAL AM PROGRAMS OF 1956

(NETWORK)

The following pages contain a complete alphabetical listing of program titles of the four national radio networks' commercial programs heard during the 12-month period ending Dec. 31, 1956. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS, and NBC. Programs are all of 13-week duration or longer.

—A—

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Allen, Mel	Allstate Insurance Co.	ABC	Christiansen
Amos 'n' Andy	Kools	CBS	Ted Bates & Co.
	Pharmacraft		J. Walter Thompson

—B—

Back to God	Christian Reformed Church	MBS	Stoetzel & Assocs.
Backstage Wife	Colgate	CBS	Ted Bates & Co.
Bandstand	Miles Laboratories (Alka Seltzer, One-A-Day Vitamins)	NBC	Geoffrey Wade Adv.
	Miller Brewing		Mathisson & Assoc.
Bible Study Hour	Evangelical Association	NBC	Walter F. Bennett
Bob and Ray	Lever Brothers Co.	MBS	Foote, Cone & Belding
Breakfast Club	Admiral Corp. (Appliances)	ABC	Henri, Hurst & McDonald
	American Bird Food Mfg. Corp.		George H. Hartman
	American Pop Corn Co. (Jolly Time PopCorn)		George H. Hartman
	Ball Brothers (Fruit Jars)		Applegate
	Beatrice Foods (LaChoy, Make-A-Shake)		Foote, Cone & Belding, Grey
	Beltone Hearing Aid Co. (Hearing Aids)		Olian & Bronner
	Bristol-Myers Co.		Young & Rubicam
	(Bufferin)		Doherty, Clifford, Steers & Shenfield
	(Mum)		Young & Rubicam
	(Sal Hepatica)		BBDO
	(Trushay)		Ketchum, McLeod & Grove
	Calgon, Inc. (Detergent)		McCann-Erickson
	California Packing Co. (Del Monte)		Friend-Riess
	Cameo Curtains, Inc. (Curtains, Drapes)		Erwin, Wasey
	Consolidated Cigar Sales		Hicks & Greist
	Dixie Cup Co.		Ralph H. Jones Co.
	Drackett Co.		Young & Rubicam
	(Dazy)		Ralph H. Jones Co.
	(Drano)		Young & Rubicam
	(Twinkle)		
	(Windex)		

PROGRAM	ADVERTISER AND PRODUCT NETWORK	ADVERTISING AGENCY
Breakfast Club	Duffy-Mott Co., Inc. (Sunsweet)	Young & Rubicam
	Fear, Fred & Co. (Easter Egg Colors)	Ted Bernstein
	Food Specialties (Appian Way Pizza)	Hutchinson
	Frito Company (Fritos)	Tracey-Locke
	General Foods Corp. (Calumet, La France, Minute Brand Mashed Potatoes, Postum)	Young & Rubicam
	(Post Cereals)	Benton & Bowles
	Glamorene (Rug Cleaner)	Product Services, Inc.
	Haysma Company (Hay Fever Remedy)	O'Neil, Larson & McMahon
	Hearst Magazines (Good Housekeeping)	Grey
	International Minerals, Amine Products Div. (Ac'cent)	BBDO
	Jelsert Co. (JelSert)	L. W. Ramsey
	Lettuce, Inc.	John Cohan
	Lipton, Thomas, Inc. (Soup)	Young & Rubicam
	Magla Products (Ironing Board Covers)	Edward Lieb
	Milner Products (Pine-Col & Bleach)	Gordon Best Co., Inc.
	John Morrell Co. (Red Heart Dog Food)	McCann-Erickson
	National Business & Property Exchange	Olian & Bronner
	Olson Rug Co.	Presba, Fellers, Prest
	Park & Tilford (Tintex)	Emil Mogul
	Pfizer, Chas. & Co. (Chemicals)	Leo Burnett
	Pharma-Craft Corp. (Toilet Articles)	J. Walter Thompson
	Reader's Digest (Magazine)	Schwab & Beatty
	Realemon-Puritan Co. (Realemon)	Rutledge & Lillienfeld
	Renuzit (Cleaner)	Arndt, Preston, Chapin, Lamb & Keen
	Rust-Craft Publishers (Greeting Cards)	Chambers & Wiswell
	Sandura Company (Vinyl Floor Covering)	Hicks & Greist
	Seven Up Co.	J. Walter Thompson
	Sleep-Eze Co. (Sedative)	M. B. Scott
	Sta-Nu Corp. (Cleaning Process)	Lester L. Jacobs
	Standard Brands (Food Products)	Ted Bates
	State Pharmacal (Reducing Capsules)	Schwimmer & Scott
	Vitamin Corp. of America (Pharmaceuticals)	BBDO

—C—

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Considine, Millie Show	Miles Labs	MBS	Geoffrey Wade Adv.
Counterspy	J. B. Williams Co.	MBS	J. Walter Thompson
	Curtiss Candy Co.		C. L. Miller & Co.

—D—

Datelines and the Bible	Dawn Bible Students Assn.	MBS	Wm. Gleeson & Co.
Disney's, Walt, Magic Kingdom	Swift & Co. (Food Products)	ABC	McCann-Erickson
Dragnet	Anahist Co., Inc.	NBC	Ted Bates & Co.
	Carter Products (Little Liver Pills, etc.)		Ted Bates & Co.
	RCA		Kenyon & Eckhardt
Dreier, Alex and This Farming Business	Skelly Oil Co.	NBC	Bruce B. Brewer Co.
Dreier, Alex, Topic for Today	Morton Salt	NBC	Needham, Louis & Brorby

—E—

Election Night Returns	Buick Motors Div. of General Motors	ABC	Kudner

—F—

Fisher, Eddie	Coca-Cola Co.	MBS	McCann-Erickson, Inc .
Frank and Ernest	Dawn Bible Class	MBC	Wm. Gleeson & Co.

—G—

Gang Busters	J. B. Williams Co.	MBS	J. Walter Thompson
	Curtiss Candy Co.		C. L. Miller & Co.
General Sports Time with Harry Wismer	General Tire & Rubber Co.	MBS	D'Arcy Adv.
Godfrey, Arthur, Time	Baker Co.	CBS	Young & Rubicam
	Bristol-Myers		Young & Rubicam
	Chef Boy-Ar-Dee		Young & Rubicam
	Chun King Foods		J. Walter Thompson
	Hartz		George Hartman & Co.
	Kellogg		Leo Burnett Co.
	Mutual of Omaha		Bozell & Jacobs
	Norwich		Benton & Bowles
	Perkins Prods.		Foote, Cone & Belding
	Pillsbury		Leo Burnett Co.
	Schlitz		J. Walter Thompson
	Sherwin-Williams		Fuller & Smith & Ross
	Simoniz		Young & Rubicam
	Slenderella		Mgm't. Assocs. of Conn.
	Sta-Flo		Ruthrauff & Ryan
	Standard Brands		Ted Bates & Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Gildersleeve	Anahist Co., Inc.	NBC	Ted Bates & Co.
	Carter Products (Little Liver Pills, etc.)		Ted Bates & Co.
Gillette Cavalcade of Sports	Gillette Safety Razor Co. (Blue Blades, Shaving Prods.)	NBC	Maxon, Inc.
Grand Ole Opry	R. J. Reynolds Tobacco Co. (Prince Albert Tobacco)	NBC	Wm. Esty Co.
Greatest Story Ever Told	Goodyear Tire & Rubber Co.	ABC	Kudner
Gunsmoke	Liggett & Myers	CBS	Dancer-Fitzgerald-Sample

—H—

Harvey, Paul, News	Banker's Life & Casualty	ABC	Grant, Schwenk & Baker
Hauser, Gayelord	American Molasses Co.	MBS	Chas. W. Hoyt Adv.
Hayes, Sam (Pacific Net Only)	General Mills (Food Products)	ABC	Dancer-Fitzgerald-Sample
Heatter, Gabriel	American Home Prod.	MBS	Sullivan, Stauffer, Colwell & Bayles
	Bankers Casualty & Life Ins. Co.		Grant, Schwenk & Baker, Inc.
	Beltone Hearing Aid Co.		Olian & Bronner
	Carter Prod.		Ted Bates & Co. and Kaster, Farrell, Chesley & Clifford
	Hudson Vitamin Corp.		Pace Advertising
	North American Accident Ins. Co.		Franklin Bruck Adv.
	Sleep-Eze Co.		Milton Carlson Co.
Herald of Truth	Highland Church of Christ	ABC	The Martin Co.
Here's Hollywood	Miles Labs.	MBS	Geoffrey Wade Adv.
Hilltop House	Miles Laboratories (Alka Seltzer, One-A-Day Vitamins)	NBC	Geoffrey Wade Adv.
Hour of Decision	Billy Graham Evangelistic Assn.	ABC, MBS, NBC	Walter F. Bennett
Houseparty	Codene	CBS	J. Walter Thompson
	Lever		Kenyon & Eckhardt
	Simoniz		Young & Rubicam, Inc.
	Standard Brands		Ted Bates & Co.
	Staley Mills		Ruthrauff & Ryan
	Sunsweet		Long Advertising
	Swift		McCann-Erickson
How Christian Science Heals	1st Church of Christ Scientist	MBS	Hoag & Provandie, Inc.
How to Save Money on Your Car	Eugene Stevens (Car Book)	ABC	Eugene Schwartz

—I—

It's Time	Consolidated Cigar Sales Co.	ABC	Erwin, Wasey
	U.S. Rubber		Fletcher D. Richards

—J—

Jackson, Allan News	Chevrolet Div. of General Motors	CBS	Campbell-Ewald
Just Entertainment	Wrigley	CBS	Ruthrauff & Ryan

—K—

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Kraft Five-Star News	Kraft Foods Co.	MBS	J. Walter Thompson Needham, Louis & Brorby

—L—

Lewis, Robert Q.	Viceroy	CBS	Ted Bates & Co.
Life Is Worth Living	Admiral Corp. (Appliances)	ABC	Russell M. Seeds Co.
Light & Life Hour	Free Methodist Church of North America	ABC	Walter F. Bennett
Lone Ranger, The	American Bakeries	NBC	Tucker Wayne & Co.
	General Mills (Wheaties)		Dancer-Fitzgerald-Sample
Lutheran Hour	Lutheran Laymen's League	MBS, NBC	Gotham-Vladimir Adv.

—M—

Ma Perkins	Lever Bros.	CBS	Kenyon & Eckhardt
	Lipton		Young & Rubicam
Manion, Dean Clarence	Manion Forum of Opinion	MBS	Victor Adv.
Mayflower News	Aero-Mayflower Transit Co.	ABC	Caldwell, Larkin, Sidener & VanRiper
McBride, Mary Margaret	General Foods Corp. (Calumet Bakery)	NBC	Young & Rubicam
	Penick & Ford		BBDO
	Q-Tips		Lawrence C. Gumbinner Adv.
McGee, Fibber & Molly	Brown & Williamson Tobacco (Kool, Viceroy)	NBC	Ted Bates
Meet the Champions	Bayuk Cigars, Inc. (Phillies Cigars)	NBC	Al Paul Lefton Co.
Metropolitan Opera	Texas Co. (Texaco Products)	ABC	Kudner
Miles Labs News	Miles Laboratories	MBS	Geoffrey Wade Adv.
Miller, Howard	Wrigley	CBS	Arthur Meyerhoff & Co.
Miller, Mitch	Pharmacraft	CBS	J. Walter Thompson
Monitor	American Oil Co. (Amoco Gas & Oil)	NBC	Joseph Katz Co.
	Bell Telephone Co.		N. W. Ayer
	Carter Products (Little Liver Pills, etc.)		Ted Bates & Co.
	Hazel Bishop		Raymond Spector Co.
	Hotpoint, appliance subsidiary of General Electric		Needham, Louis & Brorby
	Mack Truck, Inc. (Trucks & Institutional)		Doyle, Kitchen & McCormick
	Miles Laboratories (Alka Seltzer, etc.)		Geoffrey Wade
	Miller Brewing		Mathisson & Assocs.
	Morton Salt		Needham, Louis & Brorby
	Quaker Oats (Cereals)		Wherry, Baker & Tilden

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Quaker State (Oil Products)		Kenyon & Eckhardt
	RCA (Radios, TV, etc.)		Kenyon & Eckhardt
	Warner Lambert (Quick Home Perm.)		Kenyon & Eckhardt
Morgan, Edward P.	AF of L-CIO	ABC	Furman & Feiner
Mr. Jolly's Hotel for Pets	Coast Fisheries, Div. of Quaker Oats Co. (Puss 'n Cat Food)	NBC	Lynn Baker, Inc.
Music for Dreaming	Sleep-Eze Co. (Sedative)	ABC	M. B. Scott
My True Story	Ex-Lax (Laxative)	ABC	Warwick & Legler
	Foster-Milburn (Doan's Pills)		Street & Finney
	R. T. French Co. (Bird Food)		Foley
	Park & Tilford (Tintex)		Emil Mogul
	Pharma-Craft Corp. (Toilet Articles)		J. Walter Thompson
	Sterling Drug, Inc.		Dancer-Fitzgerald-Sample
	Stokely-Van-Camp, Inc. (Canned Foods)		Calkins & Holden

—N—

National Farm & Home Hour	Allis Chalmers Mfg. Co. (Farm Equipment)	NBC	Bert S. Gittens
News From NBC with Ken Banghart	Brown & Williamson Tobacco Co. (Kool Cigarettes)	NBC	Ted Bates & Co.
News of the World	Miles Laboratories, Inc. (Alka Seltzer & One-A-Day Vitamins)	NBC	Geoffrey Wade Adv.
News with Don Pardo	Brown & Williamson Tobacco Co. (Viceroy Cigarettes)	NBC	Ted Bates
No School Today	Safeway Stores	ABC	Foote, Cone & Belding

—O—

Official Detective	Curtiss Candy Co.	MBS	C. L. Miller & Co.
	J. B. Williams Co.		J. Walter Thompson
Old Fashion Revival Hour	Gospel Broadcasting Assn.	ABC	R. H. Alber
On the Line with Bob Considine	Mutual Benefit & Accident Assoc. of Omaha	NBC	Bozelle & Jacobs, Inc.
One Man's Family	Anahist Co., Inc.	NBC	Ted Bates & Co.
	Brown & Williamson Tobacco (Kool, Viceroy)		Ted Bates & Co.
	Carter Products (Little Liver Pills, etc.)		Ted Bates & Co.
	Crowell-Collier (Magazines)		Grey Advertising
	Realemon		Rutledge & Lilienfield
Our Gal Sunday	Colgate	CBS	Bryan Houston
	Salada		Hermon W. Stevens
	Scott Paper		J. Walter Thompson

—P—

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Paar, Jack, Show	Hearst Magazines, Inc. (Good Housekeeping	ABC	Grey
	McIlhenny Co. (Tobasco)		Scheideler & Beck
Parallels in the News	Seaboard Drug	MBS	Grant Adv.
	Sterling Drug		Carl S. Brown Co.
People Are Funny	Brown & Williamson Tobacco (Kool, Viceroy)	NBC	Ted Bates
	RCA	NBC	Kenyon & Eckhardt
	Realemon		Rutledge & Lilienfield
People in the News	Anahist Co. (Drug Products)	ABC	Ted Bates
Preview	Bell Telephone System	NBC	N. W. Ayer & Son

—Q—

Queen For A Day	Mentholatum Co.	MBS	J. Walter Thompson

—R—

Radio Bible Class	Radio Bible Class (Religion)	ABC, MBS	John M. Camp & Co.
Revival Time	Assemblies of God	ABC	Walter F. Bennett
Right to Happiness	Proctor & Gamble	NBC, CBS	Dancer-Fitzgerald-Sample
	Campana		Erwin Wasey & Co.
	Salada		Hermon W. Stevens, Inc.
Road of Life	Carter	CBS	Ted Bates & Co.
	Grant		Leeds & York
	Listerine		Lambert & Feasley
	Mentholatum		J. Walter Thompson
	Salada		Hermon W. Stevens, Inc.
Roberts, Oral, Broadcasts	Healing Waters, Inc.	ABC	C. L. Miller

—S—

Second Mrs. Burton	Colgate	CBS	Lennen & Newell
	Salada		Hermon W. Stevens, Inc.
	Scott Paper		J. Walter Thompson
Speaking of Sports with Howard Cosell	Chevrolet Motors Div. of General Motors	ABC	Campbell-Ewald
	Studebaker-Packard Corp.		Benton & Bowles
Stern, Bill	AllState Insurance Co.	ABC	Christiansen
Strike It Rich	Colgate	CBS	Ted Bates & Co.
Sugar Bowl Game	Gulf Oil Corp.	ABC	Young & Rubicam
Sunshine Boys	General Foods Corp. (Minute Rice)	ABC	Young & Rubicam
Symphonette	Longines-Wittnauer	CBS	Victor Bennett Co.

—T—

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Taylor, Henry J.	General Motors Corp. (Institutional)	NBC	Kudner Agency
Telephone Hour, The	Bell Telephone System	NBC	N. W. Ayer & Son
This Is Nora Drake	Carter	CBS	Ted Bates & Co.
	Grant		Leeds & York
	Listerine		Lambert & Feasley
	Mentholatum		J. Walter Thompson
	Salada		Hermon W. Stevens, Inc.
	Scott Paper Co.		J. Walter Thompson
Thomas, Lowell	Delco	CBS	Campbell-Ewald
Three Star Extra	Sun Oil Co.	NBC	Ruthrauff & Ryan
Tomorrow's Front Page Headlines	Seeman Brothers	MBS	Norman, Craig & Kummel
Treasury Agent	Curtiss Candy Co.	MBS	C. L. Miller & Co.
	J. B. Williams Co.		J. Walter Thompson
Trent, Helen	Campana	CBS	Erwin Wasey & Co.
	Lever Bros.		Kenyon & Eckhardt
	Scott Paper		J. Walter Thompson
Trout, Robert, News	Chevrolet Div. of General Motors	CBS	Campbell-Ewald
True Detective Mysteries	Curtiss Candy Co.	MBS	C. L. Miller & Co.
	I. B. Williams Co.		J. Walter Thompson
Truth or Consequences	RCA	NBC	Kenyon & Eckhardt
			Rutledge & Lilienfield

—V—

Vandercook, John W.	AFL-CIO	ABC	Albert Frank-Guenther Law
Voice of Firestone	Firestone Tire & Rubber Co.	ABC	Sweeney & James
Voice of Prophecy	Voice of Prophecy, Inc.	ABC, MBS, NBC	Milton Carlson Co.

—W—

Wall Street Final	Harris, Upham & Co. (Brokers)	ABC	Albert Frank-Guenther Law
Warren, Wendy, & The News	Bon Ami	CBS	Ruthrauff & Ryan
	Calumet		Young & Rubicam
	Slenderella		Mgm't. Assocs. of Conn.
	Tide		Benton & Bowles
Wednesday Night Fights	Pabst Brewing Co.	ABC	Leo Burnett
Weekday	American Molasses	NBC	Charles W .Hoyt
	Carter Products (Little Liver Pills, etc.)		Ted Bates & Co.
	General Food		Young & Rubicam
	Miles Laboratories (Alka Seltzer, One-A-Day Vitamins)		Geoffrey Wade
	Park & Tilford (Tintex)		Emil Mogul
	Q-Tips		Lawrence C. Gumbinner Adv.
	Realemon		Rutledge & Lilienfield, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Standard Brands (Blue Bonnet Margarine)		Ted Bates & Co.
	Sterling Drugs (Bayer Aspirin, Phillips Milk of Magnesia)		Dancer, Fitzgerald & Sample
	Warner-Lambert Pharmaceutical Co. (Quick Home Permanent)		Kenyon & Eckhardt
Weekend News	Texas Co. (Texaco Products)	ABC	Kudner
When A Girl Marries	Artra Cosmetics (Imra)	ABC	Grey
	Carter Products (Drug Products)		Sullivan, Stauffer, Colwell & Bayles
	Dromedary Co. (Cake Mix)		Ted Bates
	Foster-Milburn (Doan's Pills)		Street & Finney
	Pharma-Craft Corp. (Toilet Articles)		J. Walter Thompson
	Park & Tilford (Tintex)		Emil Mogul
	Slenderella (Slenderizing Process)		Mgm't. Assocs. of Conn.
Whispering Streets	Bel-Air Frozen Lemonade	ABC	Weiner, Ohleyer, Reynolds & Baker
	Coast Fisheries (Canned Fish Products)		Lynn Baker, Inc.
	Foster-Milburn (Doan's Pills)		Street & Finney
	Park & Tilford (Tintex)		Emil Mogul
	Pharmaco, Inc. (Feen-A-Mint & Chooz)		Doherty, Clifford Steers & Shenfield
	Stanback Co. (Drug Products)		Piedmont Adv.
	Seeman Brothers (Grocery Products)		Norman, Craig & Kummel
	Union Pharmaceutical (Inhiston, Saraka)		Grey
	Whitney Frozen Foods		Weiner, Ohleyer, Reynolds & Baker
Wings of Healing	Dr. Thomas Wyatt	ABC, MBS	Century Adv. Agency
Woman In My House	Miles Laboratories (Alka Seltzer, One-A-Day Vitamins)	NBC	Geoffrey Wade Adv.
Woolworth Hour	F. W. Woolworth Co.	CBS	Walter F. Bennett & Co.
Word of Life Hour	Word of Life Fellowship	MBS	Lynn, Baker, Inc.

—Y—

You Bet Your Life	DeSoto Div., Chrysler Corp.	NBC	BBD&O
Young Dr. Malone	Campana	CBS	Erwin Wasey & Co.
	Lever Bros.		Kenyon & Eckhardt
	Scott Paper		J. Walter Thompson
Young Widder Brown	Sterling Drug	NBC	Dancer-Fitzgerald-Sample
Young's, Pepper, Family	Proctor & Gamble	NBC	Benton & Bowles
Your Druggist Presents Bob & Ray	McKesson & Robbins	MBS	Ellington & Co.

COMMERCIAL PROGRAMS TV-1956

PROGRAM TITLES
SPONSORS
NETWORKS
ADVERTISING AGENCIES

1957

COMMERCIAL TV PROGRAMS OF 1956

(NETWORK)

The following pages contain an alphabetical listing by program title of the four national television networks' commercial programs during 1956. The programs listed are for the 12-month period ending Dec. 31, 1956. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Programs are all of 13-week duration or longer. Compilation has been made through the cooperation of ABC, CBS and NBC.

—A—

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Adventures of Hiram Holliday	General Foods Corp. (Beverages, Cereals, (Desserts)	NBC-TV	Young & Rubicam
Afternoon Film Festival	Beltone Hearing Aid (Hearing Aid Glasses)	ABC-TV	Olian & Bronner
	Best Foods, Inc. (Nucoa Margarine)		Dancer-Fitzgerald-Sample
	Blue Jay Products Div. of Kendall Co. (Corn & Callus Plasters)		Leo Burnett Co.
	Bon Ami Co. (New Jet Bon Ami)		Ruthrauff & Ryan
	Breck Hair Mist		Humphrey, Alley & Richards
	Carter Products (Arrid)		Sullivan, Stauffer, Colwell & Bayles
	Carter Products (Little Liver Pills)		Ted Bates
	Coats & Clark Sales Corp. (Zippers)		Kenyon & Eckhardt
	Exquisite Form Brassiere		Grey Adv.
	General Foods, Inc. (Jello)		Young & Rubicam
	Glamorene, Inc. (Rug Shampoo)		Product Services
	The Hoover Co. (Vacuum Cleaners)		Leo Burnett Co.
	Lipton, Thomas J. (Soup)		Young & Rubicam
	Norwich Pharmacal Co. (Ungentine, Pepto-Bismol)		Benton & Bowles
	Pearson Pharmacal Co. (Sakrin, Eye-gene, Ennds)		Donahue & Coe
	Pharmaco, Inc. (Medigum)		Doherty, Clifford, Steers & Shenfield
	Sterling Drug, Inc. (Bayer Aspirin, Phillips' Milk of Magnesia, Phillips' Toothpaste)		Dancer-Fitzgerald-Sample
	Union Underwear		Grey Advertising
Air Power	Prudential Insurance Co. of America	CBS-TV	Calkins & Holden
Alcoa Hour	Aluminum Co. of America	NBC-TV	Fuller, Smith & Ross
Allen, Steve, Show	Avco Mfg. Co. (Appliances, Radio & TV Sets)	NBC-TV	Compton

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Brown & Williamson Tobacco Co. (Viceroy Cigarettes & others)		**Ted Bates**
	Andrew Jergens Co. (Cosmetics, Drug Prods.)		**Robert W. Orr**
Amateur Hour	**Pharmaceuticals, Inc.** (Serutan, Geritol, RDX, Zarumin, etc.)	**ABC-TV**	**Edward Kletter Assoc.**
Amazing Dunninger, The	**American Tobacco Co.** (Pall Mall Cigarettes)	**ABC-TV**	**Sullivan, Stauffer, Colwell & Bayles**
	Pearson Pharmacal Co. (Sakrin, Eye-gene)		**Donahue & Coe, Inc.**
Anthony, Ray, Show	**Plymouth Div., Chrysler Corp.**	**ABC-TV**	**Grant Advertising**
Appointment with Adventure	**Kent Cigarettes**	**CBS-TV**	**Young & Rubicam**
	Revlon, Inc.		**Norman, Craig & Kummel**
Armstrong Circle Theatre	**Armstrong Cork Co.** (Floor Coverings, etc.)	**NBC-TV**	**BBDO**
As the World Turns	**Procter & Gamble Co.** (Crisco, Oxydol, Ivory Snow)	**CBS-TV**	**Benton & Bowles**
Autry, Gene	**W. Wrigley, Jr. Co.** Doublemint Chewing Gum)	**CBS-TV**	**Ruthrauff & Ryan**

B

Barber's, Red, Corner	**State Farm Insurance Co.**	**NBC-TV**	**Needham, Louis & Brorby**
Baseball Game of the Week	**Falstaff Brewing Corp.**	**CBS-TV**	**Dancer-Fitzgerald-Sample**
Baseball Preview	**Brown & Williamson Tobacco Corp.** (Viceroy Cigarettes)	**CBS-TV**	**Ted Bates & Co.**
	Colgate Palmolive Co. (Palmolive Shaving Cream, Soap & Lotion)		**Ted Bates & Co.**
Beat the Clock	**Hazel Bishop, Inc.** (Lipstick, Rouge, Nail Polish, Cleansers, Make-up, Hair Spray, Stick Deodorant)	**CBS-TV**	**Raymond Spector Co.**
	Pharma-Craft, Inc. (Fresh Stick Deodorant, Cream Deodorant, Ting, Coldene)		**J. Walter Thompson**
	Sylvania Electric Products		**J. Walter Thompson**
Bennett, Tony, Show	**Armour & Co.** (Meat Prods.)	**NBC-TV**	**Tatham-Laird**
	Intl. Cellu Cotton Prods. Co. (Kleenex, Table (Napkins)		**Foote, Cone & Belding**
	Noxzema Chemical Co.		**Sullivan, Stauffer, Colwell & Bayles**
	Sunbeam Corp. (Small Electrical Appliances)		**Perrin-Paus**
	The Toni Co.		**Weiss & Geller**
Benny, Jack, Show	**Lucky Strike Cigarettes**	**CBS-TV**	**BBDO**

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Berle, Milton, Show	RCA	NBC-TV	Kenyon & Eckhardt
	Sunbeam Corp.		Perrin Paus
	Whirpool Corp. (Washing Machines)		Kenyon & Eckhardt
Big Payoff	Colgate-Palmolive Co. (Fab, Chlorophyll Toothpaste, Cashmere Bouquet Hand Lotion)	CBS-TV	Wm. Esty Co.
Big Story	American Tobacco Co. (Pall Mall, Others)	NBC-TV	Sullivan, Stauffer, Colwell & Bayles
	Ralston Purine Co. (Dog Food)		Gardner
	Simoniz Co. (Waxes, Cleansers)		Sullivan, Stauffer, Colwell & Bayles
Big Surprise	Purex Corp. (Cleansers, Bleaches)	NBC-TV	Weiss & Geller
	Speidel Corp. (Watch Bands, Men's Jewelry		Sullivan, Stauffer, Colwell & Bayles
Big Town	A C Spark Plug Div. (Spark Plugs, Oil Filter, Fuel Pumps)	NBC-TV	D. P. Brother
	Lever Brothers Co. (Rinso Blue, Good Luck Margarine, Lifebuoy Soap)		Sullivan, Stauffer, Colwell & Bayles
Bold Journey	Ralston Purina (Wheat Chex, Instant Ralston, Regular Ralston, Ry-Krisp, etc.)	ABC-TV	Guild, Bascom & Bonfigli, Inc.
Bowie, Jim, Adventures of	American Chicle (Dentyne, Beeman's, Rolaids, Clorets chewing gum)	ABC-TV	Ted Bates
	Chesebrough-Pond's (Vaseline products including Hair tonic)		J. Walter Thompson
Break the Bank	Dodge Div., Chrysler Corp. (Dodge Cars)	ABC-TV	Grant Adv.
Brighter Day, The	Procter & Gamble Co. (Ivory Flakes, Cheer)	CBS-TV	Young & Rubicam
Broken Arrow	General Electric Co. (GE Lamps, Household, other electrical Appliances, TV & Radio Receivers, etc.)	ABC-TV	Young & Rubicam
	Miles Laboratories (Alka-Seltzer, One-A-Day Brand Vitamins, Bactine, Nervine, Tabcin)		Wade Advertising
Brothers, The	Procter & Gamble Co. (Joy)	CBS-TV	Leo Burnett Co.
	W. A. Shaeffer Pen Co.		Russell M. Seeds Co.
Buccaneers, The	Sylvania Electric Products	CBS-TV	J. Walter Thompson
Burns & Allen	Carnation Co. (Evaporated Milk, Fresh Milk, Malted Milk, Instant Milk, Chocolate Drink)	CBS-TV	Erwin, Wasey & Co.
	General Mills, Inc. (Cake Mix, Brownie Mix, All Purpose Flour)		BBDO
	B. F. Goodrich Co. (Tires, Tubes)		BBDO

—C—

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Caesar's Hour	American Chicle Co. (Clorets, Dentyne, Rolaids)	NBC-TV	Dancer, Fitzgerald & Sample
	B. T. Babbitt Co. Bab-O, Ammo, Cameo Copper Cleaner)		Dancer, Fitzgerald & Sample
	Carter Products (Shave Creams & Arrid)		Sullivan, Stauffer, Colwell & Bayles
	Helene Curtis Industries, Inc. (Hair Prods. & Deodorants)		Earle Ludgin
	Knomark Mfg. Co. (Esquire Boot Polish)		Emil Mogul
	Quaker Oats Co. (Dog & Cat Food, Mixes)		Needham, Louis & Brorby
	Remington Rand, Inc. (Electric Shavers)		Young & Rubicam
	Speidel Corp. (Watch Bands)		Sullivan, Stauffer, Colwell & Bayles
Capt. Gallant of the Foreign Legion	H. J. Heinz Co. (57 Variety Foods)	NBC-TV	Maxon
Capt. Hartz	Hartz Mountain Products (Bird Seed & Pet Food)	NBC-TV	George H. Hartman
Captain Kangaroo	Brown Shoe Co. (Buster Brown Shoes)		Leo Burnett Co.
	Gerber Products Co. (Baby Foods)	CBS-TV	D'Arcy Adv. Co.
	Chr. Hansen's Laboratories (Junket Desserts, Puddings)		Sullivan, Stauffer, Colwell & Bayles
	Hartz Mountain Products Corp. (Bird, Turtle, Fish Foods, Dog Yummies)		Geo. Hartman Co.
	Ideal Toy Corp.		Grey Adv.
	Kendall Co., Bauer & Black Div. (All Curity Products)		Leo Burnett Co.
	Kolynos		Grey Advertising
	Kool-Aid		Foote, Cone & Belding
	Luden's, Inc.		J. M. Mathes, Inc.
	Nestle Chocolate Products (Cookie Mixes)		McCann-Erickson
	Plastic Blocks City, Inc. (Plastic Bldg. Blocks)		Ouesey & Stauss
	Procter & Gamble Co. (Crisco)		Compton Adv.
Captain Midnight	Wander Co. (Ovaltine)	CBS-TV	Tatham-Laird, Inc.
Carson, Johnny, Show	Best Foods, Inc. (Hellmann's Mayonnaise, Nucoa, etc.)	CBS-TV	Dancer-Fitzgerald & Sample, Inc.
	General Foods Corp. (Jell-O, Minute Rice, Instant Sanka Coffee)		Young & Rubicam
	Simoniz Co. (Simoniz, Non-Scuff Floor Wax, Ivalon Sponges, Hilite)		Tatham-Laird Young & Rubicam

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Cavalcade of Sports	Gillette Safety Razor Co. (Shaving Equipment, Pens, Pencils, hair prods.)	NBC-TV	Maxon
Chance Of A Lifetime	Emerson Drug Co. (Bromo-Seltzer, etc.)	ABC-TV	Lennen & Newell
	Olin Mathison Chemical Corp.		Grant Adv.
Chevy Show	Chevrolet Motor Div. (Cars & Trucks)	NBC-TV	Campbell-Ewald
Cheyenne	General Electric (Radio & TV & Small Appliances Div.—GE Radio & TV Sets, Tubes & Small Appliances)	ABC-TV	Young & Rubicam
	General Electric, Lamp Div. (Household Bulbs, Home Light Conditioning, Photo Flash Bulbs, Auto Lights)		BBDO
Circus Boy	Reynolds Metals Co. Aluminum Prods., Reynolds Wrap)	NBC-TV	Russell M. Seeds
Circus Time	American Metal Specialties (Toys)	ABC-TV	Lavenson Bureau of Adv.
	Hartz Mountain Prods. (Pet Food & Accessories)		Geo. H. Hartman Co.
	Remco (Toys)		Webb Associates
	Seven Up Company (Soda Pop)		J. Walter Thompson
Climax	Chrysler Corp. (Chrysler, De Soto, Dodge, Plymouth, Imperial Automobiles)	CBS-TV	McCann-Erickson
Coke Time with Eddie Fisher	Coca-Cola Co.	NBC-TV	D'Arcy Adv.
	Planters Nut & Choc. Co. (Candy)		McCann-Erickson Goodkind, Joice & Morgan
College All-Star Football Game	American Oil Co. (Petroleum Prods.)	ABC-TV	Joseph Katz Co.
	Pabst Brewing Co.		Leo Burnett & Co.
	Pan Am. Southern Corp. (Gas, oil, oil filters, tires, etc.)		Fitzgerald Adv.
	Standard Oil Co. of Indiana (Petroleum Prods.)		D'Arcy Adv. Agcy.
Comedy Hour	Andrew Jergens Co. (Cosmetics & Drug Prods.)	NBC-TV	Robert W. Orr
Como, Perry, Show	Armour & Co. (Meat Prods.)	NBC-TV	Tatham-Laird
	Dormeyer Corp. (Elec. Appliances & Tools)		John W. Shaw
	Gold Seal Co. (Glass Wax, Snowy Bleach)		Campbell-Mithun
	Intl. Cellu Cotton Prods. Co. (Kleenex, Table Napkins)		Foote, Cone & Belding

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Noxzema Chemical Co. (Skin Cream, Shave Cream, Lotion)		**Sullivan, Stauffer, Colwell & Bayles**
	RCA (Radios, TV Sets, Phonographs)		**Kenyon & Eckhardt**
	Sperry & Hutchinson (S & H Green Stamps)		**Sullivan, Stauffer, Colwell & Bayles**
	Sunbeam Corp. (Small Electrical (Appliances)		**Perrin-Paus**
	The Toni Co.		**Weiss & Geller**
Conflict	**Chesebrough-Pond's** (Cosmetic and grooming products, Vaseline, Petroleum Jelly, Vaseline Lip Ice, Pertussin, etc.)	**ABC-TV**	**J. Walter Thompson**
Crocker, Betty, Homemaker of Tomorrow	**General Mills, Inc.** (Baking Mixes, Cereals & Flours)	**ABC-TV**	**Knox Reeves Adv.**
Crosby, Bob	**Best Foods, Inc.** (Rit, Shinola, Nucoa, etc.)	**CBS-TV**	**Earle Ludgin & Co.** **Dancer-Fitzgerald & Samp'e**
	Hazel Bishop, Inc. (Lipstick, Compact Make-up, Complexion Glow, Nail Polish)		**Raymond Spector Co.**
	Brown & Williamson Tobacco Corp. (Viceroy Cigarettes)		**Ted Bates & Co.**
	Carnation Co. (Evaporated, Fresh, Malted and Instant Milk, Chocolate Drink)		**Erwin, Wasey & Co.**
	General Mills, Inc. (Flour, Baking Mixes, Breakfast Cereals, Bisquick, Pie Crust Mix)		**Knox Reeves Adv.**
	Gerber Products Co. (Baby Foods)		**D'Arcy Adv. Co.**
	Mentholatum Co. (Deep Heat Rub)		**J. Walter Thompson**
	Miles Laboratories, Inc. (Alka Seltzer, Vitamin Tablets, Household Disinfectants, Nervine, Bactine, Tabcin)		**Geoffrey Wade Adv.**
	Procter & Gamble Co. (Ivory Flakes, Spic 'n Span)		**Compton Adv.**
	S.O.S. Co. (Scouring Pads)		**McCann-Erickson**
	Scott Paper Co.		**J. Walter Thompson**
	Seven-Up Co.		**J. Walter Thompson**
	Swift & Co (Meat, Poultry, Pard, Vigoro)		**McCann-Erickson**
	Toni Co All Products)		**North Adv.**
	Wesson Oil & Snowdrift Sales Co. (Wesson Oil)		**Fitzgerald Adv. Agency**
Crossroads	**Chevrolet Div., General Motors** (Chevrolet Cars) & Trucks)	**ABC-TV**	**Campbell-Ewald**

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Crusader	Colgate-Palmolive Co. (Rapid Shave, Vel, Halo)	CBS-TV	Wm. Esty Co. Lennen & Newell
	R. J. Reynolds Tobacco Co. (Camels)		Wm. Esty
Cummings, Bob, Show	Colgate-Palmolive Co. (Brisk, Palmolive Soap)	CBS-TV	Wm. Esty & Co.
	R. J. Reynolds Tobacco Co. (Winston Cigarettes)		Wm. Esty Co.

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Daly, John and the News	Cadillac Div., General Motors Cars	ABC-TV	MacManus, John & Adams
	General Cigar Co. (White Owl Cigars, Rob't. Burns Cigars & Cigarillos)		Young & Rubicam
	Miles Laboratories (Alka-Seltzer, One-A-Day Vitamins, Bactine, Tabcin)		Wade Advertising
	Polaroid Corp. (Land Cameras)		Doyle, Dane & Bernbach
	Time, Inc. (Life Magazine)		Young & Rubicam
Damone, Vic, Show	General Foods Corp. (Instant Maxwell House Coffee)	CBS-TV	Benton & Bowles
December Bride	General Foods Corp. (Instant Maxwell House Coffee)	CBS-TV	Benton & Bowles
Ding Dong School	Gerber Products Co. (Baby Foods)	NBC-TV	D'Arcy Adv.
	The Mennen Co. (Baby Oil, Powder)		Grey Advertising
	Miles Laboratories (Bactine, One-A-Day Vitamins)		Wade Advertising
Disneyland	American Dairy Assoc.	ABC-TV	Campbell-Mithun
	American Motors (Nash, Hudson cars, Kelvinator Appliances)		Geyer Adv.
	Derby Foods, Inc. (Peter Pan Peanut Butter, Boneless Chicken ala King, Egg Noodles & Chicken, Tamales with sauce, Chile Con Carne, etc.)		McCann-Erickson
Do You Trust Your Wife?	General Motor Corp. (Frigidaire Div., Home Appliances)	CBS-TV	Foote, Cone & Belding
	Liggett & Myers Tobacco (L & M Cigarettes)		Dancer, Fitzgerald & Sample
Dollar A Second	Helene Curtis Industries	ABC-TV	Weiss & Geller
	Mogen David Wine Corp.		
Down You Go	Purex Corp. (Cleansers, Bleaches)	NBC-TV	Weiss & Geller
	Speidel Corp. (Watch Bands, Men's Jewelry)		Sullivan, Stauffer, Colwell & Bayles

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Dragnet	**Liggett & Myers Tobacco Co.** (Chesterfields)	**NBC-TV**	**McCann-Erickson, Inc.**
	Schick, Inc. (Electric Shavers)		**Warwick & Legler**
Du Pont Theater	**E. I. du Pont de Nemours & Co.** (Institutional)	**ABC-TV**	**BBDO**

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Earp, Wyatt	**General Mills** (Cereals, flour, cake mixes)	**ABC-TV**	**Dancer-Fitzgerald-Sample**
	Parker Pen Co.		**Tatham-Laird**
	Procter & Gamble (Gleem Toothpaste)		**Compton Adv.**
Edge of Night, The	**Procter & Gamble Co.** (Tide, Crest, Fluffo, Spic 'n' Span)	**CBS-TV**	**Benton & Bowles**
Edwards, Douglas, with the News	**American Home Products Corp.** (Anacin, Aero Shave, Heet)	**CBS-TV**	**Biow, Beirn & Toigo** **Ted Bates & Co.**
	American Tobacco Co. (Pall Mall Cigarettes)		**Sullivan, Stauffer, Colwell & Bayles**
	Colgate-Palmolive Co. (Veto, Liquid Val)		**Bryan-Houston, Inc.**
	General Foods Corp. (Instant Maxwell House Coffee)		**Benton & Bowles**
Election Night	**Buick Div., General Motors Cars**	**ABC-TV**	**Kudner Agency**
Encore Theatre	**Armour & Co.** (Dial Soap, Meat Products)	**NBC-TV**	**Foote, Cone & Belding**
	Pet Milk Co.		**Gardner Adv.**
Ethel and Albert	**Ralston-Purina Co.** (Wheat Chex, Rice Chex, Instant Ralston, Regular Ralston, Ry-Krisp, Cereal Foods)	**ABC-TV**	**Guild, Bascom & Bonfigli**

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Famous Film Festival	**Armour & Co.** (Miss Wisconsin Cheese)	**ABC-TV**	**N. W. Ayer & Son**
	Breck Hair Mist (Hair Spray)		**Humphrey, Alley & Richards**
	Carter Products (Arrid)		**Sullivan, Stauffer, Colwell & Bayles**
	Carter Products (Little Liver Pills)		**Ted Bates**
	Colgate-Palmolive Co. (Veto Deodorant)		**Bryan Houston**
	Colgate-Palmolive Co. (Colgate Dental Cream)		**Ted Bates**
	Dow Chemical Co. (Saran Wrap)		**MacManus, John & Adams**
	Evinrude Motors (Outboard Motors)		**Cramer-Krasselt Co.**

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Glamorene, Inc. (Rug Shampoo)		**Product Services**
	Hoover Co. (Vacuum Cleaners)		**Leo Burnett Co.**
	Knapp Monarch Co. (Liquidizer Food Blender, Redi Baker, Heater, Redi Fry Grill)		**Frank Block Assoc.**
	Lewis-Howe Co. (Tums)		**Dancer-Fitzgerald-Sample**
	Max Factor Co. (Lipstick)		**Doyle, Dane, Bernbach**
	Mobile Homes Mfrs. Assoc.		**J. Walter Thompson**
	Pearson Pharmacal Co. (Sakrin, Eye-Gene, Ennds)		**Donahue & Coe**
	Procter & Gamble Co. (Shasta)		**Biow-Beirn-Tiogo**
	Readers Digest Condensed Book Club		**BBDO**
Farrell, Charlie, Show	**Procter & Gamble Co.** (Lilt, Fluffo)	**CBS-TV**	**Biow, Beirn & Tiogo Grey Adv.**
Father Knows Best	**Scott Paper Co.** Paper Products, Wax Paper)	**NBC-TV**	**J. Walter Thompson**
Feather Your Nest	**Colgate-Palmolive Co.** (Dental Cream, Palmolive & Vel)	**NBC-TV**	**Wm. Esty**
Fireside Theatre	**Procter & Gamble**	**NBC-TV**	**Compton Adv.**
Football Round-Up	**National Carbon Co.** (Prestone)	**CBS-TV**	**Wm. Esty Co.**
Ford Show, The	**Ford Motor Co.**	**NBC-TV**	**J. Walter Thompson**
Ford Star Jubilee	**Ford Div., Ford Motor Co.**	**CBS-TV**	**J. Walter Thompson**
Ford, Tennessee Ernie	**Brown & Williamson Tobacco Co.** (Raleighs)	**NBC-TV**	**Russell Seeds**
	Miles Labs (Alka Seltzer, One-A-Day Vitamins, Bactine, Nervine, Tabcin)		**Geoffrey Wade**
	Minute Maid Corp. (Frozen Juices, Vegetables, Fruit)		**Ted Bates**
	Procter & Gamble (Detergents, Shampoos, Shortenings, Dentifrices)		**Benton & Bowles**
	Standard Brands, Inc. (Desserts, Dog Foods, Coffee, Tea, Margarine)		**Ted Bates**
Ford Theatre	**Ford Motor Co.** (Automotive Products, Services of Ford Motor Co. & Ford Dealers)	**ABC-TV**	**J. Walter Thompson**
Four Star Playhouse	**Bristol Myers Co.** (Bufferin, Ipana, Vitalis, Ban, Mum, Mum Mist, Trushay)	**CBS-TV**	**Young & Rubicam**
	Singer Sewing Machine Co. (Sewing Machines, sewing aids, vacuum cleaners)		**Young & Rubicam**
Frontier	**Reynolds Metals Co.** (Aluminum Prods. & Reynolds Wrap)	**NBC-TV**	**Russell M. Seeds**

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Fury	Borden Co. (Milk & Ice Cream)	NBC-TV	Benton & Bowles
	General Foods Corp. (Post Cereals)		Benton & Bowles

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Game of the Week—Baseball	American Safety Razor Corp.	CBS-TV	McCann-Erickson, Inc.
General Electric Summer Originals	General Electric Co. (GE lamps, household & other electrical appliances, TV and radio sets, and other electronic products)	ABC-TV	Young & Rubicam
GE Theatre	General Electric Co. (Institutional)	CBS-TV	BBDO
Giant Step	General Mills, Inc. (Flour, baking mixes, frosting mixes, cereals, sponges, dog food)	CBS-TV	BBDO
Gleason, Jackie, Show	Bulova Watch Co.	CBS-TV	McCann-Erickson
	P. Lorillard Co. (Old Gold Cigarettes)		Lennen & Newell
Gobel, George, Show	Armour & Co. (Dial Soap & Meat Prods.)	NBC-TV	Foote, Cone & Belding
	Pet Milk Co.		Gardner Adv.
Godfrey, Arthur, Show	Bristol Myers Co. (Ban, Vitalis, Ipana, Bufferin)	CBS-TV	Young & Rubicam
	CBS-Columbia CBS TV & Radio Sets)		Ted Bates & Co.
	Columbia Records, Inc.		McCann Erickson
	Kellogg Co. (Cereals)		Leo Burnett Co.
	Pillsbury Mills, Inc. Best Flour, Cake, Pie, Hot Roll Mix)		Leo Burnett Co.
	Toni Co. (All Products)		North Adv.
Godfrey's, Arthur, Talent Scouts.	Thomas J. Lipton Co. (Lipton's Tea, Soup, Frostee Mix)	CBS-TV	Young & Rubicam
	Toni Co. (All Products)		North Adv.
Godfrey, Arthur, Time	Baker's Angel Flake Cocoanut	CBS-TV	Young & Rubicam
	Bristol Myers Co. (Bufferin, Ban)		Young & Rubicam
	Chef Boy-Ar-Dee Products		Young & Rubicam
	Corn Products Refining Co. (Mazola Salad, Cooking Oil)		C. L. Miller Co.
	Easy Washing Machine Corp.		BBDO
	Kellogg Co. (All Products)		Leo Burnett Co.
	The Kendall Co. Bauer & Black Div. (All Curity Products)		Leo Burnett Co.
	Lever Brothers Co. (Lux Liquid, Pepsodent)		J. Walter Thompson

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Manhattan Soap Co. (Sweetheart Soap)		**Anderson & Cairns**
	Minnesota Mining & Mfg. Co. (Scotch Tape, Scotch Lite)		**BBDO**
	Norwich Pharmacal Co. (Pepto Bismol, Unguentine)		**Benton & Bowles**
	Pillsbury Mills, Inc. (Best Flour, Cake Mix, Pie Mix, Hot Roll Mix)		**Leo Burnett Co.**
	Scott Paper Co.		**J. Walter Thompson**
	Simoniz Co. (Simoniz, Non-Scuff Floor Wax, Ivalon Sponges, Hilite)		**Sullivan, Stauffer, Colwell & Bayles** **Young & Rubicam**
	Standard Brands, Inc. (Royal Gelatin Desserts, Blue Bonnet Margarine)		**Ted Bates, Inc.**
Good Morning	**Bon-Ami Co.** (New Jet Bon-Ami)	**CBS-TV**	**Ruthrauff & Ryan**
	General Motors Corp. Cadillac Division		**MacManus, John & Adams**
	Hamilton Beach Co. (Mixes, Blenders, Toasters)		**Wm. Esty Co.**
	Skill Built Tool Co. (Hand-It-All Grill)		**Wellesley Adv. Assoc.**
	Sterns Nursery (Gladiolas)		**Fairfax, Inc.**
Goodyear Playhouse	**Goodyear Tire & Rubber Co.** (Tires & Neolite Soles)	**NBC-TV**	**Young & Rubicam**
Grand Ole Opry	**Ralston Purine Co., Chows Div.** (Purina Chows for livestock, poultry, sanitation products and farm supplies)	**ABC-TV**	**Gardner Advertising**
Guiding Light, The	**Procter & Gamble Co.** (Ivory Soap, Duz, Crisco, Gleem, Cheer)	**CBS-TV**	**Compton Adv.**
Gunsmoke	**Liggett & Myers Tobacco Co.** (Chesterfield, L & M Cigarettes)	**CBS-TV**	**Cunningham & Walsh** **Dancer, Fitzgerald & Sample**
	Remington Rand, Inc. (Electric Shavers, Business Machines, Office Equipment)		**Young & Rubicam**

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Hall of Fame	**Hallmark Cards, Inc.** (Greeting cards, Note Paper, Wrappings)	**NBC-TV**	**Foote, Cone & Belding**
Hayes, Gabby, Show	**Joe Lowe Corp.** (Popsicles, fudgsicles, & other frozen confections)	**ABC-TV**	**Paris & Peart**
Heckle and Jeckle	**Sweets Co. of America** (Tootsie Rolls, Candy)	**CBS-TV**	**George Eisen, Inc.**
Hey Jeannie	**Procter & Gamble Co.** (Cheer, Lilt, Shasta, Drene, Dash, Crest)	**CBS-TV**	**Compton Adv.**

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
High Finance	**Chemstrand Corp.** (Acrilan Blankets)	CBS-TV	Doyle, Dane, Bernbach, Inc.
	Mennen Co. (Mennen Shave Cream)		McCann-Erickson
Hitchcock, Alfred, Presents	**Bristol Myers Co.** (Ipana, Bufferin, Vitalis, Ban)	CBS-TV	Young & Rubicam
Hollywood Summer Theater	**General Foods Corp.** (Maxwell House Coffee, Post's Cereals, Minute Rice, Jello Pudding)	CBS-TV	Benton & Bowles
Home	**Various**	NBC-TV	Various
House Party	**Campbell Soup Co.** (Soup & Frozen foods)	CBS-TV	Leo Burnett Co.
	Hawaiian Pineapple Co. (Dole Pineapple)		N. W. Ayer & Son
	Kellogg Co. (All Products)		Leo Burnett Co.
	Lever Brothers Co. (Lifebuoy, Lux Liquid, Pepsodent, Good Luck Margarine)		BBDO
	Pillsbury Mills, Inc. (Best Flour, Cake, Pie Hot Roll Mix)		Leo Burnett Co.
	Simoniz Co. (Simoniz, Non-Scuff Floor Wax, Ivalon Sponges, Hilite)		Tatham-Laird, Inc. Young & Rubicam
	Standard Brands, Inc. (Coffee, Tea, Gelatin Desserts, Puddings, Pie Fillings, Nuts)		J. Walter Thompson
	Swift & Co. (Meat & Poultry)		McCann-Erickson
Howdy Doody	**Colgate-Palmolive Co.** (Dental Cream)	NBC-TV	Ted Bates
	Continental Baking Co. (Wonder Bread & Hostess Cake)		Ted Bates
	Standard Brands, Inc. (Desserts, Dog Food)		Ted Bates
	Sweets Co. of America		Henry Eisen

I

I Love Lucy	**General Foods Corp.** (Instant Sanka Coffee, Post's Cereals)	CBS-TV	Young & Rubicam
	Procter & Gamble Co. (Lilt, Fluffo)		Biow, Beirn & Toigo Grey Adv.
It Could Be You	**Alberto-Culver Co.** (Hair Care, Dressing Prods.)		Geoffrey Wade
	American Home Products Corp.		Geyer Adv.
	Armour & Co. (Meat Prods.)	NBC-TV	Tatham-Laird
	Brillo Mfg. Co. (Brillo Pads)		J. Walter Trompson
	Brown & Williamson Tobacco Co. (Raleigh Cigarettes, others)		Russell Seeds
	Whitehall Pharmacal Co.		Geyer Adv.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
It's A Great Life	Chrysler Corp. (Cars, Parts & Services)	NBC-TV	McCann-Erickson
It's Always Jan	Procter & Gamble Co. (Cheer, Lilt, Shasta, Drene, Dash, Crest)	CBS-TV	Compton Adv.
It's Polka Time	Pabst Brewing Co.	ABC-TV	Leo Burnett Co.
I've Got A Secret	R. J. Reynolds Tobacco Co. (Winston Cigarettes)	CBS-TV	Wm. Esty Co.

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Joe and Mable	Pharmaceuticals, Inc. (Geritol, RDX, Niron, Zarumin)	CBS-TV	Edward Kletter Assoc.
Justice	American Tobacco Co. (Herbert Tarryton Cigarettes)	NBC-TV	M. H. Hackett Co.

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Kaiser Aluminum Hour	Kaiser Aluminum Chemical Corp.	NBC-TV	Young & Rubicam
Kiddie Spectacular from St. Louis Zoo	International Shoe Co. (Red Goose Shoes)	ABC-TV	D'Arcy Adv.
Kovacs, Ernie, Show	Helene Curtis Industries, Inc. (Hair Prods. & Deodorants)	NBC-TV	Earle Ludgin
	Remington Rand, Inc. (Electric Shavers)		Young & Rubicam
Kraft TV Theatre	Kraft Foods Co. (Cheese Prods., Margarine)	NBC-TV	J. Walter Thompson
Kukla, Fran & Ollie	Gordon Baking Co. (Silvercup Bread)	ABC-TV	N. W. Ayer & Son

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Laine, Frankie, Time	Kellogg Co.	CBS-TV	Leo Burnett Co.
	Pillsbury Mills, Inc. (Best Flour, Cake, Pie, Hot Roll Mix)		Leo Burnett Co.
	Toni Co. (All Products)		North Adv.
LaRosa, Julius, Show	Armour & Co. (Meat Prods.)	NBC-TV	Tatham-Laird
	Intl. Cellu Cotton Prods. Co. (Kleenex, Table Napkins)		Foote, Cone & Belding
	Noxzema Chemical Co.		Sullivan, Stauffer, Colwell & Bayles
	Sunbeam Corp. (Small Electrical Appliances)		Perrin-Paus
	The Toni Co.		Weiss & Geller
Lassie	Campbell Soup Co. (Soups, Spaghetti, Sauces, Beans, Juices, Prepared Dinners)	CBS-TV	BBDO
	Kellogg Co. (All Products)		Leo Burnett Co.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Lee, Pinky, Show	Sweets Co. of America (Candy & Frostings)	NBC-TV	Moselle & Eisen
Lewis, Robert Q.	Brown & Williamson Tobacco Corp. (Viceroy Cigarettes)	CBS-TV	Ted Bates & Co.
	Lanolin Plus, Inc.		Biow, Beirn & Toigo
	Ralston Purina Co. (Ry-Krisp, Ralston Cereal Products)		Guild, Bascom & Bonfigli
	W. A. Shaeffer Pen Co. (Pens, Pencils)		Russell M. Seeds
Life Begins at 80	Pharmaceuticals, Inc. (Serutan, Ceritol, RDX, Zarumin)	ABC-TV	Edward Kletter Assoc.
Life Is Worth Living	Admiral Corp. (Air Conditioners, Home Freezers, Refrigerators, Electric Ranges, Radio & TV Sets)	ABC-TV	Russell M. Seeds Co.
Life of Riley	Gulf Oil Corp. (Gas, Oil, Tires, Insecticides, Anti-freeze, Batteries)	NBC-TV	Young & Rubicam
Line-Up, The	Brown & Williamson Tobacco Corp. (Viceroy Cigarettes)	CBS-TV	Ted Bates & Co.
	Procter & Gamble Co. (Cheer)		Young & Rubicam
Lombardo, Guy, Orchestra	Clairol, Inc. (Hair Coloring)	CBS-TV	Foote, Cone & Belding
Lombardo's, Guy, Diamond Jubilee	Pharmaceuticals, Inc. (Ceritol, RDX, Niron, Zarumin)	CBS-TV	Edward Kletter Assoc.
Lone Ranger	American Dairy Assoc.	ABC-TV, CBS-TV	Campbell-Mithun
	General Mills (Baking mixes, Cereals & Flour)		Dancer-Fitzgerald-Sample
	General Mills, Inc. (Cheerios, Wheaties, Kix)		Dancer-Fitzgerald-Sample
	Nestle Co., Inc. (Quik, Chocolate Bars, Semi-Chocolate Morsels)		McCann-Erickson
	Swift & Co. (Meats & Poultry)		McCann-Erickson
Love of Life	American Home Products Corp. (Anacin, Bisodol, Heet, Kriptin, Aero Wax, Easy Off Oven Cleaner, Wizard Wick Deodorizers)	CBS-TV	Biow, Beirn & Toigo Ted Bates & Co.
Love Story	Procter & Gamble Co. (Crisco, Oxydol, Ivory Snow)	CBS-TV	Benton & Bowles
Lucy Show, The	Lehn & Fink Products Corp. (Dorothy Gray Cosmetics, Lysol Disinfectant, Etiquet Deodorant)	CBS-TV	McCann-Erickson
Lux Video Theatre	Lever Brothers Co. Lux Soap, Flakes, Liquid, Spry, Rinso, Good Luck Margarine, Pepsodent)	NBC-TV	J. Walter Thompson

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TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
MacRae, Gordon, Show	Lever Brothers Co. (Lux Liquid, Lifebuoy, Pepsodent)	NBC-TV	BBDO
Make Room for Daddy	American Tobacco Co. (Pall Mall Cigarettes)		Sullivan, Stauffer, Colwell & Bayles
	Dodge Div., Chrysler Corp.	ABC-TV	Grant Adv.
Mama	General Foods Corp. (Maxwell House Coffee, Post's Cereals, Minute Rice, Jello Pudding)	CBS-TV	Benton & Bowles
Man Against Crime	Procter & Gamble (Tide, Lilt, Gleem, Camay)	NBC-TV	Benton & Bowles
Martin, Tony, Show	Association Products, Inc. (5-Day Deodorant Pads)	NBC-TV	Grey Adv.
Masquerade Party	Emerson Drug Co. (Bromo Seltzer)	ABC-TV	Lennen & Newell
	Knomark Mfg. Co. (Esquire Boot Polish)	ABC-TV	Emil Mogul Co.
	Olin Mathieson Chemical Corp. (Lentheric Cosmetics)		Grant Adv.
	Pharmaceuticals, Inc. (Serutan, Geritol, RDX, Zarumin)		Edward Kletter Assoc.
Medic	General Electric Co. (Lamps)	NBC-TV	BBDO
	Procter & Gamble (Oxydol)	NBC-TV	Dancer-Fitzgerald & Sample
	Revlon, Inc. (Cosmetics)		C. J. LaRoche
Medical Horizons	Ciba Pharmaceuticals, Inc. (Institutional)	ABC-TV	J. Walter Thompson
Meet Millie	Carter Products, Inc. (Arrid, Rise Shave Cream, Nair, Carter's Little Liver Pills)	CBS-TV	Sullivan, Stauffer, Colwell & Bayles
	Pharmaceuticals, Inc. (Geritol, RDX, Niron, Zarumin)		Edward Kletter Assoc.
Meet the Champions	Bayuk Cigars (Phillies, Webster Cigars)	NBC-TV	Al Paul Lefton
Meet the Press	Johns-Manville Corp. (All Products)	NBC-TV	J. Walter Thompson
	Pan American World Airways		J. Walter Thompson
MGM Parade	American Tobacco Co. (Pall Mall Cigarettes)	ABC-TV	Sullivan, Stauffer, Colwell & Bayles
	General Foods, Inc. (Maxwell House Coffee, Minute Rice)		Benton & Bowles
Mickey Mouse Club	Am-Par Record Corp.	ABC-TV	Buchanan & Co.
	Armour & Co. (Pet Foods)		Tatham-Laird, Inc.
	Bristol-Myers Co. (Ipana Toothpaste)		Doherty, Clifford Steers & Shenfield
	Campbell Soup Co. (Soups, Pork & Beans, Tomato Juice, Catsup,		Leo Burnett Co.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Canned Spaghetti & Macaroni, Sauces, Vegetable Juices, canned beef gravy)		
	Carnation Milk Co. (Malted, Instant, Evaporated, Fresh Milk, Choc. Drinks, Soft Cheese, Ice Cream, Frozen Fruit & Vegetable Pies)		**Erwin Wasey & Co.**
	Coca-Cola Co.		**D'Arcy Adv.**
	General Mills (All Cereals, Prepared Baking Mixes except Cake Frosting, Prepared Cookie Mixes and Bakery Products, except Crackers and Bread)		**Knox Reeves Adv.**
	Gold Seal Wax Co. (Glass Wax)		**Campbell-Mithun, Inc.**
	Lettuce, Inc. of Calif. & Ariz. (Fresh Fruits & Vegetables)		**John Cohan Adv.**
	Mars, Inc. (Candy)		**Leo Burnett Co.**
	Mattel, Inc. (Toys)		**Carson, Roberts, Inc.**
	Miles Laboratories (Bactine, One-A-Day Vitamins)		**Wade Advertising**
	Minnesota Mining & Mfg. Co. (Adhesive, Abrasives, Pressure Sensitive Tapes, Gift-Wrap Ribbons)		**BBDO**
	Morton Salt Co.		**Needham, Louis & Brorby**
	Pillsbury Mills, Inc. (Cereals, Flours, Ginger Bread, Brownie & Cookie Mixes, Frosting Mixes)		**Leo Burnett Co.**
	S. C. Johnson & Son (Waxes, Cleaners, Polishes & Appliers)		**Needham, Louis & Brorby**
	S.O.S. Co. (Scouring Pads, Tuffy & Soil-off)		**McCann-Erickson**
	TV Time Foods (Popcorn)		**Ruthrauff & Ryan**
	Vick Chemical Co. (Cough Syrup, Vaporub, Cough Drops, Sofskin, Hand Lotion, Medi-Mist Nasal Spray)		**BBDO**
	Welch Grapejuice Co. (Jams, Jellies, Preserves & Fruit Juices)		**Richard K. Manoff Inc.**
Midwestern Hayride	**Avco Mfg. Co.** (Appliances, Radio-TV Sets)	**NBC-TV**	**Earle Ludgin**
	Whitehall Pharmacal Co. (Anacin, Infra Rub, Neet, Bisodol)		**Ted Bates**

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Mighty Mouse Playhouse	**Colgate-Palmolive Co.** (Dental Cream, etc.)	CBS-TV	**Ted Bates, Inc.**
	General Foods Corp. (Post's Cereals)		**Benton & Bowles**
Millionaire, The	**Colgate-Palmolive Co.** (Palmolive Shave Cream, Veto, Vel, Lustre Creme Shampoo, Ad)	CBS-TV	**Ted Bates & Co.**
Modern Romances	**Alberto-Culver Co.** (Hair Care, Dressing Prods.)	NBC-TV	**Geoffrey Wade**
	Colgate-Palmolive Co. Fab, Ajax, Shampoo, Soap)		**Bryan Houston**
	Sterling Drugs, Inc. (Drugs, Energine, (Dr. Lyon's Tooth Powder)		**Dancer, Fitzgerald & Sample**
	Sweets Co. of America (Candy, Frostings)		**Henry Eisen**
Montgomery, Robert Presents	**S. C. Johnson & Son, Inc.** (Wax Prods., Insecticides)	NBC-TV	**Needham, Louis & Brorby**
	Schick, Inc. (Electric Shavers)		**Kenyon & Eckhardt**
Moore, Garry, Show	**Best Foods, Inc.** (Rit, Shinola, Hellman's Mayonnaise)	CBS-TV	**Earle Ludgin & Co.** **Dancer-Fitzgerald & Sample**
	Hazel Bishop, Inc. (Lipstick)		**Raymond Spector Co.**
	Bristol Myers Co. (Ipana, Ammens, Minit-Rub)		**Doherty, Clifford, Steers & Shenfield, Inc.**
	CBS-Hytron Tubes		**Bennett & Northrop, Inc.**
	Campbell Soup Co. (Franco-American Spaghetti, Soups, etc.)		**Leo Burnett Co.**
	Chun King Sales, Inc. (Chinese and Oriental Foods)		**J. Walter Thompson Co.**
	Converted Rice, Inc. (Uncle Ben's Rice)		**Leo Burnett Co.**
	General Mills, Inc. (Flour, Baking Mixes, Bisquick)		**BBDO**
	General Motors Corp. (Chevrolet Cars)		**Campbell-Ewald Co.**
	Kellogg Co. (Gro-Pup Dog Food)		**Leo Burnett Co.**
	Lever Brothers Co. (Rinso, Lux Liquid, Good Luck Margarine)		**J. Walter Thompson**
	C. H. Masland & Sons (Rugs)		**Anderson & Cairns**
	Miles Laboratories (Alka Seltzer, Vitamin Tablets, Household Disinfectants, Nervine, Bactine, Tabcin)		**Geoffrey Wade Adv.**
	Prudential Insurance Co. of America		**Calkins & Holden**
	Ralston Purina Co. Ry-Krisp, Ralston Cereal Products)		**Guild, Bascom & Bonfigli**
	S.O.S. Co. (Scouring Pads)		**McCann-Erickson**

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Serta Associates (Mattresses)		**Bozell & Jacobs**
	A. E. Staley Co. Sta-Flo Liquid, Laundry Starch, Sweetose Table Syrup, Sta-Puf)		**Ruthrauff & Ryan, Inc.**
	Swift & Co. Meat, Poultry, Pard, Vigoro)		**McCann-Erickson** **J. Walter Thompson**
	Toni Co. (All Products)		**North Adv.**
	Yardley & Co., Ltd. (English Lavender, Bath Oil Dusting Powder, Soap)		**N. W. Ayer & Son**
Morgan, Russ, Show	**Procter & Gamble Co.** (Cheer, Lilt, Shasta, Drene, Dash, Crest)	**CBS-TV**	**Compton Adv.**
Murray, Arthur, Party	**Hazel Bishop, Inc.** (Lipstick, Nail Polish, Liquid Rouge, Tampack Makeup)	**CBS-TV**	**Raymond Spector Co.**
	Toni Co. (All Products)		**North Adv.**
Music from the Meadowbrook	**US. Air Force Recruiting**	**ABC-TV**	**Ruthrauff & Ryan**
My Friend Flicka	**Colgate-Palmolive Co.** (Dental Cream, Veto, Ajax, Palmolive Soap)	**CBS-TV**	**Ted Bates & Co.**

—N—

NBA Professional Basketball	**The Mennen Co.** (All Products)	**NBC-TV**	**McCann-Erickson**
NBC Matinee Theatre	**Various**	**NBC-TV**	**Various**
NBC News	**American Can Co.** (Metal, Fibre Prods.)	**NBC-TV**	**Compton**
	Miles Labs. (Alka Seltzer, One-A-Day Vitamins, Bactine, Tabcin, Nervine)		**Geoffrey Wade**
	Sperry-Rand Corp. (Office Machines, Electric Shavers)		**Compton**
	Studebaker-Packard Corp.		**Benton & Bowles**
	Time, Inc.		**Young & Rubicam**
NCAA Football Games	**Sunbeam Corp.**	**NBC-TV**	**Perrin-Paus**
	U.S. Rubber Co.		**Fletcher D. Richards**
Name That Tune	**American Home Products Corp.** (Anacine, Kolynos, Bisodol, Heet)	**CBS-TV**	**Biow, Beirn & Toigo** **Ted Bates & Co.**
	Kellogg Co. (Cereals, Dog Food, Soft Drinks)		**Leo Burnett Co.**
	Lanolin Plus, Inc.		**The Biow Co. and Russell M. Seeds**
National Bowling Champions	**General Cigar Co.** (White Owl Cigars)	**NBC-TV**	**Young & Rubicam**
Navy Log	**American Tobacco** (Pall Mall Cigarettes)	**ABC-TV, CBS-TV**	**Sullivan, Stauffer, Colwell & Bayles**
	Maytag Co. (Home Appliances)		**McCann-Erickson**

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Procter & Gamble Co. (Joy)		Leo Burnett Co.
	W. A. Shaeffer Pen Co.		Russell M. Seeds Co.
	U.S. Rubber Co.		Fletcher D. Richards
News Caravan	Plymouth Div.	NBC-TV	N. W. Ayer
	R. J. Reynolds Tobacco Co. (Camels)		Wm. Esty Co.

—O—

Oh! Susanna	Nescafe	CBS-TV	Bryan Houston, Inc.
Omnibus	Aluminium Ltd. (Institutional)	CBS-TV,	J. Walter Thompson
	Aluminum Products & Uses		J. Walter Thompson
	Scott Paper Co. (All Products)		J. Walter Thompson
	J. P. Stevens Co. (Textile-Institutional)		Bryan-Houston
	Union Carbide & Carbon Corp. (Anti-freeze, Batteries, Insect Repellent, Cooking Gas)		J. M. Mathes
On Trial	Campbell Soup Co. (Soups)	NBC-TV	Ward-Wheelock
Our Miss Brooks	General Foods Corp. (Swansdown Cake Mixes, Instant Sanka, Birdseye Frozen Foods, Jello Instant Pudding)	CBS-TV	Young & Rubicam
	Gerber Products Co. (Baby Foods)		D'Arcy Adv. Co.
	Seven-Up Co.		J. Walter Thompson
Our Mr. Sun	Bell Telephone System	CBS-TV	N. W. Ayer & Son
Out of Darkness	Institutional	CBS-TV	Sullivan, Stauffer, Colwell & Bayles
Ozark Jubilee	American Chicle Co. (Beeman's, Pepsin's Gum, Rolaids, Clorets, Dentyne, Adams Clove Gum & Chiclets)	ABC-TV	Ted Bates, Inc.
	American Home Products (Anacin, Kolynos, Infrarub, nut depilatory)		Biow-Beirn-Tiogo, Inc.
Ozzie & Harriet, Adventures of	Eastman Kodak Co.	ABC-TV	J. Walter Thompson
	Hotpoint Co.		Maxon, Inc.
	Norwich Pharmacal Co. (Pepto-Bismol, Aspirin)		Benton & Bowles

—P—

Pacific Coast Conference Basketball	Amana Refrigeration, Inc.	CBS-TV	Maury, Lee & Marshall
Page, Patti, Show	Armour & Co. (Meat Prods.)	NBC-TV	Tatham-Laird
	Intl. Cellu Cotton Prods. Co. (Kleenex, Table Napkins)		Foote, Cone & Belding
	Noxzema Chemical Co.		Sullivan, Stauffer, Colwell & Bayles
	Sunbeam Corp. (Small Electrical Appliances)		Perrin Paus

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	The Toni Co.		Weiss & Geller
Pantomime Quiz	American Oil Co. (Amoco Gas, Super Permalube Motor Oil)	CBS-TV	Joseph Katz Co.
	Hamm Brewing Co.		Campbell-Mithun, Inc.
	Time, Inc. (Life Magazine)		Young & Rubicam
People Are Funny	Gillette Co., Toni-Papermate Div. Hair Products, Lotions, Cosmetics, Shaving Prods.)	NBC-TV	North Adv.
	R. J. Reynolds Tobacco Co. (Salem Cigarettes)		Wm. Esty Co.
People's Choice, The	Borden Co. (Instant Coffee, Ice Cream, Dairy Prods.)	NBC-TV	Young & Rubicam
	Procter & Gamble (Cheer, Gleem)		Young & Rubicam
Person-To-Person	American Oil Co. (Amoco Gas, Super Permalube Motor Oil)	CBS-TV	Joseph Katz Co.
	Elgin National Watch Co.		Young & Rubicam
	Hamm Brewing Co.		Campbell-Mithun
	Time, Inc. (Life Magazine)		Young & Rubicam
	Toni Co. (All Products)		North Adv.
Pinky Lee Show	International Shoe Co. (Children's Shoes)	NBC-TV	Henri, Hurst & McDonald
Playhouse 90	Bristol Myers Co. (Bufferin, Ipana, Vitalis, Ban, Mum, Mum Mist, Trushay)	CBS-TV	BBDO
	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
	Ronson Corp. (Lighters)		Norman, Craig & Kummel
	Singer Sewing Machine Co. (Sewing Machines, Sewing Aids, Vacuum Cleaners)		Young & Rubicam
Playwrights '56	Pontiac Motor Div.	NBC-TV	MacManus, John & Adams
Powell's, Dick Zane Grey Theatre	Ford Div., Ford Motor Co.	CBS-TV	J. Walter Thompson
	General Foods Corp. (Instant Maxwell House Coffee)		Benton & Bowles
Pre-Game Huddle	McKesson & Robbins, Inc. (Cough Drops)	ABC-TV	Ellington & Co.
Press Conference	Corn Products Refining Co. (Mazola Oil, Starches, Karo Syrup, Bosco, Nu Soft Fabric Softener, Kasco Dog Food)	ABC-TV, NBC-TV	C. I. Miller & Co.
	Corn Products Refining Co. (Salad Oil, Syrup, Starch)		C. I. Miller
Price Is Right, The	Sunbeam Corp. (Electrical Razors, Steam Iron, Electrical Kitchen Appliances)	NBC-TV	Perrin-Paus

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Private Secretary	Lucky Strike Cigarettes	CBS-TV	BBDO
Pro Football, Detroit Lions	Gobel Brewing Co.	CBS-TV	Campbell-Ewald
Pro Football, Green Bay Packers	Pabst Brewing Co.	CBS-TV	Leo Burnett Co.
Pro Football—San Francisco 49'ers; Los Angeles Rams	Burgermeister Brewing Co.	CBS-TV	BBDO
Pro Football Games, Baltimore Colts	National Brewing Co. of Mich. (Bohemian, Altes Golden Lager Beer)	CBS-TV	W. B. Doner & Co.
	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett & Co.
Pro Football Games, Chicago Cards-Bears	Philip Morris, Inc. (Marlboro Cigarettes)	CBS-TV	Leo Burnett Co.
Pro Football Games, Chicago Cards-Bears-Green Bay Packers	Standard Oil Co. of Indiana	CBS-TV	D'Arcy Adv.
Pro Football Games, Detroit Lions	Philip Morris, Inc. (Marlboro Cigarettes)	CBS-TV	Leo Burnett Co.
	Speedway Petroleum Corp.		W. B. Doner & Co.
Pro Football Games, Green Bay Packers	Philip Morris, Inc. (Marlboro Cigarettes)	CBS-TV	Leo Burnett Co.
Pro Football Games, Los Angeles Rams-San Francisco 49'ers	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
Pro Football Games, N. Y. Giants	Atlantic Refining Co. (Gasoline)	CBS-TV	N. W. Ayer & Son
	P. Ballentine & Sons (Beer)		Wm. Esty
	Philip Morris (Marlboro Cigarettes)		Leo Burnett
Pro Football Games, Philadelphia Eagles	Atlantic Refining Co. (Gasoline)	CBS-TV	N. W. Ayer & Son
	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
Pro Football Games, Pittsburgh Steelers	Duquesne Brewing Co. of Pittsburgh	CBS-TV	Vic Maitland Associates
Pro Football Games, Washington Red Skins	American Oil Co. (Amoco Gas, Super Permalube Motor Oil)	CBS-TV	Joseph Katz Co.
	Philip Morris (Marlboro Cigarettes)	CBS-TV	Leo Burnett Co.
Producer's Showcase	Ford Motor Co.	NBC-TV	Kenyon & Eckhardt
	RCA (TV Sets, Phonographs, Radios, Stoves, Air Conditioner, Batteries, Tape Recorder)		Kenyon & Eckhardt

—Q—

Queen for a Day	The Borden Co. (Milk Prods. & Coffee)	NBC-TV	Young & Rubicam
	Brown & Williamson Tobacco Co. (Raleigh Cigarettes & Others)		Russell Seeds
	Campana Sales Co. (Cosmetics)		Erwin Wasey
	Chicken of the Sea (Tuna Fish)		Erwin Wasey
	Corn Products Refining Co. (Karo, Oils, Dog Food)		

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Helene Curtis Industries, Inc. (Hair Prods.)		**Gordon Best**
	Dixie Cup Co.		**Hicks & Greist**
	Dow Chemical Co. (Saran Wrap)		**MacManus, John & Adams**
	Lehn & Fink Products Corp. (Disinfectants, deodorizers)		**McCann-Erickson**
	Miles Labs (Alka Seltzer, One-A-Day Vitamins)		**Geoffrey Wade Adv.**
	Proctor & Gamble Detergents, Soap Prods.)		**Compton Adv.**
	Reddi-Whip, Inc.		**Ruthrauff & Ryan**
	Sandura Co. (Floor & Wall Coverings)		**Hicks & Greist**
	Sunkist Growers, Inc. Fresh oranges & lemons)		**Foote, Cone & Belding**
	Whitehall Pharmacal Co. (Waxes, Polishes)		**Geyer Adv.**

—R—

Raye, Martha, Show	**RCA**	**NBC-TV**	**Kenyon & Eckhardt**
	Sunbeam Corp.		**Perrin Paus**
	Whirlpool Corp. (Washing Machines)		**Kenyon & Eckhardt**
Rin Tin Tin	**National Biscuit Co.**	**ABC-TV**	**Kenyon & Eckhardt**
Robin Hood	**Johnson & Johnson** (Baby Products, Surgical Dressing, Baby Shampoo)	**CBS-TV**	**Young & Rubicam**
	Wildroot Co., Inc. (Hair Preparations, Hand Lotions)		**BBDO**
Rocket Revue 1957	**Oldsmobile Div., General Motors**	**ABC-TV**	**D. P. Brother & Co.**
Rogers, Roy, Show	**General Foods Corp.** (Instant Puddings, Dog Foods, Instant Coffee)	**NBC-TV**	**Benton & Bowles**
Runyon, Damon, Theatre	**Anheuser-Busch, Inc.** (Budweiser Beer)	**CBS-TV**	**D'Arcy Adv. Co.**
	Mennen Company (Mennen Shave Cream)		**McCann-Erickson**

—S—

Saturday Night Color Carnival	**RCA** (Radios, TV Sets, Phonographs, Records)	**NBC-TV**	**Kenyon & Eckhardt**
Schlitz Playhouse, The	**Schlitz Brewing Co.**	**CBS-TV**	**Lennen & Newell** **J. Walter Thompson**
Science Comes to a Farm in a Feedbag	**Charles Pfizer Co.** Institutional)	**ABC-TV**	**Leo Burnett Co.**

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Screen Directors Playhouse	Eastman Kodak	ABC-TV	J. Walter Thompson
	Eastman Kodak Co. (Photo Equipment & Film)	NBC-TV	J. Walter Thompson
Search for Tomorrow	Proctor & Gamble Co. (Joy, Spic 'n Span, Gleem)	CBS-TV	Biow, Beirn & Toigo Leo Burnett Co.
Secret Storm	American Home Products Corp. (Aero Wax, Wizard Wick, Easy Off Oven Cleaner, Anacin, Heet)	CBS-TV	Biow, Beirn & Toigo Ted Bates & Co.
See It Now	Pan American World Airways	CBS-TV	J. Walter Thompson
	Shulton, Inc. (Old Spice Cosmetic Sets)		Wesley Associates
Sergeant Preston of the Yukon	Quaker Oats Co. (Cereals, Quaker Oats)	CBS-TV	Wherry, Baker, Tilden
Shore, Dinah, Show	Chevrolet Motor Div. (Cars, Trucks, Parts & Service)	NBC-TV	Campbell-Ewald
Shower of Stars	Chrysler Corp. (Chrysler, DeSoto, Dodge, Plymouth, Imperial Automobiles)	CBS-TV	McCann-Erickson
Shriner, Herb, Show	Pharmaceuticals, Inc. (Geritol, RDX, Niron, Zarumin)	CBS-TV	Edward Kletter Associates
Silvers, Phil, Show	Amana Refrigeration, Inc.	CBS-TV	Maury, Lee & Marshall
	R. J. Reynolds Tobacco Co. (Camels)		Wm. Esty Co.
$64,000 Challenge	Kent Cigarettes	CBS-TV	Young & Rubicam
	Revlon, Inc.		Norman, Craig & Kummel C. J. LaRoche & Co. BBDO
$64,000 Question, The	Revlon, Inc. (All Products)	CBS-TV	Norman Craig & Kummel BBDO
Skelton, Red, Show	S. C. Johnson & Son (All Products)		Foote, Cone & Belding
	Pet Milk Co. (Evaporated Milk)	CBS-TV	Gardner Adv. Agency
Stage Show	Nescafe	CBS-TV	Bryan Houston, Inc.
Stanley	American Tobacco Co. (Pall Mall)	NBC-TV	Sullivan, Stauffer, Colwell & Bayles
Star Stage	Chesebrough Prods. (Cosmetics)	NBC-TV	J. Walter Thompson
Star Tonight	Brillo Mfg. Co.	ABC-TV	J. Walter Thompson
Stop the Music	Necchi Sewing Machine Sales Corp.	ABC-TV	Grey Advertising
	Quality Goods Mfgrs. Assoc. (Anson's Men's Jewelry, Van Heusen shirts, J. B. watchbands, etc.)		Grey Advertising
Strike It Rich	Colgate-Palmolive Co. (Colgate Dental Cream, Vel, Super Suds, Palmolive Soap, Fab, Ajax)	CBS-TV	Wm. Esty Co.
Studio One	Westinghouse Electric Corp.	CBS-TV	McCann-Erickson
Studio One Summer Theatre	Westinghouse Electric Corp.	CBS-TV	McCann-Erickson

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Sullivan, Ed, Show	Mercury Div. of Ford Motor Co. (Lincoln & Mercury Cars)	CBS-TV	Kenyon & Eckhardt
Sunday News Special	Pharmaceuticals, Inc. Geritol, RDX, Niron, Zarumin)	CBS-TV	Edward Kletter Assoc.
Super Circus	Chunky Chocolate Co. Hartz Mountain Products Roto-Broil Corp. of America (Infra-red Cooking Appliances)	ABC-TV	Hilton & Riggio Geo. Hartman Co. Product Services

—T—

Tales of the 77th Bengal Lancers	General Foods Corp. (Jello, Kook Shake, Coffee)	NBC-TV	Young & Rubicam
Tales of the Texas Rangers	Curtiss Candy Co. General Mills, Inc. (Ready-to-Eat Cereals, Dog Foods, Baking Mixes, Frostings) Sweets Co. of America (Tootsie Rolls, Candy)	CBS-TV	C. L. Miller Co. Tatham-Laird, Inc. George Eisen, Inc.
Telephone Time	Bell Telephone System	CBS-TV	N. W. Ayer & Son
Texaco Star Theatre with Jimmy Durante	The Texas Co.	NBC-TV	Kudner
This Is Your Life	Hazel Bishop, Inc. (Cosmetics) Proctor & Gamble (Home Permanents, Shampoos, Dentifrices)	NBC-TV	Raymond Spector Compton Adv.
Thomas, Danny, Show	Armour & Co. (Dial Soap, Dial Shampoo Liquid Chiffon) Kimberly Clark Corp. (Kleenex Tissues, table napkins, Delsey tissues)	ABC-TV	Foote, Cone & Belding Foote, Cone & Belding
To Tell the Truth	Pharmaceuticals, Inc. (Geritol, RDX, Niron Zarumin)	CBS-TV	Edward Kletter Assoc.
Today	Various	NBC-TV	Various
Topper	Standard Brands, Inc. (Tea, coffee, margarine, desserts)	ABC-TV	Compton Adv.
Treasure Hunt	Mogen David Wine Corp.	ABC-TV	Weiss & Geller
Truth or Consequences	P. Lorillard Co. (Old Gold Cigarettes, Muriel Cigars, Briggs Tobacco)	NBC-TV	Lennen & Newell
TV Readers Digest	Studebaker-Packard Corp.	ABC-TV	D'Arcy Adv. Benton & Bowles
20th Century-Fox Hour	General Electric Co. (All Products)	CBS-TV	Young & Rubicam
Twenty-One	Pharmaceuticals, Inc. (Geritol, Sominex, Zarimun, RDX)	NBC-TV	Edward Kletter
Two for the Money	Bulova Watch Co. P. Lorillard Co.	CBS-TV	McCann-Erickson Lennen & Newell

—U—

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Undercurrent	Procter & Gamble Co. (Cheer)	CBS-TV	Young & Rubicam
U.S. Steel Hour	United States Steel Corp. (Institutional)	CBS-TV	BBDO

—V—

Valiant Lady	General Mills, Inc. (Gold Medal Flour, Pie Crust Mix, Softasilk, Bisquick)	CBS-TV	Dancer-Fitzgerald-Sample
	Scott Paper Co. (All Products)		J. Walter Thompson
	Standard Brands, Inc. (Tenderleaf Tea)		J. Walter Thompson
	Toni Co. (All Products)		North Adv.
	Wesson Oil & Snowdrift Sales Co. (Wesson Oil)		Fitzgerald Adv. Agency
The Vise	Sterling Drug, Inc. (Bayer Aspirin, Phillip's Milk of Magnesia, Phillip's Toothpaste)	ABC-TV	Dancer, Fitzgerald-Sample
Voice of Firestone	Firestone Tire and Rubber Co.	ABC-TV	Sweeney & James Co.

—W—

Wanted	American Home Products Corp. (Anacin, Hooper Clay Pack, Infra-Rub, Bisodol Mints)	CBS-TV	Biow, Beirn & Toigo Ted Bates & Co.
Warner Bros. Presents	General Electric, Lamp Div.	ABC-TV	BBDO
	General Electric Co. (Radio, TV Sets, Small Appliances)		Maxon, Inc.
	Liggett & Myers Tobacco Co. (Chesterfield & L & M Cigarettes)		Cunningham & Walsh
	Monsanto Chemical Co. (Soap, Except Facial, Detergents, Starches, Bleaches, Chemical Garden Products, Institutional)		Needham, Louis & Brorby
Washington Square	Helene Curtis Industries, Inc. (Hair Prods., Deodorants)	NBC-TV	Earle Ludgin
Wednesday Night Fights	Mennen Co. (Shaving Creams, After Shave Lotion, Shampoo, Hair Creams)	ABC-TV	McCann-Erickson
	Pabst Brewing Co.		Leo Burnett Co.

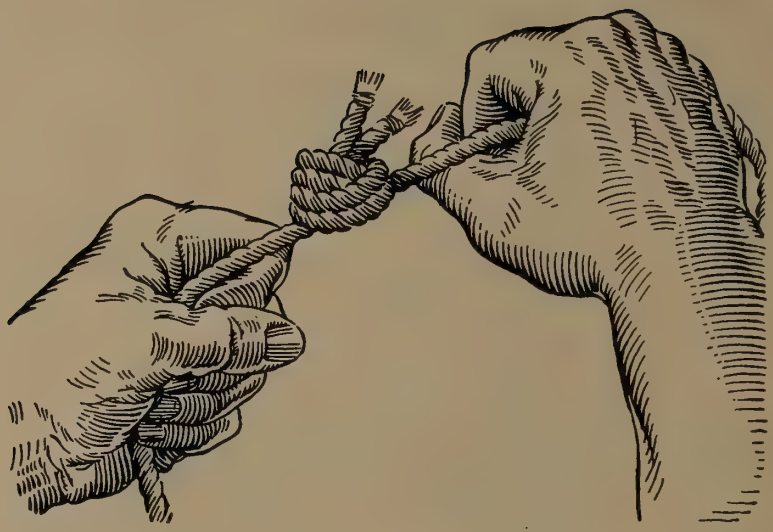
TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Welk, Lawrence, Show	Dodge Div.-Chrysler Corp.	ABC-TV	Grant Adv.
Welk, Lawrence, Top Tunes & New Talent	Dodge Div. & Plymouth Div., of Chrysler Corp.	ABC-TV	Grant Adv.
West Point	General Foods Corp. (Maxwell House Coffee, Post's Cereals, Minute Rice, Jello Pudding)	CBS-TV	Benton & Bowles
What's My Line	Helene Curtis Industries, Inc. (Stopette, Poof, Finesse, Hair Dressing Shampoo's)	CBS-TV	Earle Ludgin & Co.
	Remington Rand, Inc. (Electric Shavers, Business Machines, Office Equipment)		Young & Rubicam
Wide Wide World	Guide Lamp Div. of G.M. Pontiac Motor Div. United Motors Div., General Motors	NBC-TV	D. P. Brother MacManus, John & Adams Campbell-Ewald
Wild Bill Hickok	Kellogg Co. (Cereals, Dog Food)	CBS-TV	Leo Burnett Co.
Winchell, Paul, Show	Sweets Co. of America (Candy, Frostings)	NBC-TV	Moselle & Eisen
Wire Service	R. J. Reynolds & Co. (Camel & Salem Cigarettes)	ABC-TV	Wm. Esty & Co.

—Y—

You Are There	Prudential Insurance Co. of America	CBS-TV	Calkins & Holden
You Asked For It	Best Foods, Inc., Skippy Peanut Butter Div.	ABC-TV	Guild, Bascom & Bonfigli
You Bet Your Life	DeSoto Motor Div.	NBC-TV	BBDO
Young, Loretta, Show	Procter & Gamble (Tide, Lilt, Gleem, Camay)	NBC-TV	Benton & Bowles
Your Hit Parade	American Tobacco Co. (Lucky Strikes, Others)	NBC-TV	BBDO
	Warner-Hudnut, Inc. (Home Permanents, Hair Products, Beauty Preparations)		Sullivan, Stauffer, Colwell & Bayles
You're On Your Own	Hazel Bishop, Inc. (Lipstick, Rouge, Nail Polish, Cleansers, Make-up, Hair Spray, Stick Deodorant)	CBS-TV	Raymond Spector Co.

—Z—

Zoo Parade	American Chicle Co. (Gum, Rolaids)	NBC-TV	Ted Bates
	Mutual Benefit Health & Accident Assoc. of Omaha		Bozell & Jacobs



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1316

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ADVERTISING RESEARCH FOUNDATION, INC.

3 East 54th St., New York 22, N. Y.
PLaza 1-5656

OFFICERS

Chairman ..... Dr. W. H. Wulfeck
Vice-Chairman ..... Ben R. Donaldson
President ..... William A. Hart
Treasurer ..... E. P. Seymour
Managing Director ..... A. W. Lehman
Secretary ..... Edward F. Herrick

FUNCTIONS

To further scientific practices in advertising and to promote greater effectiveness in advertising and marketing through impartial and objective research.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

420 Lexington Ave., New York 17, N. Y.
LExington 2-7980

OFFICERS

Chairman of the Board ..... Robert D. Holbrook
Vice-Chairman ..... Melvin Brorby
President ..... Frederic R. Gamble
Secretary-Treasurer ..... Donald K. Clifford
Vice-Presidents .. Richard L. Scheidker, Kenneth Godfrey, A. A. Nelson, Richard Turnbull
Exec. Sec'y-Treas. ..... W. H. Haase

FUNCTIONS

The national organization of the advertising agency business. Aims: To foster, strengthen and improve the advertising agency business; to advance the cause of advertising as a whole; to give service to members.

AMERICAN COMMUNICATIONS ASSOCIATION

5 Beekman St., New York 38, N. Y.
COrtlandt 7-1374

OFFICERS

President.....Joseph P. Selly
Secty.-Treas.....Joseph F. Kehoe
Vice-Pres.....William Bender

BRANCH OFFICES

Eastern Branch, 1737 Chestnut Street, Phila. 3, Pa. Phone: LO 4-1251. Mort Borrow, Chairman.

Atlantic Branch, 5 Beekman St., N. Y. C. 38, N. Y. Phone: CO 7-1734. W. Bender, Chairman.

FUNCTIONS

Independent Union, Broadcast Department devoted to organization of all employees in the Radio Broadcasting Industry, excepting Musicians and Actors.

AMERICAN FEDERATION OF MUSICIANS

570 Lexington Ave., New York 22, N. Y.
PLaza 8-0600

OFFICERS

Pres.....James C. Petrillo
Vice-Pres.....C. L. Bagley
Secretary.....Leo Cluesmann
Treasurer.....George V. Clancy

EXECUTIVE COMMITTEE

Wm. J. Harris, Stanley Ballard, Herman D. Kenin, Lee Repp, Walter M. Murdoch.

BRANCH OFFICES

175 W. Washington St., Chicago 2, Ill. Phone: STate 2-0063.

220 Mt. Pleasant Ave., Newark 4, N. J. Phone Humboldt 2-8010. George V. Clancy, Treas.

AMERICAN FEDERATION OF TELEVISION & RADIO ARTISTS (AFTRA)

15 West 44th Street, New York 36, N. Y.
MUrray Hill 7-1810

NATIONAL OFFICERS

President.....Frank Nelson
1st Vice-President.....Clayton Collyer
2nd Vice-President.....Eleanor Engle
3d Vice-President.....Luis Van Rooten
4th Vice-President.....Bill Baldwin
5th Vice-President.....Fred B. Cole
6th Vice-President.....Dick Stark
7th Vice-President.....Nellie Booth
Recording Secy.....Wanda Ramey
Treasurer.....Stanley Farrar
National Executive Secy.....Donald F. Conaway

BRANCH OFFICES

6331 Hollywood Blvd., Hollywood 28, Calif. HOllywood 4-5125. Claude L. McCue, Western Regional Director.

102 E. Hubbard St., Chicago 11, Ill. WHitehall 3-1344. Raymond A. Jones, Central Regional Director.

FUNCTIONS

Union affiliated with A. F. of L., representing radio and TV performers (actors, singers, announcers), for collective bargaining purposes.

AMERICAN GUILD OF MUSICAL ARTISTS

247 West 46th St., New York 36, N. Y.
COlumbus 5-3687-8-9

NATIONAL OFFICERS

Honorary President.....Lawrence Tibbett
President.....John Brownlee
1st Vice-President.....Jascha Heifetz
2nd Vice-President.....Leopold Sachse
3rd Vice-President.....Betty Stone
4th Vice-President.....Regina Resnik
5th Vice-President.....Tilda Morse
Treasurer.....Abba Bogin
Recording Secretary.....Elizabeth Hoeppel
National Executive Secretary.....Hyman R. Faine

BRANCH OFFICES

6636 Hollywood Blvd., Hollywood, Cal. Phone: HO 2-2334. Lee Harris, Rep.

421 Phelan Bldg., 760 Market St., San Francisco, Calif. Phone: EX 2-6990. Charlotte Cohelan, Rep.

215 S. Broad St., Philadelphia, Pa. Phone: KI 5-4310. Edward Davis, Rep.

100 W. Monroe St., Chicago, Ill. Phone: CE 6-9050. Sanford Wolff, Rep.

FUNCTIONS

A labor organization having jurisdiction in the fields of opera, concert, ballet and dance; a branch of the Associated Actors and Artists of America. Its scope is nationwide, covering the United States and Canada, and its activities consist of protecting the interests and working conditions of its members in the above fields as well as the furthering and expansion of opera, concert and ballet institutions and performances throughout the United States and Canada.

AMERICAN GUILD OF VARIETY ARTISTS (AGVA)

1697 Broadway, New York 19, N. Y.
CIrcle 6-7130

OFFICERS

National Administrative Secretary.....Jackie Bright
President.....Georgie Price
1st Vice-President.....Allan Walker
2nd Vice-President.....Joe Campo
3rd Vice-President.....Jack Gwynne
Treasurer.....Frank Ross
Recording Secretary.....Peter Chan

BRANCH OFFICES

1697 Broadway, N. Y. 19, N. Y.; Phone: CI 6-7130
Eastern Regional Director.....Lou Smolev
64 W. Randolph St., Chicago, Ill.; Phone: CEntral 6-5561
Mid-West Regional Director.....Ernie Fast
6513 Hollywood Blvd., Hollywood 28, Calif.; Phone: HOllywood 4-8281
Western Regional Director.....Irvin Mazzei

AMERICAN MARKETING ASSOCIATION

27 East Monroe St., Chicago 3, Ill.
CEntral 6-8306

OFFICERS

President.....Charles W. Smith
President-Elect.....D. Maynard Phelps
Vice-Pres.....Charles H. Sandage
Vice-Pres.....Wendell R. Smith
Vice-Pres.....Robert O. Fernald
Secretary.....Hugh G. Wales
Treasurer.....Leroy F. Church
Executive Director.....William C. Gordon, Jr.

BRANCH OFFICES

43 Chapters in the U.S. & Canada

FUNCTIONS

A non-profit organization dedicated to the advancement of science in marketing. Membership open to all persons actively engaged in the field of marketing.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION

370 Lexington Ave., New York 17, N. Y.
MUrray Hill 5-2000

OFFICERS

President.....William Dwight
Vice-President.....D. Tennant Bryan
Secretary.....Walter J. Blackburn
Treasurer.....Mark Ferree
General Manager.....Cranston Williams

BRANCH OFFICE

360 N. Michigan Ave., Chicago 1, Ill. Phone: Franklin 2-3746; George N. Dale, Chairman.

ANPA Research Laboratory, Box 298, Easton, Pa., Phone: 3-6519. Roy W. Prince, Technical Research Director.

FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS (ASCAP)

575 Madison Ave., New York 22, N. Y.
MUrray Hill 8-8800

President .....Paul Cunningham
Vice-President .....Louis Bernstein
Vice-President.....Otto A. Harbach
Secretary.....John Tasker Howard
Asst. Secretary.....Geo. W. Meyer
Treasurer.....Saul H. Bourne
Asst. Treasurer.....Frank H. Connor

BOARD OF DIRECTORS

Stanley Adams, Louis Bernstein, Saul H. Bourne, Gene Buck, Irving Caesar, Frank H. Connor, Paul Cunningham, Max Dreyfus, Bernard Goodwin, Donald Gray, Oscar Hammerstein II, Otto A. Harbach, John Tasker Howard, A. Walter Kramer, Alex C. Kramer, George W. Meyer, Jack Mills, Maurice Scopp, J. J. Robbins, Gustave Schirmer, Herman Starr, Deems Taylor, Jack Yellen.

BRANCH OFFICES

In all principal cities throughout the United States.

FUNCTIONS

ASCAP is a performing right society through which commercial users of music obtain clearance of the right to perform publicly for profit the copyrighted works of its members.

AMERICAN WOMEN IN RADIO AND TELEVISION, INC.

501 Madison Ave., New York 22, N. Y.
ELdorado 5-7281

OFFICERS

President.....Edythe Fern Melrose
House O'Charm, WXYZ-TV, Detroit, Michigan
Vice-President, Eastern Area.....Betty Butterfield
WAAT, WATV, Newark, N. J.
Vice-President, Central Area .....Martha Crane
WLS, Chicago, Illinois
Vice-President, Southern Area.....Edith Ford
WLW-A, Atlanta, Georgia
Vice-President, Southwestern Area...Sarah Jane Moon
KSFA, Nacogdoches, Texas
Vice-President, Western Area.....Marian K. Rowe
KRON, San Francisco, California
Secretary-Treasurer .....Nena Badenoch
Nat'l Society Crippled Children, Adults, Inc., N. Y.
Executive Secretary.....Margo Anderson
501 Madison Avenue, New York

DIRECTORS-AT-LARGE

Hilda Ballestro, Evaporated Milk Assn., Chicago 1, Ill.; Heloise Parker Broeg, Radio-TV Consultant, Boston, Mass.; Lorane Cooley, California Hawaiian Sugar Refining Corp., San Francisco, Calif.; Lillian Lang, BBC, New York; Montez Tjaden, KOMA KWTV, Oklahoma City, Okla.

CHAPTERS

California, Fresno, D. C., Florida, Atlanta, Columbus (Georgia) Heart-Of-America (including Iowa, Kansas, Missouri, Nebraska, North and South Dakota), Chicago, Indianapolis, Kentuckiana, New Orleans, Maryland, Detroit, Minnesota, Kansas City, St. Louis, Omaha, New England (including New England states), Northern New Jersey, Central New York, New York City, New York State's Capitol District, Western New York, Akron-Portage Trail (Ohio), Ohio, Ohio-Western Reserve, Oklahoma-Sooner, Philadelphia, Pittsburgh-Gateway, South Carolina-Piedmont, Texas (Deep in the Heart of), Houston (Texas).

American Women in Radio and Television, Inc. is a self-supporting, non-profit organization open to all women professionally engaged in creative and administrative work in the radio and television industry or in industries directly related to radio and television broadcasting. Its purpose is to make each member a greater asset to her station and network, her clients, her community, and her country.

ARTISTS' REPRESENTATIVES ASSOCIATION, INC.

1270 Ave. of the Americas, New York 20, N. Y.
CIrcle 6-1379

OFFICERS

President .....Eddie Elkort
Vice-Presidents.....Larry Barnett, Hattie Althoff
Jack Russell, James Lanagan, H. C. Moore, Wm. J. O'Halloran
Secretary .....Milton Berger
Treasurer .....Joseph Singer
Assistant Secretary.....Ruth L. Simonson
Counsel .....Abraham Males

BRANCH OFFICES

203 N. Wabash Ave., Chicago, Ill.
754 Century Bldg., Pittsburgh, Pa.
116 New Montgomery, San Francisco, Calif.
301 Fox Bldg., Detroit, Mich.

FUNCTIONS

Trade Association of Theatrical Agents.

ASSOCIATED MUSIC PUBLISHERS, INC.

589 Fifth Ave., New York 17, N. Y.
1 West 47th St., New York 36, N. Y.
PL 9-8470

Chrm. of Board..... .....Sydney M. Kaye
President.....Charles A. Wall
Vice Presidents.....Richard F. French,
Benjamin V. Grasso, Karl F. Bauer
Secretary.....Robert J. Burton

FUNCTIONS

Publisher and distributor of serious music in the United States and representative of many principal serious music catalogs of Europe.

ASSOC. OF CANADIAN ADVERTISERS, INC.

701 Federal Building, 85 Richmond St., West, Toronto 1, Ontario
EMpire 3-8046

OFFICERS

President .....R. R. McIntosh
Executive Vice-President.....R. E. Sewell
Vice-Presidents.....T. M. Atkinson, G. C. Clarke, J. J. McGill
Vice-President & Treasurer.....H. E. Whitehead
General Manager & Secretary.....Frank A. Healy

DIRECTORS

J. A. Blay, J. W. Cook, Scott Fyfe, E. T. Gater, Mrs. G. Wilson McGuinness, P. J. McGinnis, J. C. Miller, M. M. Schneckenburger, E. H. Woodley, A. B. Yeates.

THE ASSOCIATION OF CINEMA LABORATORIES, INC.

1226 Wisconsin Ave., Washington 7, D. C.
D. C.

President.....Neal Keehn
Vice-President.....Sidney P. Solow
Secretary .....Byron Roudabush
Treasurer.....George W. Colburn

DIRECTORS

Don M. Alexander, James A. Barker, George W. Colburn, Louis Feldman, Saul Jeffee, Neal Keehn, Sidney P. Solow, Kern Moyse, Byron Roudabush.

FUNCTIONS

Organized in 1953 to deal with technical and administrative problems of motion picture laboratories in the United States, Canada and other North American countries.

ASSN. OF NATIONAL ADVERTISERS, INC.

155 E. 44th St., New York, N. Y.
Oxford 7-5950.

OFFICERS

President.....Paul B. West

Vice-Presidents.Cy Norton, Lowell McElroy, J. M. Allen
Secretary.....Peter W. Allport
Chairman of the Board.....George E. Mosley
General Foods
Vice-Chairman.....Ralph Winslow
Koppers Company

FUNCTIONS

Promotes the most effective and profitable use of advertising as a tool of selling, promotes a better understanding and more effective use of advertising as a tool of management and protects the interests of national advertisers and serves their collective needs.

ASSOCIATION OF RADIO NEWS ANALYSTS

24 East 39th Street, New York 16, N. Y.
OXford 7-5300

President.....Quincy Howe
Vice-President.....Joseph C. Harsch
Vice-President.....W. W. Chaplin
Executive Committee.....H. V. Kaltenborn,
Chet Huntley, John MacVane
Secretary .....Larry Lesueur
Treasurer .....Cesar Saerchinger
Assistant Secretary-Treasurer.....Allen Jackson

FUNCTIONS

To maintain the independence and prestige of the profession and to improve the standards of analytical broadcasting and to protect the best interests of the public and the industry.

THE AUTHORS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39th St., New York 16, N. Y.
MUrray Hill 9-4950

OFFICERS

President.....William L. Shirer
Vice-President .....John Brick
Secretary.....Irmengarde Eberle Koehler
Secretary to the Council.....Luise M. Sillcox
Membership Secretary.....Edith Mackin

COUNCIL

Cleveland Amory, Betsey Barton, Richard Bissell, Howard Breslin, John Brick, Ernestine Gilbreth Carey, Margaret Cousins, Jonathan Daniels, Hildegarde Dolson, Michael Drury, Samuel Grafton, Alan Green, John Hersey, Helen Hull, Elizabeth Janeway, Norman Katkov, Lenard Kaufman, Christopher LaFarge, Robert J. Landry, John Lardner, Frances Lockridge, Richard Lockridge, Merle Miller, Ralph O. Moody, Ann Petry, Bentz Plagemann, Marjorie Hillis Roulston, Rex Stout, Alvin Tresselt, Theodore White; Hays, St. John, Abramson and Heilbron, Counsel.

FUNCTIONS

National business organization of authors in the publication field.

THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39th St., New York 16, N. Y.
MUrray Hill 9-4950

OFFICERS

President .....Moss Hart
Vice-President .....Rex Stout
Treasurer .....Arthur Schwartz
Secretary .....Ann Petry
Executive Secretary.....Luise M. Sillcox

COUNCIL

Cleveland Amory, S. N. Behrman, Howard Breslin, Russel Crouse, Ruth Goodman Goetz, Oscar Hammerstein, 2nd, Samuel Grafton, Alan Green, Joseph Hayes, Lillian Hellman, John Hersey, Laura Z. Hobson, Helen R. Hull, Joan Kahn, Richard Lewine, Howard Lindsay, Frances Lockridge, Richard Lockridge, Merle Miller, Ann Petry, Elmer Rice, Richard Rodgers, Victor Wolfson, Stanley Young; Hays, St. John, Abramson and Heilbron, Counsel.

FUNCTIONS

The national business organization of authors and dramatists.

BRAND NAMES FOUNDATION, INC.

437 Fifth Ave., New York 16, N. Y.
MUrray Hill 5-0888

OFFICERS

Chairman of the Board.....Edward R. Taylor
(Vice-Pres., Motorola, Inc.)
Vice-Chairman .....Robert E. McNeal
(President, Curtis Publishing Co.)
Vice-Chairman.....John H. Breck, Jr.
(Exec. V.P., John H. Breck Inc.)
Treasurer .....Louis Hausman
(Vice-President, CBS-Columbia, Inc.)
President.....Henry E. Abt

Conducts a continuous year 'round educational program in all informational media, purpose of which is to emphasize to the public the benefits and services of manufacturers' brand names, brand competition and brand advertising.

THE BRITISH BROADCASTING CORPORATION

630 Fifth Ave., New York 20, N. Y.
Circle 7-0656

OFFICERS

North American Rep.....Barrie Thorn
Program Director.....Alec Sutherland
Program Assistant.....Lillian Lang
TV Officer.....G. Delstrother
Transcription Assistant.....Marian Rouse
Chief Engineer.....Arthur S. Toby

BRANCH OFFICES

United Nations Office Room C-309, United Nations, N. Y. Plaza 4-1234, Ext. 3121. F. D. Walker, U. N. Correspondent.

907 Natl. Press Bldg., Washington, D. C. Phone: EXecutive 3-1465. Christopher Serpel, Douglas Willis, Washington correspondent.

FUNCTIONS

Activities of the North American offices of the British Broadcasting Corporation cover two interrelated but separate operations. The first, Eastbound operations, are concerned with the interpretation of the American scene to British audiences. The other, Westbound operations, are concerned with making available to independent radio stations and networks regular and specially requested programs broadcast from England in BBC's North American Service.

BROADCASTING AND FILM COMMISSION, NAT'L COUNCIL OF CHURCHES

220 Fifth Ave., New York 1, N. Y.
ORegon 9-2968

OFFICERS

Exec.-Director.....S. Franklin Mack
Asst. Exec. Dir.....W. B. Goodman
Director of Television.....Albert Crews
Business Manager.....Arthur W. Rhinow
Director of Films.....Alexander B. Ferguson
Director of Radio.....Ben E. Wilbur
Assoc. Dir. of Television.....Frank B. Nichols
Television Producer.....Richard A. Cobb
Director of Special Events.....Arthur Austin

BRANCH OFFICE

5746 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 4-7464. George Heimrich, Director.

FUNCTIONS

The Broadcasting and Film Commission produces network radio and television programs, radio transcriptions, and television films representative of Protestant and Orthodox Churches.

BROADCAST INFORMATION BUREAU

535 Fifth Ave., New York 17, N. Y.
MUrray Hill 7-1668

Manager .....Martin Lawrence
Editor.....Julienne (Judy) Dupuy

FUNCTIONS

Publishers of TV Film program directories; Station & Film Who's Who and What's Where; Film Newsletter, "Facts, Figures and Film."

BROADCAST MUSIC, INC. (BMI)

589 Fifth Ave., New York 17, N. Y.
PLaza 9-1500

OFFICERS

President .....Carl Haverlin
Vice-President—General Counsel.....Sydney M. Kaye
Vice-Pres. in charge of Finance & Treasurer
Charles A. Wall
Vice-Pres. in charge of Publisher and Writer Relations, Sect.....Robert J. Burton
Vice-Pres. in Charge of Non-Radio License
Harry P. Somerville
Vice-Presi. in charge Station Relations..Glenn Dolberg
Vice-Pres. in charge Foreign Relations..Jean Geiringer
Vice-Pres. in charge Station Service..Ralph L. Harlow
Asst. V.P. in charge of Publisher Relations
Robert B. Sour
Assistant Treasurer.....Robert J. Higgins

BOARD OF DIRECTORS

Chairman, Sydney M. Kaye; Herbert V. Akerberg, John Elmer, E. L. Jahnicke, Jr., Jos. Baudino, Carl Haverlin, William S. Hedges, Herbert Hollister, Leonard Kapner, Paul W. Morency, William Reagan, J. Leonard Reinsch, J. Harold Ryan, G. Richard Shatto.

STATION RELATIONS

Al Marlin, Turner Cooke, Justin Bradshaw, Robert Fuller, Linn Pattee, Ken Sparnon, Burt Squire, Dorsey Owings.

NON-RADIO LICENSING DEPT.

Vice-President.....Harry P. Somerville

Chicago Office, 360 N. Michigan Ave.; Andover 3-5394. Stan Myers, Mid-West Representative.

Los Angeles, 1549 N. Vine St., Hillside 7-7447; Lawrence Conti, Far-Western Representative.

PROFESSIONAL DEPT.

Julian Stearns, General Professional Mgr.; Professional Staff, Mac Kooper, George Furness.

Chicago Office, 360 N. Michigan Ave. Andover 3-5349. Jimmie Cairns, Professional Representative.

Hollywood, Calif. Office: Wm. Walters, 1549 N. Vine St., Hillside 7-7447. Gen. Mgr., Eddie Janis.

BMI Canada, Ltd., 16 Gould St., Toronto 2, Ont., Phone: Elgin 0040, Wm. Harold Moon, Asst. Gen. Mgr.

FUNCTIONS

The functions of BMI are (1) To coordinate and license the performing rights to music of a group of affiliated publishers and performing rights societies; (2) to provide equal opportunity of recognition for all writers, composers and publishers.

BROADCASTERS' PROMOTION ASS'N., INC.

c/o WBC, Suite 2100, Chanin Bldg., 122 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 7-0808

OFFICERS

President.....David E. Partridge
WBC, New York
First Vice-Pres.....Charles A. Wilson
WGN, WGN-TV, Chicago
Second Vice-Pres.....Montez Tjaden
KWTV, Okahoma City, Okla.
Secy.-Treas.....Ellen M. Johansen

BOARD MEMBERS

Bruce Wallace, WTMJ, Milwaukee; Haywood Meeks, WMAL-TV, Washington, D. C.; Roy C. Pedersen, WDAY, Fargo, N. D.; Samuel Elber, WERE, Cleveland; Gene Godt, WCCO-TV, Minneapolis; Marion Annenberg, WDSU, New Orleans; Joe Zimmerman, WFIL, Philadelphia; Joe G. Hudgens, KRNT, Des Moines; John M. Keyes, WMAQ, WNBQ, Chicago; Foster A. Brown, KMOX, St. Louis; Howard W. Meagle, WWVA, Wheeling, W. Va.; Paul Woodland, WGAL, Lancaster, Pa.

FUNCTIONS

The Association was formed for the betterment of broadcasting activity by furthering the recognition, organization and extension of promotional activity as an essential function in the broadcasting-telecasting business; by increasing the effectiveness of broadcasters' promotion personnel through contacts with one another, and with representatives of related business, through the exchange of information and ideas, and through consequent improvement of promotion methods, research principles and techniques; and by assisting broadcasters to secure competent personnel for promotion work.

THE BUREAU OF BROADCAST MEASUREMENT

96 Eglinton Ave. East, Toronto 12, Ontario
MAyrair 9464

BOARD OF DIRECTORS AND OFFICERS

President.....Charles R. Vint
Vice-President.....Horace N. Stovin
Research & Development Director..Clyde H. McDonald
Executive Secretary & Treasurer.....Charles J. Follett

DIRECTORS

J. Arthur Dupont, Radio Station CJAD, Montreal; William N. Hawkins, Radio Station CFOS, Owen Sound; E. Lloyd Moore, Radio Station CFRB, Toronto; Robert M. Campbell, J. Walter Thompson Co., Ltd., Toronto; C. W. McQuillin, Cockfield, Brown & Co., Ltd., Toronto; G. Frank Mills, Spitzer & Mills Ltd., Toronto; William E. Trimble, Baker Advertising Agency Ltd., Toronto; George S. Bertram, Swift Canadian Co., Ltd., Toronto; J. J. McGill, Imperial Tobacco Sales Co. of Canada, Ltd., Montreal; A. M. Sanderson, Whitehall Pharmacal (Canada) Ltd., Toronto; Ralph T. Snelgrove, Television Station CKVR-TV, Barrie; W. Clifford Wingrove, Television Station CFPL-TV, London; Ross A. McCreath, Television Time Manager, All-Canada Television, Toronto; Kenneth W. Davis, Omar Renaud & Co., Toronto.

FUNCTIONS

To conduct surveys and to assemble statistical and other data relating to radio broadcasting and particularly relating to the number, distribution and listening habits of persons who are or may be listening to the various broadcasting stations at different times and from time to time.

To adopt standard methods of appraising broadcasting station coverage and/or the listening habits of the public.

To prepare reports, charts and other forms of publicity based on surveys and statistical and other data assembled as aforesaid.

To print, publish ad distribute to members the reports, charts and other forms of publicity prepared as aforesaid.

CANADIAN ASSOCIATION OF RADIO & TELEVISION BROADCASTERS

108 Sparks St., Ottawa 4, Canada

President.....F. A. Lynds
Executive Vice-President.....T. J. Allard
Vice-President Radio.....D. A. Gourd
Vice-President Television.....H. A. Crittenden
Secretary-Treasurer .....Flora Love
Copyright Counsel.....Samuel Rogers, R. C.
French Language Counsel.....Taschereau Fortier

DIRECTORS

J. Hirtle, CKBW, Bridgewater, N.S.; F. A. Lynds, CKCW, Moncton, N.B.; G. Stirling, CJON-TV, St. John's, NFLD.; D. A. Gourd, Radio Nord, Inc., Rouyn, P.Q.; Hendi Lepage, CHRC, Quebec, P.Q.; Couture, CKSB, St. Boniface, Man.; F. B. Ricard, CHNO, Sudbury, Ont.; J. M. Davidson, Northern Broadcasting Co., Ltd., Toronto, Ont.; W. T. Cruikshank, CKNX, Wingham, Ont.; J. A. Dupont, CJAD, Montreal, P.Q.; W. N. Hawkins, CFOS, Owen Sound, Ont.; E. E. Fitzgibbons, CKCO-TV, Kitchener, Ont.; R. J. Buss, CHAT, Medicine Hat, Alta.; V. Dallin, CFQC, Saskatoon, Sask.; J. O. Blick, CJOB, Winnipeg, Man.; H. A. Crittenden, CKCK-TV, Regina, Sask.; C. J. Rudd, CHUB, Nanaimo, B. C.; M. P. Finnerty, CKOK, Penticton, B. C.

SALES OFFICE

200 St. Clair Avenue, West, Toronto 7, Ont. Phone: WAlnut 2-3334. C. W. Fenton, Sales Director.

FUNCTIONS

The Canadian Association of Radio and Television Broadcasters is a voluntary trade organization of 144 privately owned (independent) radio broadcasting stations and 26 television stations in Canada.

CATHOLIC ACTORS GUILD OF AMERICA, INC.

120 W. 45th Street, New York 36, N. Y.
Circle 6-5566

OFFICERS

President ..... Gene Buck
Vice-President ..... Gene Lockhart
Vice-President ..... William Gaxton
Recording Secretary ..... Paul A. Lilly
Historian ..... Jane Taylor Lacina
Executive Secretary ..... George W. Buck
Chairman of Executive Board ..... Walter Kiernan
Chaplain ..... Rt. Rev. Msgr. Vincent J. Brosnan
Treasurer ..... Rev. Francis M. Costello

FUNCTIONS

Social and charitable organization which strives to care for the spiritual and physical needs of members of the profession, regardless of creed. In particular, every effort is made to assure members of the organization of care and attention in the case of illness, hospitalization, burial whenever the need arises.

CATHOLIC WRITERS GUILD OF AMERICA, INC.

128 W. 71 St., New York 23, N. Y.
ENdicott 2-0412

OFFICERS

Spiritual Director ..... Rev. John B. Kelly
President ..... William Fay
Vice-Pres. ..... Richard Reid
Vice-Pres. ..... Joseph A. Duffy
Executive Secretary ..... Eleanor M. Tucker

FUNCTIONS AND ACTIVITIES

A national organization of writers and persons interested in literary work. To promote the interest of writers, and to take cognizance of and make appropriate record of notable achievements in the literary world. To give to the press, screen, stage and radio the Catholic mind on Church issues.

REGIONAL ORGANIZATION IAAB'S CENTRAL AMERICAN ASSOCIATIONS

P. O. Box 1795
Panama, City, Panama
President ..... Fernando Eleta

FUNCTIONS

Regional association of radio and TV broadcasters representing stations in the Caribbean and Central American countries to improve the standards of broadcasting techniques and business.

COMPOSERS GUILD OF AMERICA

101 Park Ave., New York, N. Y.
JUdson 2-4500
12924 Sarah Street, North Hollywood, Calif.
HO 2-1353; SU 2-8377
President ..... Leith Stevens
1st Vice-President ..... Winston Sharples
2nd Vice-President ..... Walter Schumann
3rd Vice-President ..... David Terry
Secretary-Treasurer ..... Mack David
Asst. Sec. Treasurer ..... Ben Ludlow
Executive Secretary ..... Elsa Clay

FUNCTIONS

CGA was organized to represent composers (music and/or words) in screen, radio, TV, stage recording and transcription in establishing minimum terms and improved conditions in their employment relationships.

COMPOSERS, AUTHORS AND PUBLISHERS ASSN. OF CAN. LTD.

182 St. George St., Toronto 5, Ont., Canada
WAlnut 3-8457

OFFICERS

President ..... Sir Ernest MacMillan Mus. D. (Oxon.)
General Manager ..... W. St. C. Low

FUNCTIONS

The administration in Canada of the right of performance of authors and composers of music throughout the world.

THE DRAMATISTS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39th St., New York 16, N. Y.
MUrray Hill 9-4950
President ..... Oscar Hammerstein, 2nd
Vice-President ..... Howard Lindsay
Secretary ..... A. O. Goetz

COUNCIL

Richard Adler, Robert Anderson, Abe Burrows, Betty Comden, Marc Connelly, Russell Crouse, Dorothy Fields, Joseph Fields, A. O. Goetz, Moss Hart, Lillian Hellman, Arnold B. Horwitt, William Inge, Garson Kanin, Jean Kerr, Sidney Kingsley, Arthur Laurents, Alan Jay Lerner, Richard Lewine, Howard Lindsay, Robert McEnroe, Arthur Miller, Paul Osborn, Elmer Rice, Richard Rodgers, Harold Rome, Samuel Taylor, Maurice Valency; Mills Ten Eyce, Jr., Executive Secretary; Luise M. Sillcox, Secretary to the Council; Hays, St. John, Abramson & Heilbron, Counsel.

FUNCTIONS

The national business organization of dramatists.

FUNCTIONS

The national business organization of dramatists.

EPISCOPAL ACTORS GUILD OF AMERICA, INC.

1 East 29th St., New York, N. Y.
MUrray Hill 5-2927

OFFICERS

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FUNCTION

The Guild ministers to actors of all religious faiths.

FEDERAL COMMUNICATIONS BAR ASSOCIATION

c/o Secretary, Verne R. Young, Esq., Suite 300 American Building, 1317 F St., N.W., Washington 4, D. C.

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EXECUTIVE COMMITTEE

Donald C. Beelar, Robert M. Booth, Jr., Jeremiah Courtney, Henry G. Fischer, W. Theodore Pierson, Thomas W. Wilson; Delegate to American Bar Association: George O. Sutton.

FUNCTIONS

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners. It issues a quarterly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.

FEDERAL TRADE COMMISSION

Pennsylvania Ave., at 6th St., N.W., Washington 25, D. C.
EXecutive 3-6800

PERSONNEL

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Commissioner.....Sigord Anderson
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Dir., Bur. of Investigation.....Harry A. Babcock
Dir., Bureau of Litigation.....Joseph E. Sheehy

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U. S. Court House, Foley Square, New York 7, N. Y. Joseph L. Klein, Attorney in Charge. COrtlandt 7-7100.
Room 1310, 226 W. Jackson Blvd., Chicago 6, Ill. William F. Lemke, Jr., Mgr., FInancial 6-0790.
Room 133, Federal Office Bldg., San Francisco 2, Calif. Earl Van Wagoner, Mgr. KLondike 2-2350.
Room 811, U. S. Court House, Seattle 4, Wash. Walter W. Harris, Manager. MUtual 3300.
Room 413, Masonic Temple Bldg., 333 St. Charles St., New Orleans, La. William B. Lott. EXpress 2411.
Standard Bldg., Cleveland, Ohio; V. E. Taylor, Mgr., Pr. 1-6575
Washington Branch Acting Mgr., J. J. Gercke

FUNCTIONS

Under several laws designed to promote free and fair competition in interstate trade, the Commission takes action against monopolistic and deceptive practices and publishes economic studies of factors affecting the competitive economy.

THE FRENCH BROADCASTING SYSTEM (RADIODIFFUSION FRANCAISE) IN NORTH AMERICA

972 Fifth Ave., New York 21, N. Y.
REgent 4-1501

Director.....Pierre Crenesse
Ass't. Dir.....Alice Lewitin
Administrator.....Suzanne Weltman
Program Director.....Marins Kobtzeff
Public Relations.....Denise Falk

FUNCTIONS

The activities of the French Broadcasting System in North America are twofold: on the one hand, for the purpose of strengthening the good will and understanding between France and the U. S., it distributes to independent stations all over the country English-language programs prepared in Paris for North American listeners, covering all aspects of life in France today; on the other hand, it keeps French listeners informed of all events taking place in America today.

INSTITUTE FOR EDUCATION BY RADIO-TELEVISION

Ohio State Univ., Columbus 10, O.
AXminster. 9-3184 Ext. 280, 606

Director.....I. Keith Tyler
Asst. to Dir.....Robert B. Burrows
Secretary.....Bette Wallach

FUNCTIONS

International meeting for broadcasters, educators and civic leaders devoted to discussion of policy and techniques of educational broadcasting.

THE INSTITUTE OF RADIO ENGINEERS, INC.

1 East 79th St., New York 21, N. Y.
LEhigh 5-5100

OFFICERS

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FUNCTIONS

An incorporated non-profit organization having as its object the advancement of the theory and practice of radio and electronics, including allied branches of engineering and all related arts and sciences.

INTERCOLLEGIATE BROADCASTING SYSTEM

1733 Broadway, New York 19, N. Y.
333 North Michigan Ave., Chicago 1, Ill.
JUdson 2-5030

OFFICERS

President.....George Abraham
Vice-President & Regions Coordinator...David W. Borst
Secretary & Treasurer.....James R. Wylie
Business Manager.....James R. Wylie
Manager of Member Services.....Richard H. Crompton
Sales Manager.....Richard E. Pittenger
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Operations Manager.....Francis A. Gicca
Publicity Manager.....Walter Hofer
Public Relations Manager.....Herbert Silon

BRANCH OFFICES

D. W. Borst, 580 Lowell Street, Lynnfield Center, Mass. Phone: 4-4244; 333 North Michigan Ave., Chicago, Ill.

FUNCTIONS

Intercollegiate Broadcasting System is a non-profit association of campus-limited radio stations, established in 1940 to provide operational advice, informational interchange and commercial services for this unique form of broadcast education.

JEWISH THEATRICAL GUILD

1564 Broadway, New York 36, N. Y.
PLaza 7-5237

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FUNCTION

Non-sectarian theatrical assistance agency.

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1785 Massachusetts Ave., N.W., Washington 6, D. C.
HUdson 3-6620

Chairman.....Dr. Albert N. Jorgensen, Nat'l Assn. of State Universities
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Executive Director.....Ralph Steetle

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Nat'l Assn. of Educational Broadcasters; Edward L. Ryerson, National Citizens Committee for Educational Television; James H. Snowden, Nat'l Congress of Parents & Teachers; Dr. Belmont Farley, National Education Association of the United States.

FUNCTIONS

The JCET seeks to represent the special needs of education in the newest and most powerful of the mass media, and encourage educators to meet their responsibilities in regard to it.

THE LAMBS

130 W. 44th St., New York 36, N. Y.
JUdson 2-1515

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Boy ..... Loring Smith
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Recording Secretary ..... Charles Baxter
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LIFE DIRECTORS EX-SHEPHERDS: Fred Waring, Walter N. Greaza.

FUNCTIONS

The object of this club shall be the promotion of social intercourse among persons, engaged professionally in the drama, music, authorship, and the fine arts, as well as friends of those professions, and the collection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship and the fine arts who shall be in need of financial aid or assistance, to be disbursed in the discretion of the Council of the Club.

LEAGUE OF ADVERTISING AGENCIES, INC.

220 W. 42nd St., New York 36, N. Y.
LAckawanna 4-9735

OFFICERS

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Exec. Sec'y ..... Julian Ross
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229 Fourth Ave., New York 3, N. Y.
ORegon 4-5100

Chairman ..... Joseph A. Tanney
Vice-Chairman ..... Kern Moyse
Secretary ..... William McAdam

EXECUTIVE COMMITTEE

Kern Moyse, S. C. Robbins, Sam Silverman, Joseph Tanney, Anthony Termini.

MUSIC PUBLISHERS' CONTACT EMPLOYEES UNION OF GREATER NEW YORK, LOCAL 22102, A.F.L.-C.I.O.

1270 Sixth Avenue, New York 20, N. Y.
CO. 5-7362

President ..... Robert Miller
Vice-President ..... Joe Santly
Treasurer ..... Jack Perry
Executive Secretary ..... Bob Miller

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FUNCTIONS

Labor Union.

MUSIC PUBLISHERS' PROTECTIVE ASSOCIATION, INC.

45 Rockefeller Plaza, New York 20, N. Y.
PLaza 1-1930

OFFICERS

Chairman of the Board ..... Walter G. Douglas
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Vice-President ..... Jack Mills
Secretary ..... J. J. Bregman
Treasurer ..... Maurice Scopp
Agent and Trustee ..... Harry Fox

NATIONAL ASSN. FOR BETTER RADIO AND TELEVISION

882 Victoria Ave., Los Angeles, Cal.
Whitney 4245

OFFICERS

President ..... Mrs. Clara S. Logan
1st Vice Pres. ..... Dr. Richard Atkinson
2nd Vice Pres. ..... Dr. Lee DeForest
Secretary ..... Mrs. Victor Roberts
Treasurer ..... Mrs. Gertrude Blackstock

FUNCTIONS

To co-ordinate the interest of civic, religious, educational, business and labor organizations and individuals for the purpose of encouraging the presentation of radio and television programs of high standards.

NATIONAL ASSOCIATION OF RADIO & TELEVISION BROADCASTERS

(For Complete Listing See NARTB Section)

NATIONAL ASSOCIATION OF BROADCAST UNIONS AND GUILDS (NABUG)

37 W. 46th St., New York 36, N. Y.
JUdson 2-5130

OFFICERS

National Chairman ..... Oliver W. Nicoll

COUNCILS

27 W. 46th St., New York 36, N. Y. Phone: Judson 2-5130. Oliver W. Nicoll, Chairman, New York Council: 341 Menomonee St., Chicago 14, Ill. Phone: MOhawk 4-3592, H. Walter Thompson, Chairman, Chicago Council: 6331 Hollywood Blvd., Hollywood 28, Calif. Phone: HIllside 5125. Claude McCue, Chairman, Hollywood Council.

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FUNCTIONS

"NABUG" is the National Association of Broadcast Unions and Guilds in the radio and television industry, organized on behalf of their respective mem-

berships for the solution of parallel problems and the working together of the unions and guilds in those directions—cultural, legislative, economic—where their mutual interests coincide.

NATIONAL ASSOCIATION OF BROADCAST EMPLOYEES & TECHNICIANS (NABET)

35 Court St., Chicago 4, Ill.
WA 2-2462

International President.....George Smith
International Vice-President.....Gene Klump
International Sec'y-Treasurer.....Arthur Hjorth
Canadian Sec'y-Treasurer.....Jiacomo Papa

BRANCH OFFICES

48 W. 48th St., New York 36, N. Y.; 6223 Selma Ave., Hollywood 28, Calif.; 335 Hayes St., San Francisco, 86 W. Chippewa, Buffalo; 519 Jarvis, Toronto; 1231 St. Catherine, W. Montreal.

FUNCTIONS

NABET has contracts for its 5,500 members with ABC, NBC, and 92 independent radio and TV stations and film studios in the United States and with CBC and more than 20 independent stations in Canada.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 Gregory Hall, Urbana, Ill.
Urbana 7-6611, Ext. 3394

OFFICERS

President .....Burton Paulu
Vice-President .....Richard Hull
Treasurer.....Robert J. Coleman
Secretary .....William Harley
Executive Director.....Harry J. Skornia

DIRECTORS

Region 1: Arthur Weld, Jr., Syracuse University; Region II: Earl Wynn, WUNC, University of North Carolina, Chapel Hill, No. C.; Region III: Ola Hiller, WFBE, Flint, Mich. Public Schools; Region IV: Dr. Burton Paulu, KUOM, Minnesota U., Minneapolis, Minn.; Region V: John Schwarzwalder, KUHT, University of Houston; Region VI: E. Adams, KUOW, Washington U., Seattle, Wash.

BRANCH OFFICE

2500 Municipal Bldg., New York 7, N. Y.
WH 3-3600, Seymour N. Siegel, Past President

FUNCTIONS

Representing non-commercial, educational AM, FM and TV stations, workshops and production centers owned and operated by colleges, universities, school systems, State systems, community organizations, and public-service agencies.

NATIONAL ASSN. OF PERFORMING ARTISTS

630 Fifth Ave., New York 20, N. Y.
Circle 7-8194

OFFICERS

President .....Fred Waring
Treasurer .....Don Voorhees
General Counsel.....Alfred Rice

FUNCTIONS

To obtain moral and pecuniary rights of performing artists in the commercial uses of such performances.

NATIONAL ASSN. OF TELEVISION AND RADIO FARM DIRECTORS

KWKH, Shreveport, La.
President .....Jack Timmons
KWKH, Shreveport, La.
Vice-President .....Wes Seyler
WIBW, Topeka, Kans.
Secretary-Treasurer .....Don Tuttle
WGY, Schenectady, N. Y.
Historian .....Herb Plambeck
WHO, Des Moines, Iowa
CHATS Editor.....Maynard Speece
WCCO, Minneapolis, Minn.

FUNCTIONS

NATRED is an organization dedicated to the service of agriculture, station management and the advertiser.

NATIONAL AUDIENCE BOARD, INC.

152 East End Ave., New York 28, N. Y.
TRafalger 9-6070

Officers

President.....Peter Goelet
Exec. Vice-Pres.....Bernard F. Kamins
Treasurer.....David J. Colton
Secretary.....Harriet Williams

Branch Offices

239½ S. Beverly Dr., Beverly Hills, Calif., CRestview 1-8141, Bernard F. Kamins, Exec. V. P.; 625 Cheney St., San Francisco 12, Calif., JUniper 5-7575, Hal Light, Coordinator.

Functions

To represent the public to the broadcasting industry; to crystallize public opinion in radio and television programming; to act as a liasion group between the public and the broadcasting industry.

NATIONAL BETTER BUSINESS BUREAU, INC.

Chrysler Bldg., New York 17, N. Y.
MUrray Hill 6-3535

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FUNCTIONS

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperates with law enforcement agencies in this work.

NATIONAL COMMUNITY TELEVISION ASSOCIATION, INC.

710 14th St., Northwest, Washington 5, D. C.

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FUNCTIONS

Promote the development of community antenna television systems throughout the United States through techniques normally employed by national trade associations.

NATIONAL COUNCIL OF DISC JOCKEYS

c/o Murray Kaufman
Radio Station WMCA
New York, N. Y.

OFFICERS

President ..... Murray Kaufman
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BOARD OF GOVERNORS

Howard Miller, WIND, Chicago, Ill.; Dick Clark, WFIL-TV, Philadelphia, Pa.; Mark Evans, WTOP, Washington, D. C.; and Phil McLean, WERE, Cleveland, Ohio.

FUNCTIONS

The national Council of Disc Jockeys is a non-profit membership corporation for the purpose of instituting national activities to enlist participation of America's youth in public service endeavors.

NATIONAL TELEFILM ASSOCIATES, INC.

6o West 55th St., New York 19, N.Y.
PLaza 7-2100
(See Film Producer Section)

NAT. TELEVISION FILM COUNCIL

1639 Broadway, New York 19, N.Y.
JUdson 6-5444

Officers

Honorary Lifetime Pres. ..... Melvin L. Gold
President ..... Dr. Alfred N. Goldsmith
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Exec. Sec'y ..... Sydney A. Mayers
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DIRECTORS

. John J. Schneider, Chr.; Joseph Dougherty, E. P. Genock, Albert D. Hecht, Peter Keane, Steven Manning, Arche A. Mayers, Waldo Mayo, Martin Rich, Don E. Widlund.

FUNCTIONS

NTFC provides a hub for the interchange of ideas among all segments of the television film industry, with a view to mutual cooperation and help, and the general promotion and betterment of films on television.

NATIONAL VARIETY ARTISTS, INC.

218 W. 47th St., New York 36, N. Y.
COlumbus 5-0956

OFFICERS

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Vice-President ..... Dorothe A. Masters
Treasurer ..... Lester Rose
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NEGRO ACTORS GUILD OF AMERICA, INC.

1674 Broadway, New York 19, N. Y.
CIrcle 5-4343

OFFICERS

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215 South Broad St., Philadelphia 7, Pa.
President ..... Robert A. Klein
Vice-President ..... Patrick J. Stanton
Secretary ..... John R. Mahoney
Treasurer ..... William B. Caskey
Executive Director ..... Austin Marshall

BRANCH OFFICE

Radio Station WPEN, 2212 Walnut St., Philadelphia 3, Pa. LOcust 4-6000

FUNCTIONS

To initiate and promote studies of all phases of radio and television broadcasting.

PROFESSIONAL MUSIC MEN, INC.

1270 Sixth Ave., New York 20, N. Y.
COlumbia 5-7362

OFFICERS

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36 E. 5th St., Cincinnati, O.
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225 - 26th St., Santa Monica, Calif.
Regional Secretary ..... Al Comparte

FUNCTIONS

Charitable and Benevolent Organization.

RADIO FREE EUROPE

110 West 57th St., New York 19, N. Y.
PLaza 7-7600

Director ..... W. J. Convery Egan
Asst. Director ..... Thomas H. Brown, Jr.
Program Manager ..... Mucio Delgado
Public Relations Director ..... Alton Kastner
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European Director (Munich Office) .... Richard Condon
Manager Director (Lisbon office) ..... Henry Lolliot

FUNCTIONS

Radio Free Europe, a private organization supported by contributions of the American people to Crusade for Freedom, transmits to Czechoslovakia, Hungary, Poland, Romania and Bulgaria over 29 short and medium wave transmitters. Its programs, of all types, written and broadcast by exiles from behind the Iron Curtain, bring the captive people truth and news of their own countries, as well as of the free world, helping them keep alive a strong spirit,until such time as they may free themselves.

RADIO ADVERTISING BUERAU INC.

460 Park Ave., New York 22, N. Y.
MUrray Hill 8-4020

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RADIO-NEWSREEL-TELEVISION WORKING PRESS ASSOCIATION OF NEW YORK, INC.

270 Park Ave., New York 17, N. Y.
PLaza 1-2720

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Sergeant-at-Arms.....George Jordan
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Ass't Sec'y.....Charles Campbell
Treasurer.....Richard Milbauer

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Chairman: Lou Hutt; Julian Anthony, Nick Archer, Robert F. Donahue, Roy D. Edwards, George Jordan, Burt Reinhardt.

THE RADIO PIONEERS CLUB

589 Fifth Ave., New York 17, N. Y.
PLaza 9-1500

OFFICERS

President.....Clair R. McCollough
1st Vice-President.....John Patt
Vice-Pres.....Victor Diehm, William H. Fineshriber, Jr.
Secretary.....Clair McCollaugh
Treasurer.....Charles A. Wall
Executive Secretary.....M. H. Shapiro

FUNCTIONS

"To establish a membership organization of persons who by their long years of service in the field of Radio desire to become associated for the purposes of friendship and education. The Club shall be a central clearing house for the exchange of information and historical data about the Radio industry and shall record in form to be determined facts and data about the history of the Radio industry and its traditions for use by this and future generations. It is felt that this organization with the resultant exchange of information would make a valuable contribution to the public interest."

RADIO AND TELEVISION DIRECTORS GUILD (A.F. OF L.)

114 East 52nd St., New York 22, N. Y.
PLaza 9-0949

OFFICERS

International President.....Ernest Ricca
1st Vice-President.....Robert L. Robb
2nd Vice-President.....Joseph Byrne
3rd Vice President.....Richard Schneider
Secretary.....Stuart Phelps
Treasurer.....Robert Priaulx

NATIONAL BOARD

Walter Gorman, New York; David Lowe, New York; Ernest Ricca, New York; Richard Schneider, New York; George Fogle, Hoolywood; Jack Lyman, Hollywood; Robert L. Robb, Hollywood; Harfield Weedin, Hollywood; Grover Allen, Chicago; Joseph Byrne, Chicago; Raymond Shane, Cleveland;Lamar Caselli, N.Y.; Tom Donovan, N.Y.; Robert Priaulx; Stuart Phelps, Hollywood; Robert Ritter, Detroit; Carl G. Degan.
National Executive Director.....Newman H. Burnett
General Counsel.....Charles Ballon
(Phillips, Nizer, Benjamin & Krim)

BRANCH OFFICES

New York Local—114 East 52nd St., New York 22, PLaza 9-0875. Newman H. Burnett, Executive Secretary; Robert Priaulx, President.

Hollywood Local—6331 Hollywood Blvd., Hollywood 28, Calif., HOllywood 2-3324. Elizabeth Gould, Executive Secretary; Stuart Phelps, President.

Chicago Local—100 W. Monroe St.,Chicago, Ill. Joseph Byrne, President.

Detroit Local—1257 Penobscot Bldg., Detroit 26, Mich., WOodward 5-0061. Boaz Siegel, Executive Secretary; Robert Ritter, President.

Washington Local—Sheraton Park Hotel, Washington, D. C. Adams 4-5400. Carl Degan, President.

Cleveland Local—17502 Holly Hill Dr. Cleveland 5, Ohio, Longacre 1-8594. Raymond Shane, President.

FUNCTIONS

A national organization to advance, foster, promote and benefit the interests of directors, associate directors and floor managers of television, live and film, and radio programs and to protect and secure their rights in their professional activities.

RADIO AND TELEVISION EXECUTIVES SOCIETY, INC.

Hotel Biltmore, New York 17, N. Y.

OFFICERS

President.....Robert Jay Burton
1st Vice-President.....Merle Jones
2nd Vice-President.....Robert Leder
Treasurer.....Bernard Goodwin
Secretary.....Claude Barrere
Executive Director.....Claude Barrere

BOARD OF GOVERNORS

Kenneth Bilby, Maggi Eaton, Norman Glenn, Norman Gluck, Don McClure, Frank Pellegrin, Roger Pryor, Robert Schmid, Sam Slate, Geraldine Zorbaugh.

FUNCTIONS

1. To create a lasting fraternity of persons professionally engaged or interested in radio and television broadcasting and its allied fields and to provide a common meeting place for all members. 2. To provide a forum for the exchange of ideas and discussions of problems affecting or concerning radio and television broadcasting or relating to its improvement or usefulness and to promote higher standards for the radio and television industry as a scientific, literary, information, entertainment, and cultural medium. 3. To provide and sponsor the dissemination of information pertaining to radio and television broadcasting which may be of mutual interest and value to members, the pulic and the industry. 4. To do all and everything necessary, suitable and proper for the complete accomplishment of these purposes and the attainment of the objects herein set forth within such limitations as are provided by law.

RADIO-ELECTRONICS-TELEVISION MANUFACTURERS ASSOCIATION

See Equipment Section

RADIO-TV CORRESPONDENTS ASSN.

U. S. Capitol, Washington, D. C.
NAational 8-3120
Chairman.....Joseph F. McCaffrey (Ind.)
Vice-Chairman.....Robert Hurleigh (MBS)

Treasurer .....Julian Goodman
Members-At-Large.....Eric Sevareid (CBS), George Marmer (UP-Radio), Charles Shutt (Telenews), Lewis Shollenberger (CBS)

FUNCTIONS

The Association is the official accrediting agency for all radio-television reporters covering the United States Congress and official Washington.

RADIO-ELECTRONICS-TV MANUFACTURERS ASSOCIATION OF CANADA

200 St. Clair Ave., West, Toronto 7, Ontario, Canada
WAlnut 1-2898

Pres., Chrm. of Board.....J. D. Campbell
V.-P., Chrm. Receiver Div.....J. J. Kingman
V.-P., Chrmn., Components Div.....A. L. Stopps
V.-P., Chrm., Electronics Div.....J. C. R. Punchard
Director of Engineering.....R. A. Hackbusch
General Manager.....R. W. Radcliffe

FUNCTIONS

This Association is a non-profit and cooperative organization to promote the interests of the radio-TV manufacturing industry in Canada.

THE RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION

Executive Secretary, Rob Downey, c/o WKAR, East Lansing, Mich.

OFFICERS

President .....Ted Koop
CBS, Washington, D. C.
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WTMJ, Milwaukee, Wis.
Vice-Pres., Radio.....Lee White
KROS, Clinton, Ia.
Vice-Pres., TV.....Ralph Renick
WTVJ, Miami, Fla.
Treasurer .....Sheldon Peterson
KLZ, Denver, Colo.
Exec. Sec'y.....Rob Downey
WKAR, East Lansing, Mich.

DIRECTORS

Bruce Palmer, KWTV, Oklahoma City, Okla.; Jim McCaffen, WOW, Omaha, Nebr.; Dick Cheverton, WOOD, Grand Rapids, Mich.; Ron Laidlaw, CFPL, London, Ont.; Bill Monroe, WDSU, New Orleans, La.; Parker Hoy, WLAM, Lewiston, Me.; Nick Basso, WSAZ, Huntington, W. Va.; Bill Small, WHAS, Louisville, Ky.; John Maters, WILS, Lansing, Mich.

FUNCTIONS & ACTIVITIES

Publishes monthly bulletin and booklets on radio-TV news. Basic purpose to advance standards of radio and television as news media.

SCREEN ACTORS GUILD

7750 Sunset Boulevard, Hollywood 46, Calif.
HOllywood 9-7311

President .....Walter Pidgeon
1st Vice-President.....Leon Ames
2nd Vice-President.....Dana Andrews
3rd Vice-President.....Howard Keel
Recording Secretary.....Robert Keith
Treasurer .....George Chandler
National Executive Secretary.....John L. Dales

BRANCH OFFICES

551 Fifth Avenue, New York 17, N. Y. MUrray Hill 7-4623. Mrs. Florence Marston, Eastern and Midwestern Regional Director; Mr. Harold Hoffman, Executive Secretary, N. Y. Branch. 102 East Hubbard Street, Chicago 11, Ill. WHitehall 3-1344. Mr. Raymond A. Jones, Executive Secretary.

11 Beacon Street, Room 624, Boston 8, Mass. RIchmond 2-0208. Mr. Robert M. Segal, Executive Secretary.

1505 Fountain Square Bldg., Cincinnati 2, Ohio. DUnbar 1-2121. Mr. Jonas B. Katz, Executive Secretary.

513 Bulkeley Bldg., Cleveland 15, Ohio. SUperior 1-1930. Mr. Robley D. Evans, Executive Secretary.

1257 Penobscot Bldg., Detroit 26, Mich. WOodward 1-8214. Mr. Boaz Siegel, Executive Secretary.

1101 Plaza Building, 533 Fifth Ave., Pittsburgh 19, Pa. ATlantic 1-6767. Executive Secretary, Mr. Donald B. Hirsch.

421 Phelan Bldg., 760 Market Street, San Francisco 2, Calif. EXbrook 2-6990. Mr. Bruce Poyer, Executive Secretary.

FUNCTIONS

Union affiliated with A.F. of L.-C.I.O., representing actors, singers and announcers in theatrical, television, industrial and all other forms of motion pictures.

SCREEN COMPOSERS ASSOCIATION

9538 Brighton Way, Beverly Hills, Calif.
CRestview 6-3123

President.....Dr. Miklos Rozsa
Vice-President.....Robert E. Dolan
Secretary .....David Buttolph
Treasurer .....George Dunning

FUNCTIONS

An organization of screen, radio and TV composers, assists its members in the administration and exploitation of their performance and other rights, and advances composers' interests generally.

SESAC INC.

475 Fifth Ave., New York 17, N. Y.
MUrray Hill 5-5365

OFFICERS

President .....Paul Heinecke
Treasurer.....R. C. Heinecke
Asst. to President.....E. S. Prager
Director Station Relations.....W. F. Myers
Director Program Services.....R. S. Stone
Publicity, Promotion.....Alice Heinecke
Office Administration.....S. B. Candilora

FUNCTIONS

Licensing the use of an extensive copyrighted music repertory; producers of transcribed library service, including catalog of over 8500 bridges, moods and themes, an alphabetical and classified index, and script service; syndicated transcribed programs.

SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS

55 West 42nd Street, New York 36, N. Y.
LOngacre 5-0172

OFFICERS

President .....Barton Kreuzer
Past President.....John G. Frayne
Executive Vice-President.....Norwood L. Simmons
Engineering Vice-President.....Axel G. Jensen
Editorial Vice-President.....Glenn E. Matthews
Financial Vice-President.....John W. Servies
Convention Vice-President.....G. Carleton Hunt
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Treasurer.....George W. Colburn
Secretary.....Wilton R. Holm
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Chrm. Rochester Section.....Walter I. Kisner
Chrm. Washington, D. C. Section.....Keith B. Lewis
Chrm. Atlanta Section.....Charles W. Wood
Chrm. Chicago Section.....Kenneth M. Mason
Chrm. Dallas-Fort Worth Section....Bruce S. Jamieson
Chrm. Hollywood Section.....John W. DuVall
Chrm. San Francisco Section.....R. A. Isberg
Executive Secretary.....Charles S. Stodter

FUNCTIONS

Advancement in theory and practice of engineering in motion pictures, television, and the allied arts and sciences; standardization of equipment and practices; guidance of students; dissemination of scientific knowledge.

SONG WRITERS' PROTECTIVE ASSOCIATION (SPA)

158 W. 55th St., New York 19, N. Y.
CIrcle 7-1059

OFFICERS

President .....Abel Baer
Vice-President .....Louis Alter
2nd Vice-President.....Walter Bishop
Treasurer .....Leonard Whitcup
Secretary .....Joseph Meyer
Executive Director.....Miriam Stern

Copywright Department.....Margaret Thiele
Counsel .....John Schulman

COUNCIL

Chairman, Edgar Leslie; Stanley Adams, Louis Alter, Abel Baer, Walter Bishop, Paul Cunningham, Milton Drake, Ira Gershwin, Oscar Hammerstein, 2nd, Otto Harbach, Pinky Herman, Alex Kramer, Burton Lane, John Jacob Loeb, Joseph Meyer, Geoffrey O'Hara, Richard Rodgers, Arthur Schwartz, Charles Tobias, Jack Yellen, Ben Oakland, Chairman of West Coast committee.

BRANCH OFFICE

6272 Sunset Blvd., Hollywood 28, Calif.
HOllywood 2-1108

FUNCTIONS

The objects of this Association are and shall be: To cultivate and establish harmony and unity of action and understanding among the members of the Association, and between them and corporations, firms or individuals with whom they have or may have business dealings, and to promote the equitable adjustment of all matters relating to the professional work of the members.

SOUTHERN CALIFORNIA BROADCASTERS ASSOCIATION

6047 Hollywood Blvd., Los Angeles 28, Calif.
HOllywood 9-7254

President.....William J. Taylor, KSLR
Chairman of the Board.....Loyd Sigmon, KMPC
Vice-Chairman.....Howard Gray, KGIL
Secretary.....John Hansen, KABC
Treasurer.....Thelma Kirchner, KGFJ, Hollywood

FUNCTIONS

Represents 64 member stations and networks, located in Southern California from San Luis Obispo to San Diego in all matters concerning broadcast industry as a whole in that area. Acts as central source of research, information, public service, promotion of use of media, etc. Regular meetings, second Thursday of every month, (noon), Hollywood-Roosevelt Hotel.

SPORTS BROADCASTERS ASSOCIATION

Box 223, Radio City Station, New York 19, N. Y.

President .....Len Dillon
1st Vice-President.....Mel Allen
2nd Vice-President.....Chris Schenkel
Secretary ..... Frank Litsky
Treasurer.....Guy Le Bow

FUNCTIONS

To promote fellowship and higher professional standards among members of the radio and television sportscasting industry. Annual dinner and semi-monthly luncheon meetings.

STATION REPRESENTATIVES ASSOCIATION, INC.

101 Park Avenue, New York 17, N. Y.
MUrray Hill 5-4141

OFFICERS

President.....Frank M. Headley
Vice-President.....H. Preston Peters
Secretary .....Robert Meeker
Treasurer .....Eugene Katz

DIRECTORS

Joseph J. Weed, John P. Blair, Lewis H. Avery,
Managing Director.....Lawrence Webb

FUNCTIONS

To develop the use and increase the sale of National Spot Radio and Television Advertising.

TELEVISION BUREAU OF ADVERTISING (TvB)

444 Madison Ave., New York 22, N. Y.
MUrray Hill 8-0215

Chairman of Board.....W. D. Rogers, Jr.
President.....Norman E. Cash
Secretary.....Roger Clipp
Treasurer.....Lawrence H. Rogers
National Sales Director.....Halsey Barrett
Director Sales Development.....G. C. Huntington
Dir. Sls. Promotion.....Gordon Hellman
Dir. Research.....Dr. Leon Arons
Dir. Retail Sales.....Howard Abrams

FUNCTIONS

All-industry sales and promotion organization. Its purpose is to secure larger advertising appropriations for television and to promote more effective use of the medium.

TELEVISION DIRECTORS GUILD

114 East 52nd St., New York 22, N. Y.
PLaza 9-0949

OFFICERS

International President.....Ernest Ricca
National Exec. Director.....Newman H. Burnett

UNITED NATIONS—RADIO DIVISION OF PUBLIC INFORMATION

United Nations, New York 17, N. Y.
PLaza 4-1234

OFFICERS

Under Secy., Pub. Info.....A. S. Bokhari
Dir, Radio Div.....Peter Aylen
Dep. Dir.....W. Gibson Parker
Chief, Central Services.....E. Soler-Alonso
Chief, Eng. Lang. Serv.....Michael Hayward

FUNCTIONS

Provides radio, TV programs and program material; assists networks and stations in planning and preparation of UN coverage.

U. S. INFORMATION AGENCY BCSTG. SERVICE—VOICE OF AMERICA

1776 Penn. Ave. N.W., Wash. 25, D. C.
Phone: REpublic 7-8340
330 Independence Ave., S.W., Washington 25, D. C.
REpublic 7-7500

OFFICERS

Director.....Theodore C. Streibert
Chief Bcstg. Service.....Robert E. Button

FUNCTIONS

To inform all peoples throughout the world of the policies and objectives of the U. S. Government and to counter distortions of hostile propaganda. The Voice broadcasts 75 daily programs in 43 languages through a network of 78 transmitters.

WRITERS GUILD OF AMERICA, EAST, INC.

22 W. 48th St., New York 36, N. Y.
PLaza 7-3317

President .....Erik Barnouw
Vice-President.....Stanley Niss
Secretary-Treasurer.....William Kendall Clarke
Executive Director.....Evelyn F. Burkey

FUNCTIONS

A labor organization representing writers in the fields of motion pictures, radio and television.

WRITERS GUILD OF AMERICA, WEST, INC.

8782 Sunset Blvd., Hollywood 46, Calif.
CRestview 5-1162

OFFICERS

President .....Edmund Hartman
First Vice-President.....Daniel Taradash
Second Vice-President.....Gomer Cool
Secretary .....Hal Kanter
Treasurer .....Curtis Kenyon
Executive Director.....Frances Inglis
President, TV-Radio Branch.....David Dortort
Vice-Pres., TV-Radio Branch.....Gene Wang
Sec'y-Treas., TV-Radio Branch.....Al Martin

FUNCTIONS

An organization of writers in the motion picture, radio, and television industries.

PUBLICATIONS

Covering the Field of Radio—Television—FM
TRADE — FAN — TECHNICAL — GENERAL

THE ADVERTISER

11 W. 42 St., New York 36, N. Y.
Phone: LOngacre 5-2125

Publisher .....Manuel Rosenberg
Editor .....Lydie Bloch
Associate Editor.....Diana Ghia
Business Manager.....L. B. Rosenberg
Advertising Manager.....Robert M. Jason
Media Service Dir.....Ellis Porter
Production Mgr.....Arnold Hallock
Circulation Dir.....Sam J. Davis
Staff Writers.....George Abrams, Charles Sievert, Tom Patterson, Arthur Coles.

ADVERTISING AGE

200 E. Illinois St., Chicago 11, Ill.
Phone: DE 7-5200

Publisher.....G. D. Crain, Jr.
Editor.....S. R. Bernstein
Exec. Editor (N. Y.).....John Crichton
Managing Editor.....Jarlath J. Graham

ADVERTISING AGENCY

48 West 38th St., New York 18, N. Y.
Phone: LOngacre 5-3320

Publisher.....Moore Pub. Co.
President.....J. H. Moore, Jr.
Editor .....Robert D. Stuart
Managing Ed.....Albert H. Jaeggin
Advertising Dir.....G. M. Lewander
Circulation Dir.....Edward C. Johnson

THE BILLBOARD

1564 Broadway, New York, N. Y.
Phone: PLaza 7-2800

Co-Publisher.....W. D. Littleford
Co-Publisher.....R. S. Littleford, Jr.

Branch Offices
2160 Patterson St., Cincinnati 22, O.
Phone: DUnbar 1-6450
Pres. & Treas.....E. W. Evans
188 W. Randolph St., Chicago 1, Ill.
Phone: CEntral 6-8761
Manager .....Maynard L. Reuter
6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-5931
Manager .....Sam Abbott
390 Arcade Bldg., St. Louis 1, Mo.
Phone: Chestnut 1-0443
Manager .....Frank Joerling

BROADCASTING-TELECASTING

1735 DeSales St. at Connecticut Ave.
Washington 6, D. C.
Phone: MEtropolitan 8-1022

Editor & Publisher.....Sol Taishoff
V.P. & Gen. Manager.....Maury Long
Managing Editor.....Edwin H. James
Senior Editors.....Rufus Crater, J. Frank Beatty, Bruce Robertson
Cir. Mgr. & Readers Serv.....John Cosgrove
Southern Sales Mgr.....Ed Sellers

Branch Offices
444 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-8355
Senior Editor.....Rufus Crater
Sales Manager.....Winfield R. Levi
Eastern Sales Mgr.....Kenneth Cowan
360 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-4115
Midwestern Sales Mgr.....Warren W. Middleton
Midwestern News Editor.....John Osbon
6253 Hollywood Blvd.
Hollywood 28, Calif.
Phone: HOllywood 3-8181
Western News Ed.....Larry Christopher
Western Sales Mgr.....Bill Merritt
32 Collin Ave., Toronto, Canada
Phone: HUdson 9-2694
Executive-in-Chg. .....James Montagnes

DAILY VARIETY

6311 Yucca St., Hollywood 28, Calif.
Phone: HOllywood 9-1141

Publisher .....Syd Silverman
Editor .....Joe Schoenfeld
Managing Editor.....Albert Scharper
Advertising Manager....Charles Gerlach, Jr.
Business Manager.....Barbara Oneal

Main Office
(See listing under VARIETY)

DOWN BEAT

2001 Calumet Ave., Chicago 16, Ill.
Phone: VIctory 2-0300

Publisher .....Charles Suber
Executive Editor .....Jack Tracy

EDITOR AND PUBLISHER

1700 Times Tower, New York 36, N. Y.
Phone: BRyant 9-3052

Publisher.....Charles T. Stuart

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Pres. & Editor.....Robert U. Brown
Exec. Editor.....Jerome H. Walker
Advertising Mgr.....Leach Laney
Classified Mgr.....Evelyn Kolojay
Dir. of Circulation.....George McBride

ELECTRONICS

330 W. 42 St., New York 36, N. Y.
Phone: LOngacre 4-3000

Editor.....W. W. MacDonald
Managing Editor.....Vin Zeluff

ELECTRONIC INDUSTRIES & TELE-TECH

Chestnut & 56th Streets, Philadelphia, Pa.
Phone: SHerwood 8-2000

Editor.....Bernard F. Osbahr
Publisher.....M. Clements
Business Mgr. Blair McClenachan

FILM DAILY

DAILY. 1501 Broadway, New York 36, N. Y., Phone, BRyant 9-7117. J. W. Alicoate, Publisher; Chas. A. Alicoate, Executive Publisher; Chester B. Bahn, Editor; Winfield Andrus, Managing Editor; West Coast Offices: West Coast Division Manager, Paul Devoe; Office Manager, Ethel Rosen; 6425 Hollywood Blvd., Phone Hollywood 9-5358; Washington Bureau, James J. Butler, 1140-42 Nat'l Press Bldg., Phone ME 8-0823; Chicago Bureau, Joseph Esler Chief; C. L. Esler, 6241 N. Oakley Ave., Phone BRiargate 4-7441. Far East Bureau, Glenn F. Ireton, Mgr., 78 Akasaka Daimachi, Minato-ku, Tokyo, Phone 48-1366; Southern Europe Bureau, John Perdicari, Chief; Ludovisi 16.

THE HOLLYWOOD REPORTER

6715 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 4-7411

Publisher.....W. R. Wilkerson
Editor .....Don Carle Gillette
Business Manager.....Geo. H. Kennedy

MARKETS OF AMERICA

11 W. 42nd St., New York 36, N. Y.
Phone: LOngacre 5-2125

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Editor .....Lydie Bloch
Managing Editor.....Col. Don R. Jason
Associate Editor.....Diana Ghia
Business Mgr.....L. B. Rosenberg
Camera Editor.....Lydie Bloch
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Circulation Mgr.....Sam J. Davis

METRONOME

114 E. 32nd St., New York 16, N. Y.
Phone: LExington 2-6550

Editor .....Bill Coss
Assistant Editor.....Jack Maher
Advertising Representative ..Lee Cummings
General Manager.....Earl Umpenhour

MIKE & SCREEN PRESS DIRECTORY

270 Park Ave., New York 17, N. Y.
Phone: PLaza 1-2720

Publisher .....Radio-Newsreel-Television Working Press Association
Editor.....Arnold Lerner

MUSICAL AMERICA

113 W. 57 St., New York 19, N. Y.
Phone: CIrcle 7-0520

Publisher.....John F. Majeski
Treas.....John F. Majeski, Jr.
Editor.....Ronald Eyer
Advertising Mgr.....Maurice B. Swaab
Production Mgr.....Edward I. Davis

MUSICAL COURIER

119 West 57 St., New York 19, N. Y.
Phone: CIrcle 7-4500

Publisher.....Roy E. Gainsburg
Editor.....Gid W. Waldrop
Chief Critic.....Henry W. Levinger

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205 E. 42 St., New York 17, N. Y.
Phone: MUrray Hill 3-6500

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Ass't. to Publisher..Walter F. Newhouse, Jr.
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Managing Ed.....Carroll J. Swan
News Editor.....W. Richard Bruner
Assoc. Editor.....Russ Carpenter
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Circulation Mgr.....R. R. Rountree

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Statler Bldg., Boston 16, Mass.
Manager.....E. P. Meade
5127 Whittier Blvd., Los Angeles 22, Calif.
Western Editor.....Louis F. Thomann
Rhodes-Haverty Bldg., Atlanta 3, Ga.
Executive-in-Charge.....H. F. Cogill
111 Sutter St., San Francisco4, Calif.

Executive-in-Charge .....George Nichols
804 Redman Ave., Haddonfield, N. J.
Philadelphia Sales Mgr....Harold V. Brown
1319 F Street, N. W., Washington 4, D. C.
Washington Editor.....Wallace Fingal

RADIO ANNUAL & TELEVISION YEAR BOOK

YEARLY. 1501 Broadway, New York 36, N. Y. Phone. WIsconsin 7-6336. John W. Alicoate, President; Charles A. Alicoate, Editor & Publisher; Marvin Kirsch, Vice President, Associate Publisher-General Manager; Joe Morris, Managing Editor; Richard Brett, Associate Editor. Published annually as the accepted reference volume of the radio and television industry.

RADIO-TELEVISION DAILY

DAILY. 1501 Broadway, New York 36, N. Y. Phone, WIsconsin 7-6336. John W. Alicoate, President; Charles A. Alicoate, Editor & Publisher; Marvin Kirsch, Vice President, Associate Publisher-General Manager; Chester B. Bahn, Vice-President; Joe Morris, Managing Editor; Dick Donnelly, Associate Editor; Matt Seidman, News Editor; West Coast, Phone Hollywood 9-3951, Paul K. Devoe, Western Division Manager; Jerry Tidwell, Ethel Rosen, Bill Barton; Washington Bureau, Harry Lando, 1126 National Press Bldg. Phone Executive 3-4808; Chicago Bureau, Nat Green, Room 500, Woods Bldg., 54 W. Randolph St., Phone Dearborn 2-6757; Mexico City Office, B. Fernandez Aldana, Ax., Morelos, 58-305, Mexico, D. F., Phone, 21-03-24; Rome Office, John Perdicari, Ludovisi 16; Puerto Rican Bureau, Antonio Alfonso, Edificio Ochoa, San Juan, P. R., P. O. Box 3485, Phone, 3-2750; Far East Bureau, Glenn F. Ireton, 78 Akasaka Daimachi, Minato-Ku, Tokyo, Phone, 48-1366.

RADIO-ELECTRONICS

154 W. 14th St., New York 11, N. Y.
Phone: ALgonquin 5-7755

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Technical Editor.....Robert F. Scott
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Technical Illustration Dir.,
Wm. Lyon McLaughlin
General Mgr.....Lee Robinson
Sales Manager.....John J. Lamson
Circulation Mgr.....G. Aliquo
Promotion Mgr.....Robert A. Fallath

RADIO & TELEVISION NEWS

366 Madison Ave., New York 17, N. Y.
***Phone*: MUrray Hill 7-8080**

President .....B. G. Davis
Publisher .....Oliver Read
Editor .....William Stocklin
Technical Editor.....Milton S. Snitzer

SALES MANAGEMENT

386 Fourth Ave., New York 16, N. Y.
Phone: LExington 2-1760

Editor & Publisher.....Philip Salisbury
Executive Vice Pres.....John W. Hartman
Executive Editor.....A. R. Hahn
Managing Editor.....John H. Caldwell

SERVICE

The Technical Journal of the TV-Radio Trade

52 Vanderbilt Ave., New York 17, N. Y.
Phone: MUrray Hill 4-0170

President.....Bryan S. Davis
Editor and Publications Dir...Lewis Winner
Advertising Manager.....Aaron L. Lafer

SPONSOR

40 East 49th St., New York 17, N. Y.
***Phone*: MUrray Hill 8-2772**

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Executive Editor.....Miles David
V.P. & Gen. Mgr.....Bernard Platt
Secty.-Treas. .....Elaine C. Glenn

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Published by
STANDARD RATE & DATA SERVICE, INC., Publishers

1740 Ridge Ave., Evanston, Ill.
Phones: HOllycourt 5-2400, DAvis 8-5600

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Executive Vice-Pres.....Albert W. Moss
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Secretary.....E. L. Botthof
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Don Harway & Company.....Don Harway
1709 W. Eighth Street, Los Angeles 17, Calif.
Phone: DUnkirk 2-8576
See complete listing under Standard Rate & Data Service, Inc. for: Spot Radio Rates & Data, Spot Television Rates & Data, Network Rates & Data, Films for Television.

TELEVISION AGE

444 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-1122

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Assistant News Editor.....Jonah Gitlitz
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Asst. Advertising Mgr..A. Richard Robertson
Advertising Rep.....Irving Gross
Production Director.....Fred Lounsbury
Circulation Director.....H. C. Gainer
Reader's Service Dept.....Marcia Krinsley

Chicago Office
333 North Michigan
Tel.: FRanklin 2-7100
West Coast
H. Quenton Cox
423-25 Terminal Sales Bldg., Portland

TELEVISION DIGEST

Wyatt Bldg., Washington 5, D. C.
Phone: STerling 3-1755

Editor & Publisher.....Martin Codel
Senior Editor.....Al Warren
Associate Editor.....David Lachenbruch
Trade Reports Ed.....Gershon Fishbein
Editorial Assoc.....Paul Stone, William J. McMahon, Jr.
Business Mgr.....Robert Cadel

TELEVISION

600 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-9944

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FM STATIONS IN OPERATION

As of Jan. 1, 1957

Call Letters City Licensee

ALABAMA

WAVU-FM, Albertville; Sand Mountain Bcstg. Service
WRFS-FM, Alexander City; Piedmont Service Corp.
WCTA-FM, near Andalusia; Andalusia Bcstg. Co., Inc.
WHMA-FM, Anniston; Anniston Bcstg. Co.
WAFM, Birmingham; Alabama Bcstg. System, Inc.
WBRC-FM, Birmingham; Storer Bcstg. Co.
WKLF-FM, Clanton; Southeastern Bcstg. Co.
WFMH-FM, Cullman; The Voice of Cullman
WHOS-FM, Decatur; North Alabama Bcstg. Co.
WJLN, Birmingham; Johnston Bcstg. Co.
WRLD-FM, Lanett; Valley Bcstg. Co., Inc.
WKRG-FM; WKRG-TV, Inc.
WHTB-FM, Talladega; Voice of Talladega, Inc.
WTBC-FM, Tuscaloosa; Tuscaloosa Bcstg. Co.

ARIZONA

KTYL-FM, near Mesa;Harkens Bcstg. Inc.
KELE, Phoenix; Anjo Bcstrs., & Telecstrs. Inc.
KTKT-FM, Tucson; Thomas J. Wallace

ARKANSAS

KLCN-FM, Blytheville; Harold L. Sudbury
KFSA-FM, Ft. Smith; Ft. Smith Bcstg. Co.
KBTM-FM, Jonesboro; Regional Bcstg. Co.
KAMS, Mammoth Spring; Radio Station KALM
KPOC-FM, Pocahontas; Pocahontas Radio, Inc.
KUOA-FM, Siloam Springs; KUOA, Inc.
KCMC, Texarkana, KCMC, Inc.

CALIFORNIA

KERN-FM, Bakersfield; McClatchy Bcstg. Co.
KQXR, Bakersfield; KLEF Bcstrs.
KRE-FM, Berkeley; Central California Bcstrs., Inc.
KPFA, Berkeley; Pacifica Foundation
KPLA, Beverly Hills; School of Radio Arts
KRED, Eureka; Redwood Bcstg. Co., Inc.
KARM-FM, Fresno; KARM, The George Harm Station
KMJ-FM, Fresno; McClatchy Bcstg. Co.
KRFM, Fresno; California Inland Bcstg. Co.
KUTE, Glendale; Robert P. Adams
KFMU, Glendale; Brazy Bcstg. Co.
KNX-FM, Hollywood; C.B.S., Inc.
KFOX-FM, Long Beach; Hogan Bcstg. Corp.
KRHM, Hollywood; Harry Maizlish
KNOB, Long Beach; The Cerritos Bcstg. Co.
KBMS, Los Angeles; Planned Music, Inc.
KCBH, Los Angeles; A. A. Crawford
KFAC-FM, Los Angeles; Los Angeles Bcstg. Co.
KRKD-FM, Los Angeles; Continental Telecstrs. Corp.
KFWB-FM, Los Angeles; KRWB, Inc.
KHJ-FM, Los Angeles; RKO Teleradio Pictures, Inc.
KABC-FM, Los Angeles; AB-PT Theaters, Inc.
KMYC-FM, Marysville; Marysville-Yuba City Bcstrs.
KBEE, Modesto; McClatchy Broadcasting Co.
KTRB-FM, nr. Modesto; KTRB Bcstg. Co., Inc.
KEDO, Ontario; The Daily Report Co.
KWKW-FM, Pasadena; Southern California Bcstg. Corp.
KCRA-FM, Sacramento; KCRA, Inc.
KFBK-FM, Sacramento; McClatchy Bcstg. Co.
KXOA-FM, Sacramento; Sacramento Bcstrs. Inc.
KFSD-FM, San Diego; KFSD, Inc.
KSON-FM, San Diego; Music Unlimited
KCBS-FM, San Francisco; Columbia Bcstg. System, Inc.
KGO-FM, San Francisco; AB-PT Theaters, Inc.
KNBC-FM, San Francisco; National Bcstg. Co., Inc.
KEAR, San Francisco; Electronic Service Corp.
KSJO-FM, San Jose; Patrick H. Peabody
KWIZ-FM, Santa Ana; The Voice of the Orange Empire
KDFC, San Francisco; Sundial Bcstg. Corp.

COLORADO

KFML, Golden; Note Bcstg. Co.
KCMS-FM, Manitou Springs; Garden of Gods Bcstg. Co.

CONNECTICUT

WLAD-FM, Danbury; Berkshire Bcstg. Co.
WFMQ, Hartford; General Bcstg. Co.
WTIC-FM, Hartford; Travelers Bcstg. Serv. Corp.
WMMW-FM, Meriden; Silver City Crystal Co.
WNHC-FM, New Haven; Triangle Publications, Inc.
WSTC-FM, Stamford; The Western Conn. Bcstg. Co.

DELAWARE

WDEL-FM, Wilmington; Delmarira Bcstg. Co.
WDOX, Dover; Dover Bcstg. Co.

DISTRICT OF COLUMBIA

WASH, Washington; Commercial Radio Equipment Co.
WFAN, Washington; United Bcstg. Co., Inc.

Call Letters	City	Licensee

WGMS-FM, Washington; Good Music Station, Inc.
WMAL-FM, Washington; Evening Star Bcstg. Co.
WOL-FM, Washington; Washington Bcstg. Co.
WRC-FM, Washington; National Bcstg. Co.
WTOP-FM, Washington; The Washington Post Co.
WWDC-FM, Washington; WWDC-FM

FLORIDA

WNDB-FM, Daytona Beach; News-Journal Corp.
WRUF-FM, Gainesville; University of Florida
WJAX-FM, Jacksonville; City of Jacksonville
WJHP-FM, Jacksonville; Jacksonville Journal Co.
WMBR-FM, Jacksonville; Washington Post Co.
WGBS-FM, Miami; Storer Bcstg. Co.
WCKR-FM, Miami; Biscayne TV Corp.
WWBP, Miami; Paul Brake
WKAT-FM, Miami Beach; WKAT, Inc.
WAHR-FM, Miami Beach; Mercantile Bcstg. Co.
WDBO-FM, Orlando; Orlando Bcstg. Co., Inc.
WHOO-FM, Orlando; WHOO, Inc.
WKIS, Orlando; Central Florida Bcstg. Co.
WWPG-FM, Palm Beach; Palm Beach Radio, Inc.
WDLP-FM, Panama City; Panama City Bcstg. Co., Inc.
WDAE-FM, Tampa; Tampa Times Co.
WFLA-FM, Tampa; The Tribune Company
WPKM, Tampa; FM Broadcasters

GEORGIA

WGAU-FM, Athens; Clarke Bcstg. Corp.
WGKA, Atlanta; Glenkaren Associates, Inc.
WAGA-FM, Atlanta; Storer Bcstg. Co.
WSB-FM, Atlanta; Atlanta Newspapers, Inc.
WAUG-FM, Augusta; Garden City Bcstg. Co.
WBBQ-FM; Augusta; Savannah Valley Bcstg. Co.
WRBL-FM, Columbus; Columbus Bcstg. Co., Inc.
WDUN-FM, Gainesville; Northeast Georgia Bcstg. Co.
WLAG-FM, LaGrange; LaGrange Bcstg. Co.
WMAZ-FM, Macon; Southeastern Bcstg. Co.
WCOH-FM, Newnan; Newnan Bcstg. Co.
WTOC-FM, Savannah; Savannah Bcstg. Co.
WJAT-FM, Swainsboro; Jack A. & Nancy M. Thompson
WLET-FM, Toccoa; R. G. LeTourneau

HAWAII

KAIM-FM, Honolulu; Christian Bcstg. Assn.

ILLINOIS

WJBC-FM, Bloomington; Bloomington Bcstg. Corp.
WROY-FM, Carmi; Carmi Bcstg. Co.
WDWS-FM, Champaign; The Champaign News-Gazette
WBBM-FM, Chicago; Columbus Bcstg. System, Inc.
WBEZ, Chicago; Bd. of Ed., City of Chicago
WEEM, Chicago; Zenith Radio Corp.
WEHS, Chicago; WHFC, Inc.
WENR-FM, Chicago; AB-PT Theaters, Inc.
WFMF, Chicago; Functional Music, Inc.
WFMT, Chicago; Gale Bcstg. Co., Inc.
WSEL, Chicago; Chicago Skyway Bcstg. Co.
WMAQ-FM, Chicago; National Bcstg. Co., Inc.
WNIB, Chicago; Northern Ill. Bcstg. Co., Inc.
WSOY-FM, Decatur; Illinois Broadcasting Co.
WLEY, Elmwood Park; Elmwood Park Bcstg. Corp.
WSEI, Effingham; Illinois Bcstg. Co.
WEAW-FM, Evanston; North Shore Bcstg. Co., Inc.
WEBQ-FM, Harrisburg; First Trust Assn.
WLDS-FM, Jacksonville; Jacksonville Radio & TV Bcstg. Corp.
WLBH-FM, Mattoon; Mattoon Bcstg. Co.
WMIX-FM, Mt. Vernon; Mt. Vernon Radio & TV Co.
WOPA-FM, Oak Park; Village Bcstg. Co.
WVLN-FM, Olney; Olney Bcstg. Co., Inc.
WPRS-FM, Paris; Paris Bcstg. Corp.
WMBD-FM, Peoria; WMBD, Inc.
WGEM-FM, Quincy; Quincy Newspapers, Inc.
WTAD-FM, Quincy; Lee Broadcasting, Inc.
WROK-FM, Rockford; Rockford Broadcasters, Inc.
WHBF-FM, Rock Island; Rock Island Bcstg. Co.
WTAX-FM, Springfield; WTAX, Inc.
WILL, Urbana

INDIANA

WFIU, Bloomington, Trustees of Ind. University
WCNB-FM, Connersville; News-Examiner Company
WBBS, Crawfordsville, First Baptist Church
WTRC-FM, Elkhart; Truth Radio Corp.
WCMR, Elkhart; Clarence C. Moore
WIKY-FM, Evansville; South Central Bcstg. Corp.
WJOB-FM, Hammond; South Shore Bcstg. Corp.
WAJC, Indianapolis; Butler University
WITZ-FM, Jasper; Jasper On the Air, Inc.
WORX-FM, Madison; Electronics Lab., Inc.
WMRI-FM, near Marion; Chronicle Publishing Co., Inc.
WMUN, near Muncie; Tri-City Radio Corp.
WCTW, New Castle; The Courier-Times, Inc.
WHFS, South Bend; Commercial Sound & Hi-Fidelity
WTHI-FM, Terre Haute; Wabash Valley Bcstg. Corp.
WAIU-FM, Wabash; Wabash-Peru Bcstg. Co., Inc.
WRSW-FM, Warsaw; Reub Williams & Sons, Inc.
WFML, Washington; Washington Radio, Inc.

IOWA

WOI-FM, Ames, Iowa St. Coll.
KFGQ-FM, Boone; Boone Biblical College
KROS-FM, Clinton; Clinton Bcstg. Corp.
WOC-FM, Davenport; Tri-City Bcstg. Company
WHO-FM, Des Moines; Central Bcstg. Co.
WDBQ-FM, Dubuque; Dubuque Bcstg. Co.
KGLO-FM, Mason City; Lee-Radio, Incorporated
KWPC-FM, Muscatine; Muscatine Bcstg. Co., Ltd.
KAYL-FM, Storm Lake; Cornbelt Bcstg. Company

Call Letters	City	Licensee

KANSAS

KFH-FM, Wichita; Radio Station KFH Company

KENTUCKY

WCMI-FM, Ashland; Edwina Bcstg. Company
WLBJ-FM; Greenwood Bcstg. Co., Inc.
WNES-FM, Central City; Muhlenberg Bcstg. Co.
WFUL-FM, Fulton; Ken-Tenn Bcstg. Corp.
WHOP, Hopkinsville; Hopkinsville Bcstg. Co., Inc.
WSON-FM, Henderson; Henderson Bcstg. Co., Inc.
WLAP-FM, Lexington; American Bcstg. Co.
WFMW-FM, Madisonville; Messenger Bcstg. Co., Inc
WKTM, Mayfield; Fred L. Thomas
WNGO-FM, Mayfield; West Ky. Bcstg. Co., Inc.
WOMI-FM, Owensboro; Owensboro Bcstg. Co., Inc.
WVJS-FM, Owensboro; Owensboro on the Air, Inc.
WKYB-FM, Paducah; WKYB, Inc.
WPAD-FM, Paducah; Paducah Bcstg. Co., Inc.

LOUISIANA

KALB-FM, Alexandria; Alexandria Bcstg. Co., Inc.
WAFB-FM, Baton Rouge; Modern Bcstg. Co. of Baton Rouge
WBRL, Baton Rouge; Baton Rouge Bcstg. Co., Inc.
KMLB-FM, Monroe; Liner's Bcstg. Station, Inc.
WDSU-FM, New Orleans; WDSU Bcstg. Corp.
WRCM, New Orleans; Supreme Bcstg. Co., Inc.
WWMT, New Orleans; Fidelity Bcstg. Co., Inc.
KTBS-FM, Shreveport; KTBS, Inc.
KRMD-FM, Shreveport; Radio Station KRMD
KWKH-FM, Shreveport; International Bcstg. Corp.

MAINE

WCOU-FM, Lewiston; Twin City Bcstg. Co., Inc.

MARYLAND

WNAV-FM, Annapolis; The Capital Bcstg. Co.
WCAO-FM, Baltimore;Plough Bcstg. Co., Inc.
WITH-FM, Baltimore; Maryland Bcstg. Company
WUST-FM, Bethesda; Bcstg. Management, Inc.
WCUM-FM, Cumberland; The Tower Realty Co.
WJEJ-FM, Hagerstown; Hagerstown Bcstg. Co.
WRNC, Oakland; Chesapeake Bcstg. Co., Inc.

MASSACHUSETTS

WCOP-FM, Boston; Plough Bcstg. Corp.
WEEI-FM, Boston; Columbia Bcstg. System, Inc.
WHDH-FM, Boston; WHDH, Inc.
WNAC-FM, Boston; RKO Teleradio Pictures, Inc.
WBET-FM, Brockton; Enterprise Publishing Co.
WXHR, Cambridge; Middlesex Bcstg. Corp.
WHAI-FM, Greenfield; Haigis Bcstg. Corp.
WLLH-FM, Lowell; Merrimac Bcstg. Co., Inc.
WBSM-FM, New Bedford; Bay State Bcstg. Co.
WNBH-FM, New Bedford; Triangle Publications, Inc.
WBEC-FM, Pittsfield; Western Mass. Bcstg. Co.
WHYN-FM, Springfield; Hampden-Hampshire Corp.
WMAS-FM, Springfield; WMAS, Inc.
WCRB-FM, Waltham; Charles River Bcstg. Co.
WOCB-FM, West Yarmouth; E. Anthony & Sons, Inc.
WTAG-FM, Worcester; WTAG, Inc.

MICHIGAN

WUOM-FM, Ann Arbor, Michigan U.
WHFB-FM, Benton Harbor; Palladium Publishing Co.
WTVB-FM, Coldwater; Twin Valley Bcstrs., Inc.
WKMH-FM, Dearborn; Knorr Bcstg. Corp.
CKLW, Detroit
WBRI, Detroit; Booth Radio & TV Stations, Inc.
WDET-FM, Detroit; Wayne State University
WDTR-FM, Detroit, Sch. of Ed.
WJBK-FM, Detroit; Storer Bcstg. Co.
WJR-FM, Detroit; WJR, The Goodwill Station, Inc.
WMUZ, Detroit; Michigan Music Co.
WWJ-FM, Detroit; The Evening News Association
WXYZ-FM, Detroit; WXYZ, Inc.
WKAR, E. Lansing, Mich. St. U.
WFUM, Flint; Regents of University of Michigan
WFBE, Flint; Flint Bd. of Ed.
WJEF-FM, Grand Rapids; Fetzer Bcstg. Co.
WLAV-FM, Grand Rapids; Versluis Radio & TV, Inc.
WBSE ,Hillsdale, Baw Reese Bcstrs., Inc.
WLDM, Oak Park; Lincoln Bcstg. Company
WOMC, Royal Oak; Sparks Bcstg. Co.
WSAM-FM, Saginaw; Knorr Bcstg. Co.
WSTR-FM, Sturgis; WSTR, Inc.

MINNESOTA

KYSM-FM, Mankato; Southern Minn. Supply Co.
KTIS-FM, Minneapolis; Northwestern Sch.-Bible College
WCAL, Northfield, St. Olaf Coll.
KFAM-FM, St. Cloud; The Times Publishing Co.
KWNO-FM, Winona; Maxwell H. White

MISSISSIPPI

WGCM-FM, Gulfport; WGCM Bcstg. Company
WJDX-FM, Jackson; Lamar Life Insurance Co.

MISSOURI

KFUO-FM, Clayton; Lutheran Church-Missouri Synod
KWOS-FM, Jefferson City; Capital Bcstg. Company
WMBH-FM, Joplin; Joplin Bcstg. Company

Call Letters	City	Licensee

KCMO-FM, Kansas City; Meredith Engrg. Co.
KBOA-FM, near Kennett; Kennett Bcstg. Corp.
KWOC-FM, Poplar Bluff; Poplar Bluff Bcstg. Co.
KTTS-FM, Springfield; Independent Bcstg. Co.
KCFM, St. Louis; Commercial Bcstg. Co.
KWPM-FM, West Plains; Robert F. Neathery

NEVADA

KNEV, Reno; Everett B. Cobb

NEW HAMPSHIRE

WMOU-FM, Berlin; White Mts. Bcstg. Co., Inc.
WTSV-FM, Claremont; Grandview, Inc.
WKBR-FM, Manchester; Granite State Bcstg. Co., Inc.
WOTW-FM, Nashua; Nashua Bcstg. Corp.

NEW JERSEY

WJLK-FM, Asbury Park; Asbury Park Press, Inc.
WSNJ-FM, near Bridgeton; Eastern States Bcstg. Corp.
WAAT-FM, Newark; Bremer Bcstg. Corp.
WCTC-FM, New Brunswick; Chanticleer Bcstg. Co.
WSOU, So. Orange, Seton Hall U.
WPRB, Princeton; Princeton Bcstg. Service, Inc.
WTOA, Trenton; Mercer Broadcasting Co.
WAWZ-FM, Zare Phath; Pillar of Fire Inc.

NEW MEXICO

KHFM, Albuquerque; CHE Bcstg. Co., Inc.
KRSM-FM, Los Alamos; Sunshine Bcstg. Co., Inc.
KMFM, Mountain Park; Max I. Rothman

NEW YORK

WMBO-FM, Auburn; Auburn Publishing Co.
WKOP-FM, Binghamton; Binghomton Bcstrs., Inc.
WRRE, Bristol Center; Northeast Radio Corp.
WBEN-FM, Buffalo; WBEN, Inc.
WBNY-FM, Buffalo; The Albertson Bcstg. Corp.
WWOL-FM, Buffalo; Greater Erie Bcstg. Co.
WXRC, Buffalo; Western New York Bcstg. Co., Inc.
WRRC, Cherry Valley; Northeast Radio Corp.
WCLI-FM, Corning; Radio Corning Inc.
WKRT-FM, Cortland; Radio Cortland, Inc.
WRRD, DeRuyter; Northeast Radio Corp.
WHLI-FM, Hempstead; FM Broadcasting Corp.
WWHG-FM, Hornell; The W. H. Greenhow Co.
WHCU-FM, Ithaca; Cornell University
WRRA, Ithaca; Northeast Radio Corp.
WJTN-FM, Jamestown; James Bcstg. Co., Inc.
WMSA-FM, Massena; The Brockway Company
WNRC-FM, New Rochelle; Radio New Rochelle Inc.
WABC-FM, New York; AB-PT Theaters, Inc.
WABF, New York; Metropolitan Bcstg. & TV, Inc.
WBAI, New York; Broadcast Assoc., Inc.
WBFM, New York; WBFM, Inc.
WCBS-FM, New York; Columbia Bcstg. System, Inc.
WEVD-FM, New York; Debs Memorial Fund, Inc.
WFUV-FM, N. Y., Fordham U.
WHOM-FM, New York; Progress Bcstg. Corp.
WMGM-FM, New York; Loew's, Inc.
WRCA-FM, New York; National Bcstg. Co., Inc.
WNYC-FM, New York; City of N. Y. Municipal Bcstg. System
WOR-FM, New York; RKO Teleradio Pictures, Inc.
WQXR-FM, New York; Interstate Bcstg. Co., Inc.
WWRL-FM, New York; Long Island Bcstg. Corp.
WHLD-FM, Niagara Falls; Earl C. Hull
WHDL-FM, Olean; WHDL, Inc.
WALK-FM, Patchogue; Suffolk Bcstg. Corp.
WKIP-FM, Poughkeepsie; Dutchess County Bcstg. Corp.
WHFM, Rochester; Stromberg-Carlson Company
WRNY-FM, Rochester; Rochester Bcstg. Co., Inc.
WGFM, Schenectady; General Electric Company
WDDS-FM, Syracuse; Functional Bcstg., Inc.
WSYR-FM, Syracuse; Central New York Bcstg. Corp.
WFLY, Troy; The Troy Record Company
WRUN-FM, Utica; Rome Sentinel Company
WWNY-FM, Watertown; The Brockway Company
WWRL, Weathersfield; Northeast Radio Corp.
WFAS-FM, White Plains; Westchester Bcstg. Corp.

NORTH CAROLINA

WGWR-FM, Asheboro; Asheboro Broadcasting Co.
WLOS-FM, Asheville; Skyway Bcstg. Co.
WBBB-FM, Burlington; Alamance Bcstg. Co., Inc.
WFNS-FM, Burlington; Burlington-Graham Bcstg. Co
WSOC-FM, Charlotte; Radio Station WSOC, Inc.
WDNC-FM, Durham; Durham Radio Corp.
WIFM-FM, Elkin; Tri-County Bcstg. Co., Inc.
WFNC-FM, Fayetteville; Cape Fear Bcstg. Co.
WBBO-FM, nr. Forest City; Rutherford County Radio Co., Inc.
WGNC-FM, Gastonia; Catherine T. McSwain
WEQR, Goldsboro; Eastern Carolina Bcstg. Co., Inc.
WHNC-FM, Henderson; Henderson Radio Corp.
WNOS, High Point; Statesville Bcstg. Co.
WHPE-FM, High Point; High Point Bcstg. Co.
WMFR-FM, High Point; Radio Station WMFR, Inc.
WEWO-FM, Laurinburg; Scotland Bcstg. Co.
WLOE-FM, Leaksville; WLOE, Inc.
WBUY-FM, nr. Lexington; Davidson County Bcstg. Co.
WKIX-FM, Raleigh; Sir Walter TV Co.
WNAO-FM, Raleigh; WPTF Radio Company
WPTF-FM, Raleigh; WPTF Radio Corp.
WRAL-FM, Raleigh; Capitol Bcstg. Co., Inc.
WREV-FM, Reidsville; the Reidsville Bcstg. Co., Inc.
WFMA, Rocky Mount; Eastern Carolina Electronics, Inc.
WEED-FM, Rocky Mount; William Avera Wynne
WSTP-FM, Salisbury; WSTP, Inc.
WWGP-FM, Sanford; Sandhills Bcstg. Corp.

Call Letters	City	Licensee
WOHS-FM	Shelby	Western Carolina Radio Corp.
WSIC-FM	Statesville	Statesville Bcstg. Co., Inc.
WCPS-FM	Tarboro	Coastal Plains Bcstg. Co., Inc.
WTNC-FM	nr. Thomasville	Thomasville Bcstg. Co.
WAIR-FM	Winston-Salem	Forsythe Bcstg. Co.
WSJS-FM	Winston-Salem	Piedmont Publishing Co.
WMIT	Yancey County	Mt. Mitchell Bcstrs., Inc.

OHIO

Call Letters	City	Licensee
WAKR-FM	Akron	Summit Radio Corporation
WFAH-FM	Alliance	Review Publishing Company
WATG-FM	Ashland	Ashland Bcstg. Co.
WICA-FM	Ashtabula	WICA, Inc.
WTRX-FM	Belaire	WTRX, Inc.
WHBC-FM	Canton	The Ohio Bcstg. Co.
WCPO-FM	Cincinnati	Scripps-Howard Radio, Inc.
WKRC-FM	Cincinnati	Radio Cincinnati, Inc.
WSAI-FM	Cincinnati	Gordon Bcstg. Co.
WDOK-FM	Cleveland	Civic Bcstrs., Inc.
WERE-FM	Cleveland	Cleveland Bcstg., Inc.
WGAR-FM	Cleveland	Peoples Bcstg. Corp.
WHK-FM	Cleveland	The Forest City Bcstg. Co.
WJW-FM	Cleveland	Storer Bcstg. Co.
KYW-FM	Cleveland	Westinghouse Bcstg. Co., Inc.
WSRS-FM	Cleveland Hts.	WSRS, Inc.
WCOL-FM	Columbus	Air Trails, Inc.
WOSV	Columbus	
WVKO-FM	Columbus	Sky Way Bcstg. Corp.
WHIO-FM	Dayton	Miami Valley Bcstg. Corp.
WEOL-FM	Elyria	Elyria-Lorain Bcstg. Co.
WFIN-FM	Findlay	The Findlay Publishing Co.
WFOB-FM	Fostoria	Seneca Radio Corp.
WFRO-FM	Fremont	Wolfe Bcstg. Corp.
WIMA-FM	Lima	Northwestern Ohio Bcstg. Corp.
WMRN-FM	Marion	Marion Bcstg. Co.
WMVO	Mt. Vernon	The Mt. Vernon Bcstg. Co.
WCLT-FM	Newark	The Advocate Printing Co.
WPAY-FM	Portsmouth	Paul F. Braden
WSTV-FM	Steubenville	WSTV, Inc.
WSPD-FM	Toledo	Storer Bcstg. Co.
WTOL-FM	Toledo	Community Bcstg. Co.
WTRT	Toledo	Unity Corp., Inc.
WWST-FM	Wooster	Wooster Republican Bestg. Co.
WKBN-FM	Youngstown	WKBN Bcstg. Corp.

OKLAHOMA

Call Letters	City	Licensee
WNAO	Norman	
KSPI-FM	Stillwater	Stillwater Publishing Co.

OREGON

Call Letters	City	Licensee
KUGN-FM	Eugene	KUSN, Inc.
KGPO	Grants Pass	Southern Oregon Bcstg. Co.
KEX-FM	Portland	Westinghouse Bcstg. Co.
KQFM	Portland	H. Quentin Cox
KOIN-FM	Portland	Mount Hood Radio & TV Bcstg. Corp.
KPFM	Portland	Oregon Bcstrs., Ltd.
KPOJ-FM	Portland	KPOJ, Inc.

PENNSYLVANIA

Call Letters	City	Licensee
WFMZ	Allentown	Penn-Allen Bcstg. Co.
WVAM-FM	Altoona	The General Bcstg. Corp.
WGPA-FM	Bethlehem	Bethlehems' Globe Publ. Co.
WBUT-FM	Butler	J. Patrick Beacom
WCHA-FM	Chambersburg	Chambersburg Bcstg. Co., Inc.
WWPC	Chambersburg	Chambersburg Bcstg. Co., Inc.
WCED-FM	Dubois	Tri-County Bcstg. Co., Inc.
WEEX-FM	near Easton	Easton Publishing Co.
WEST-FM	Easton	Associated Bcstrs., Inc.
WERC-FM	Erie	WERC Bcstg. Co.
WHP-FM	Harrisburg	WHP, Inc.
WAZL-FM	Hazleton	Hazleton Bcstg. Co., Inc.
WARD-FM	Johnstown	Central Bcstg. Co., Inc.
WJAC-FM	Johnstown	WJAC, Incorporated
WGAL-FM	Lancaster	WGAL, Inc.
WLAN-FM	Lancaster	The Peoples Bcstg. Co.
WLBR-FM	Lebanon	Lebanon Bcstg. Co.
WLTN	Lewistown	Lewistown Bcstg. Co.
WMGW-FM	Meadville	Meadville Bcstg. Service, Inc.
WCAU-FM	Philadelphia	WCAU, Inc.
WFIL-FM	Philadelphia	Triangle Publications, Inc.
WFLN	Philadelphia	Franklin Bcstg. Co.
WHAT-FM	Philadelphia	Independence Bcstg. Co
WIBG-FM	Philadelphia	Seaboard Radio Bcstg. Corp.
WIP-FM	Philadelphia	Pennsylvania Bcstg. Co.
WPEN-FM	Philadelphia	Wm. Penn Bcstg. Co.
KDKA-FM	Pittsburgh	Westinghouse Bcstg. Co., Inc.
WJAS-FM	Pittsburgh	Pittsburgh Radio Supply House
WKJF	Pittsburgh	A. J. Reeves Greer
WWSW-FM	Pittsburgh	WWSW Radio, Inc.
WPPA-FM	Pottsville	Pottsville Bcstg.
WGBI-FM	Scranton	WGBI Radio, Inc.
WPIC-FM	Sharon	Sharon Herald Bcstg. Co.
WKOK-FM	Sunbury	Sunbury Bcstg. Corp.
WRRN	Warren	Northern Allegheny Bcstg. Co.
WJPA-FM	Washington	Washington Bcstg. Co.
WBRE-FM	Wilkes-Barre	WBRE Radio, Inc.
WLYC	Williamsport	Lycoming Bcstg. Co.
WRAK-FM	Williamsport	WRAK, Inc.
WNOW-FM	York	The Helm Coal Co. (Bcstg. Div.)

RHODE ISLAND

Call Letters	City	Licensee
WPFM	Providence	Plantation Bcstg. Co.
WPJB-FM	Providence	Providence Journal Co.
WPRO-FM	Providence	Cherry & Webb Bcstg. Co.
WTMH	Providence	General Bcstg Corp.
WWON-FM	Woonsocket	Woonsocket Bcstg. Co.

Call Letters City Licensee

SOUTH CAROLINA

WCAC, Anderson; Wilton E. Hall
WCSC-FM, Charleston; WCSC, Inc.
WTMA-FM, Charleston; Atlantic Coast Bcstg. Corp of Charleston
WCOS-FM, Columbia; Radio Columbia, Inc.
WIS-FM, Columbia; The Bcstg. Co. of the South
WDSC-FM, Dillon; Border Bcstg. Co.
WESC-FM, Greenville; Greenville Broadcasting Co.
WFBC-FM, Greenville; WMRC Inc.
WCRS-FM, Greenwood; Grenco, Inc.
WORG-FM, Orangeburg; WTND, Inc.
WRHI-FM, Rock Hill; York County Bcstg. Co.
WSNW-FM, Seneca; Blue Ridge Bcstg. Co., Inc.
WDXY, Spartanburg; Word, Inc.
WSPA-FM, Spartanburg; The Spartan Radiocasting Co.

TENNESSEE

WOPI-FM, Bristol; Radiophone Bcstg. Sta. WOPI, Inc.
WDOD-FM, Chattanooga; WDOD Bcstg. Co.
WGRV-FM, Greenville; Radio Greenville, Inc.
WTJS-FM, Jackson; The Sun Publishing Co., Inc.
WJHL-FM, Johnson City; WJHL, Inc.
WKPT-FM, Kingsport; Kingsport Bcstg. Co., Inc.
WBIR, Knoxville; Radio Station WBIR, Inc.
WLIL, Lenair City; WLIL, Inc.
WMCF, Memphis; Memphis Publishing Company
WHCY, Nashville; Rounsaville of Nashville, Inc.
WTPR-FM, Paris; Paris Bcstg. Co.

TEXAS

KHFI, Austin; J. E. Moore, Jr.
KREL-FM, Baytown; Tri-Cities Bcstg. Co.
KRIC-FM, Beaumont; The Enterprise Co.
KCLE-FM, Cleburne; Marti, Inc.
KCCT-FM, Corpus Christi; International Radio Co.
KIXL-FM, Dallas; Variety Bcstg. Co., Inc.
KRLD-FM, Dallas; KRLD Radio Corporation
WRR-FM, Dallas; City of Dallas
KDNT-FM, Denton; Harwell V. Shepard
WBAP-FM, Fort Worth; Carter Publications, Inc.
KPRC-FM, Houston; The Houston Post Company
KTRH-FM, Houston; KTRH Bcstg. Co.
KELS, Nagagdoches; Lee Scarborough
KISS, San Antonio; The Walmac Co.
KAML-FM, San Antonio; Radio KITE, Inc.
KONO-FM, San Antonio; Mission Bcstg. Co.
KOKE, San Antonio; Sunshine Bcstg. Co.
KCMC-FM, Texarkana; KCMC, Inc.

UTAH

KDYL-FM, Salt Lake City; Intermountain Bcstg. & TV Corp.
KSL-FM, Salt Lake City; Radio Serv. Corp. of Utah

VIRGINIA

WARL-FM, Arlington; Northern Virginia Bcstrs., Inc.
WINA-FM, Crewe; Southern Virginia Bcstg. Corp.
WSVS-FM, Crewe; Southern Virginia Bcstg. Corp.
WSVA-FM, Harrisonburg; Shenandoah Valley Bcstg. Corp.
WWOD-FM, Lynchburg; Cy N. Bahakel
WMVA-FM, Near Martinsville; Martinsville Bcstg. Co.
WGH-FM, Newport News; Hampton Roads Bcstg. Corp.
WRVC, Norfolk; Va. Good Music Corp.
WCOD, Richmond; Havens & Martin, Inc.
WLEE-FM, Richmond; Lee Bcstg. Corp.
WRNL-FM, Richmond; Richmond Newspapers, Inc.
WRVA, Richmond; Larus & Brother Co., Inc.
WDBJ-FM, Roanoke; Times-World Corporation
WROV-FM, Roanoke; WROV Bcstrs., Inc.
WSLS-FM, Roanoke; Shenandoah Life Stations, Inc.
WRFL, Winchester; Richard Field Lewis, Jr.

WASHINGTON

KALE-FM, Richland; KALE, Inc.
KING-FM, Seattle; KING Bcstg. Company
KIRO-FM, Seattle; Queen City Bcstg. Co., Inc.
KISW, Seattle; Ellwood W. Lippincott
KREM-FM, Spokane; Louis Wasmer
KTNT-FM, Tacoma; Tribune Publishing Co.

WEST VIRGINIA

WJLS-FM, Beckley; Joe L. Smith, Jr., Inc.
WKNA-FM, Charleston; Joe L. Smith, Jr., Inc.
WHTN-FM, Huntington; Cowles Bcstg. Co.
WLOG-FM, Logan; Clarence H. Frey & Robert O. Greever
WEPM-FM, Martinsburg; Martinsburg Bcstg. Co.
WAJR-FM, Morgantown; West Virginia Radio Corp.
WOAY-FM, Oak Hill; Robert R. Thomas, Jr.
WPAR-FM, Parkersburg; Ohio Valley Bcstg. Corp.
WKWK-FM, Wheeling; Community Bcstg., Inc.
WWVA-FM, Wheeling; Storer Bcstg. Co.

WISCONSIN

WEAU-FM, Eau Claire; Central Bcstg. Company
WFMR, Glendale; High-Fidelity Bcstg. Corp.
WWCF, Greenfield; Wm. C. Forrest
WCLO-FM, Janesville; Gazette Printing Co.
WHA-FM, Madison; State of Wisc., State Radio Council
WIBA-FM, Madison; Badger Bcstg. Co.
WISC-FM, nr. Madison; Radio Wisconsin, Inc.
WMFM, Madison; Earl W. Fessler
WDLB-FM, Marshfield; Clarkwood Bcstg. Corp.
WLIN, Merrill; Alvin E. O'Konski Enterprises, Inc.
WRJN-FM, Racine; Racine Bcstg. Corp.
WJMC-FM, Rice Lake; WJMC, Inc.
WHBL-FM, Sheboygan; WHBL, Inc.
WFHR-FM, Wisconsin Rapids; William F. Huffman Radio, Inc.

Radio-Television Daily's Almanac of Holidays and Special Events 1957

January

1: New Year's Day (In all States, Territories, District of Columbia and Possessions).
Paul Revere born (1735).
Emancipation Proclamation (1863).
Blue Network organized (1927).
2: Georgia admitted (1778).
3: Battle of Princeton (1777).
William S. Paley is elected president of CBS (1929).
4: Utah admitted (1896).
5: Stephen Decatur born (1779).
George Washington Carver died (1943).
Week of Prayer, first week in January.
6: Carl Sandburg born (1878).
New Mexico admitted (1912).
7: Millard Fillmore, 13th President born (1800).
Electronic system for television, including a dissector tube to scan the image for transmission patented by Philo Taylor Farnsworth (1927).
8. Anniversary of the Battle of New Orleans (Louisiana).
9: Connecticut ratified the U. S. Constitution (1778).
Connecticut admitted (1788).
10: Ethan Allen born (1737).
11: Alexander Hamilton born (1757).
12: John Singer Sargent born (1856).
13: Salmon Portland Chase born (1808).
14: First Written Constitution adopted at Hartford, Conn. (1639).
15: Mathew B. Brady died (1896).
17: Benjamin Franklin born (1706).
Feast of St. Anthony.
18: Daniel Webster born (1782).
19: Robert E. Lee's birthday (1807) (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia).
Edgar Allen Poe born (1809).
20: Inauguration Day. Begun in 1937. To be observed every fourth year from that date by the 20th Amendment to the Constitution.
Return of POW's from Korea began (1954).
21: Foundation Day. In the Canal Zone.
Thomas Jonathan (Stonewall) Jackson born (1824).
23: S. S. Republic collides with S. S. Florida off N. Y. harbor and flashes CQD signal, summoning rescuers, proving value of Marconi apparatus in time of disaster at sea (1909).
24: Gold discovered in Calif. (1848).
25: Weather Signs. It is an old belief that the weather of the whole year depends upon this day. "Sun on St. Paul's Day means a good year, rain or snow foretells indifferent weather, a mist means want, while thunder predicts 12 months of wind and death." (Shepherd's Almanack, 1676).
Scottish poet Robert Burns born (1759).
26: Michigan admitted (1837).
General Douglas MacArthur born (1880).
A.E.F. landed in Ireland (1942).
FM Broadcasters, Inc., holds first annual meeting in N. Y. with attendance of 750 (1944).
27: Wolfgang Amadeus Mozart born (1756).
Lewis Carroll, pen name of Charles Lutwidge Dodgson, born (1832).
Child Labor Day. Last Sunday in January.
28: Thomas Edison granted patent on his incandescent light (1880).
29: William McKinley born (1843).
Kansas admitted (1861).
30: Franklin D. Roosevelt born (1882).
31: Franz Schubert born (1797).

February

1: Victor Herbert born (1859).
Supreme Court of the U. S., Chief Justice John Jay presiding, held its first meeting (1790).
CQD is adopted as wireless distress call by Marconi Co. (1904).
2: Fritz Kreisler born (1875).
Ground Hog Day.
Candlemas.
Treaty of Guadalupe Hidalgo signed by U. S. and Mexico (1848).
3: Horace Greeley born (1811).
6: Massachusetts admitted (1788).
Aaron Burr born (1756).
American Forces recapture Manila from Japan (1945).
George Herman ("Babe") Ruth born (1895).
7: Charles Dickens born (1812).
8: Boy Scout Day.
9: William Henry Harrison, 9th President, born (1773).
Nebraska Admitted (1867).
10: Peace Treaty signed with Spain, ending Spanish-American War (1899).
11: Thomas A. Edison born (1847).
Daniel Boone born (1734).

12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).
Georgia Day.

14: Valentine's Day.
Arizona admitted (1912).
Oregon admitted (1859).

15: Destruction of the Maine (1898).
Constitution Day. In the Canal Zone.
Susan B. Anthony Day. Observed in honor of the birthday of the pioneer crusader for equal rights for women. Governors of 33 states and 3 territories have honored the day by special proclamations.

16: Katharine Cornell born (1898).

18: Inauguration of Jefferson Davis as President of the Provisional Government of the Confederacy (1861).

19: Ohio admitted (1803).
Phonograph patented by Edison (1878).

20: U. S. purchased the Danish West Indies (1917).

21: Beginning of the Battle of Verdun (1916) which ended Dec. 15.
Brotherhood Week. Always includes Washington's Birthday; the Sunday nearest Feb. 22 is Brotherhood Day.

22: Florida ceded to the U. S. by purchase and treaty with Spain (1819).
Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
Edgar Wilson ("Bill") Nye died (1896).
James Russell Lowell born (1819).

23: Johannes Gutenberg died (1468).
President Calvin Coolidge signs Dill-White Radio Bill, creating Federal Radio Commission and ending chaos caused by industry's wild growth (1926).

25: Enrico Caruso born (1873).
John Adams appointed first Minister of U. S. to England (1785).

26: William F. Cody (Buffalo Bill) born (1846).

27: Henry Wadsworth Longfellow born (1820).

March

1: Nebraska admitted (1867).
Five Congressmen shot in House of Representatives by Puerto Rican Nationalists (1954).

2: Texas Independence Day.

3: Florida admitted (1845).
First Postage Stamp used in U. S. (1847).
Alexander Graham Bell born (1842).

4: Pennsylvania Day.
Vermont admitted (1791).

5: Boston Massacre (1770).

6: Fall of the Alamo (1836).
Ash Wednesday.

7: Luther Burbank born (1849).
Maurice Ravel born (1875).
Patent granted to Alexander Graham Bell for first telephone (1876).

8: Oliver Wendell Holmes, Jr. born (1841).

9: Battle of the "Monitor" and "Merrimac" off Hampton Roads, Va. (1862).
Edwin Forrest born (1806).

10: Lillian D. Wald born (1867).

11: Johnny Appleseed, properly John Chapman, died (1847).
The great blizzard in New York City and New England states (1888).

12: U. S. Post Office established by act of Congress (1789).
Girl Scout's birthday.

13: Standard Time established in U. S. (1884).

14: Albert Einstein born (1879).
First Trans-Atlantic radio broadcast (1925).

15: Maine admitted (1820).
Andrew Jackson born (1767).

16: James Madison born (1751).
U. S. Military Academy established at West Point by act of Congress (1802).

17: Saint Patrick's Day.
Evacuation Day. In Boston, Chelsea, Revere. Winthrop and Suffolk County.

18: Feast of Esther.
Grover Cleveland born (1837).

19: William Jennings Bryan born (1860).

21: First Day of Spring.

22: Emancipation Day (Puerto Rico).

23: Patrick Henry delivered his famous speech (1775).

25: The Annunciation Day.
Arturo Toscanini born (1867).
Greek Independence Day. Greece celebrates its freedom won from Turkey (1827).
Maryland Day.

27: President Washington signed the act creating the U. S. Navy (1794).
Marconi flashes first wireless signals across English Channel (1889).

29: John Tyler born (1790).

30: Seward Day. Alaska (Not observed by federal employees).
Good Friday.

31: Transfer Day. In the Virgin Islands.

April

2: Sergei Rachmaninoff born (1873).
U. S. Mint established (1792).

3: First Pony Express riders left Sacramento to ride east and St. Joseph, Mo. to ride west.
Washington Irving born (1783).

4: Adoption of the present American flag's design (1818).
5: Elihu Yale Born (1648).
7: Peary discovered North Pole (1909).
Louisiana admitted (1812).
Bell Telephone Laboratories demonstrates wire television between Washington and New York, and radiovision between Whippany, N. J., and New York (1927).
Henry Ford died (1947).
8: Ponce de Leon (1460-1521) Spanish soldier, landed in Fla. near the present site of St. Augustine, Easter Sunday (1513), claiming the land for Spain. The anniversary of the event is observed by the city.
9: Surrender of General Lee (1865).
Bell Telephone Laboratories demonstrate two-way television in which speakers at the ends of a 3-mile circuit see each other as they converse (1930).
10: Salvation Army Founder's Day.
William Booth born (1829).
Joseph Pulitzer born (1847).
U. S. Patent System established by Congress (1790).
National Be Kind to Animals Week falls about this date.
11: Charles Evans Hughes born (1862).
12: Franklin Delano Roosevelt died (1945).
Halifax Independence Resolution (N. C.).
13: Thomas Jefferson born (1743).
National Sunday School Week.
14: Pan-American Day.
S. S. Titanic disaster at sea proves value of wireless (1912).
15: Abraham Lincoln assassinated (1865).
16: Charles Spencer Chaplin born (1889).
17: Charter granted American Academy of Arts and Letters (1916.
18: San Francisco Fire (1906).
19: Patriots' Day. (Maine, Massachusetts).
20: Adolf Hitler born (1889).
21: Anniversary of Battle of San Jacinto (Texas).
Easter Sunday.
22: First nationwide telecast of atomic explosion from Yucca Field, Nev. (1953).
Widest use of television ever made by the public from Apr. 22-June 17, during hearings of the Senate subcommittee investigations the Army's charges against Sen. Jos. R. McCarthy (1954).
23: James Buchanan born (1791).
William Shakespeare born (1564).
St. George Day (English).
Marconi transatlantic American-Europe service opened (1910).
24: First newspaper issued in America (1704).
U. S.-Mexican War (1846).
U.N. Charter Conference opens in San Francisco (1945).
25: War declared with Spain (1898).
St. Mark's Day.
Guglielmo Marconi born (1874).
26: Confederate Memorial Day (Florida, Georgia, Mississippi).
Slavery abolished in U. S. (1865).
First shot of war with Germany (1917).
John James Audubon born (1785).
27: General U. S. Grant born (1822).
CBS takes leadership in urging plans for post-war television in the higher frequencies (1944).
28: James Monroe born (1758).
Maryland admitted (1788).
29: Sir Thomas Beecham born (1879).
30: Boys and Girls Week always includes May 1.
Louisiana purchased (1803).
Washington became First President (1789).
Rhode Island settled (1636).
Benito Mussolini executed (1945).

May

1: May Day.
Child Health Day
Labor Day (Canal Zone).
Dewey's victory in Manila Bay (1898).
2: Stonewall Jackson fatally wounded (1863).
National Music Week.
FCC authorized full commercial television (1941).
3: Shenandoah Valley Apple Blossom Festival.
4: Rhode Island Independence Day.
5: Napoleon's death (1821).
Arbor Day.
6: Corregidor surrender (1942).
Admiral Robert E. Peary born (1856).
Roger Bannister runs mile in 3:59.4. (1954).
7: Germany surrendered to United States, England and Russia (1945).
Lusitania torpedoed (1915).
Johannes Brahms born (1833).
Robert Browning born (1812).
Plans to spend $1,000,000 for field television tests are announced by R.C.A. president David Sarnoff; tests to start from Empire State Building, N. Y. early in 1936 (1935).
8: V.E. Day (1945).
9: John Brown born (1833).
10: Confederate Memorial Day (Kentucky, North Carolina, South Carolina).
Mothers Day, second Sunday in May.
Completion of First Transcontinental Railroad (1869).
11: Minnesota admitted (1858).
12: Florence Nightingale Born (1820).
13: WDRC-FM goes on air under call letters of WIXPW, utilizing Armstrong FM system (1939).
14: Rockefeller Foundation granted Charter (1913).
Free State of Israel proclaimed (1948).
15: First regular Air Mail service in the world inaugurated by the U. S. Government.
17: "I am An American Day," often referred to as Citizenship Recognition Day.
Norwegian Independence Day (1814).
Supreme Court rules against segregation in the public schools (1954).
18: World Good-Will Day, formerly Peace Day.

19: First American Confederation of United Colonies of New England (1643).
20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina) (1775).
FCC gives FM green light authorizing full commercial operation as of Jan. 1, 1941 (1940).
Armed Forces Day.
21: Lindbergh's Flight to Paris (1927).
22: National Maritime Day.
23: South Carolina admitted (1788).
24: First telegraph message sent (1844).
25: Ralph Waldo Emerson born (1803).
27: Golden Gate Bridge, San Francisco opened (1937).
29: Wisconsin admitted (1848).
Rhode Island admitted (1790).
Patrick Henry born (1736).
30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).
President Eisenhower is first chief executive ever to address NARTB convention in person. (1955).
31: Walt Whitman born (1819).
The Johnstown (Pa.) flood (1889).
Battle of Jutland (1916).

June

1: Kentucky admitted (1792).
Tennessee admitted (1796).
3: Confederate Memorial Day (Louisiana, Tennessee).
King's Birthday (Canada).
Birthday of Jefferson Davis (1808) (Florida, Mississippi, South Carolina, Texas, Virginia).
6: American Marines victorious at Belleau Wood, June 6-10 (1918).
Nathan Hale born (1756).
D-Day (1944).
Television network Eurovision, linking 8 European nations (Britain, France, West Germany, Italy, Belgium, the Netherlands, Denmark and Switzerland) went into operation (1954).
7: Daniel Boone Day (Kentucky)
8: Battle of New Orleans (1815).
Regular TV schedule, three times weekly, inaugurated by WGY, Schenectady (1928).
9: Feast of St. Columba.
Confederate Memorial Day (Petersburg, Virginia).
Children's Day, second Sunday in June.
11: Feast of St. Barnabas.
The Continental Congress appointed John Adams, Thomas Jefferson, Benjamin Franklin, Roger Sherman and Robert R. Livingston to draft a declaration of independence (1776).
Kamehameha, first King of Hawaii, observed in Hawaii.
TransAtlantic radiophoto of Pope Pius XI by Korn appearing in the New York World declared "a miracle of modern science." (1922).
12: John Augustus Roebling born (1806).
Baseball Centennial Celebration of the invention of the game at Cooperstown, N. Y. (1939).
13: Proponents and opponents of pay-as-you-see TV present views to FCC. (1955).
14: Hawaii organized as U. S. territory (1900).
Harriet Beecher Stowe born (1811).
Flag Day.
15: Pioneer Day (Idaho).
Franklin demonstrated the identity of electricity and lightning by use of a kite (1752).
Arkansas, 25th state admitted to the Union (1836).
Oregon boundary treaty signed at Washington by Great Britain and the U. S.
16: Commencement, the climax of the academic year when degrees are conferred with impressive ceremony.
17: Bunker Hill Day. (In Massachusetts, Suffolk County).
18: Battle of Waterloo (1815).
19: Beginning of War of 1812.
King John of England signed Magna Carta (1215).
20: West Virginia Day.
21: Longest Day in Year.
Father's Day; 3rd Sunday in June.
New Hampshire Joined the Union (1788).
Constitution Ratified (1788).
22: Bolivarian Day (Canal Zone).
24: San Juan Day (Puerto Rico).
U. S. approves act requiring certain passenger ships to carry wireless equipment and operators (1910).
25: Virginia Admitted (1788).
North Korean Communists attack So. Korea (1950).
Battle of Little Big Horn, Montana (1876) "Custer's last stand," his defeat by the Sioux Indians.
CBS presents first commercial color program (1951).
26: Virginia ratified the U. S. Constitution (1788).
President Truman orders U. S. troops into Korea battle (1950).
First American Troops land in France (1917).
27: Helen Keller born (1880).
28: Archduke Franz Ferdinand assassinated in Sarajevo (1914).
U. S. purchased rights and franchises of France in the Panama Canal (1902).
Treaty of Versailles ending World War I signed (1919).
29: George Washington Goethals born (1858).
St. Peter's Day.
30: St. Paul's Day.
Congress granted Yosemite Valley and Mariposa Big Tree Grove to Calif. for a public

park (1864). The valley was discovered in 1851.
Fourth Atomic Bomb dropped (experimental over water) Bikini (1946).
First telecast of an eclipse of the sun over NBC and CBS (1954).

July

1: Battle of San Juan Hill (1898).
Dominion Day (Canada).
Battle of Gettysburg (1863).
Federal fiscal year designated by the law of Aug. 26 (1842), as beginning July 1.
Dept. of Commerce organizes a radio division to enforce Wireless Act of June 24, 1910 (1911).
2: Richard Henry Lee's resolution declaring the U. S. independent passed by the Continental Congress (1776).
Garfield assassinated (1881).
3: Idaho admitted (1890).
John Singleton Copley born (1737).
4: Independence Day.
U. S. Military Academy at West Point opened (1802).
Calvin Coolidge born (1872).
Slavery abolished in New York (1825).
Providence, R. I. founded by Roger Williams (1636).
Work on Erie Canal commenced (1817).
Thomas Jefferson died (1826).
James Monroe died (1831).
John Adams died (1826).
Cornerstone of Washington Monument laid (1848).
Surrender of Vicksburg (1863).
Bartholdi's Statue of Liberty presented to U. S. in Paris (1833).
American pilots first participated in air raids over Germany (1942).
5: Admiral David G. Farragut born (1801).
6: Republican Party founded (1854).
John Paul Jones born (1747).
Columbia University opened (1754).
7: U. S. annexed Hawaii (1898).
8: John D. Rockefeller born (1839).
Liberty Bell cracked tolling death of John Marshall (1835).
9: Elias Howe born (1819).
10: Wyoming admitted (1890).
James McNeill Whistler born (1834).
11: John Quincy Adams born (1767).
Federal Communications Commission is organized to succeed Federal Radio Comm. and also to regulate wire telephony and telegraphy (1934).
12: Orangeman's Day.
13: Forrest's Day (Tennessee).
14: Stars and Stripes adopted (1777).
Bastille Day—First Celebrated in U. S. (1914).
Admiral Perry opened first negotiations for trade with Japan (1853).
First sports event in color, races at Monmouth Park, N. J. (1951).
15: St. Swithin's Day.
16: Mary Baker Eddy born (1881).
First Atomic Bomb exploded (experimental) New Mexico (1945).
17: Munoz Rivera's birthday (Puerto Rico).
18: William Makepeace Thackeray born (1811).
Thomas F. O'Neil, v.p. of General Tire and Rubber Co., and pres. of General Teleradio, Inc., (parent company of MBS), buys RKO Radio Pictures, Inc. from Howard Hughes for $25,000,000. (1955).
19: Franco-Prussian War began (1870).
20: Guglielmo Marconi died (1937).
21: Spanish Armada defeated by England (1588).
Society of Jesuits abolished by Pope Clement XIV (1773).
First battle of Bull Run (1861).
CBS begins TV broadcasting from station W2XAB (1931).
24: Simon Bolivar born (1783).
Pioneer Day (Utah).
Mormon Pioneer Day (Idaho).
25: Occupation Day (Puerto Rico).
Fifth Atomic Bomb exploded (experimental under water) Bikini (1946).
26: George Bernard Shaw born (1856).
Serge Koussevitzky born (1874).
New York ratified the U. S. Constitution (1788).
27: First successful Atlantic Cable (1866).
Barbosa's birthday, in the Canal Zone.
28: Austria declared war on Serbia (1914).
Volunteers of America Founder's Day.
National Vegetable Week begins.
29: Booth Tarkington born (1869).
Benito Mussolini born (1883).
30: Henry Ford born (1863).
First Representative Assembly in America convened (1607).
First patent for wireless telegraphy granted in U. S. (1872).
Experimental television transmitter W2XBS opened by NBC in N. Y. (1930).
31: Feast of St. Ignatius Loyola.

August

1: Colorado Day.
Beginning of World War I (1914).
2: Government of India transferred to British Crown (1858).
U. S. War Dept. purchased its first military plane from the Wright Brothers (1909) thus founding the Army Air Corps.
3: Civic Holiday (Canada).
Germany declared war on England and France (1914).
Columbus sailed from Spain (1492).
4: Feast of St. Dominic.
5: Battle of Mobile Bay (1864) with Admiral Farragut in command.
Second Atomic Bomb dropped (1945) Hiroshima.

6: Feast of the Transfiguration.
Westinghouse discloses Stratovision plan (1945).
Emilie Dionne, of the Dionne quintuplets, died (1954).
7: International Peace Bridge, dedicated (1927), commemorating more than 100 years of peace between the U. S. and Canada.
Creation of War Department (1789).
Society of Jesuits restored by Pope Pius VII (1814).
8: Charles A. Dana born (1819).
Third Atomic Bomb dropped (1945) Nagasaki.
9: First Train Drawn in U. S. by Steam Locomotive (1831).
Izaak Walton born (1593).
10: Herbert Clark Hoover born (1874).
Russia declared war against Japan (1945).
11: The "Clermont" Fulton's steamboat made a successful run up the Hudson River (1807).
First baseball game in color, Brooklyn Dodgers vs. Boston Braves at Ebbets Field (1951).
U.S. Army used portable television transmitters to direct infantry operations remotely. Demonstration was seen by coast-to-coast audience (1954).
14: V-J Day (1945).
Atlantic Charter agreement between President F. D. Roosevelt and Prime Minister Winston Churchill (1941).
15: Panama Canal opened (1914).
16: Bennington Battle Day (Vermont).
First transatlantic cable opened (1858).
George Herman ("Babe") Ruth died (1948).
18: Virginia Dare born (1587).
19: National Aviation Day.
Orville Wright born (1871).
20: Benjamin Harrison born (1833).
21: Lincoln-Douglas debate began (1858).
22: Claude Debussy born (1862).
23: Oliver Hazard Perry born (1785).
24: British burn White House (1814).
St. Bartholomew's Day Massacres, France (1572).
Festival of St. Bartholomew.
25: Edgar Wilson ("Bill") Nye born (1850).
26: Suffrage for Women—19th Amendment (1920).
27: Drilling of first oil well completed in Western Pennsylvania by Col. Edwin Lourentine Drake (1859).
28: Spanish landed at the site of St. Augustine, Fla. (1565).
Johann Wolfgang von Goethe born (1749).
29: Oliver Wendell Holmes born (1809).
30: Germany declared war on Poland (1939). Beginning of World War II.
French fleet arrived in Chesapeake Bay to further the interest of American independence (1781).

September

1: Germany invaded Poland (1939).
Official V-J Day (1945). (Surrender terms signed aboard U.S.S. Missouri.)
Eugene Field born (1850).
2: Labor Day.
3: First American Peace Treaty with England (1783).
Allies invaded Italy (1943).
4: Henry Hudson discovered Manhattan Island (1609).
First Electrical power station in world in New York (1882).
First telecast coast-to-coast via coaxial cable and microwave relays. Occasion of Pres. Harry S. Truman opening Japanese Peace Treaty Conference (1951).
5: First Continental Congress (1774).
6: Lafayette Day.
First Battle of the Marne (1914):
7: James Fenimore Cooper born (1789).
Japanese Peace Treaty (WW II) signed (1951).
8: Dutch surrendered New Amsterdam (New York) to British (1664).
Italy surrendered (1943).
Crimean War ended (1855).
9: Admission Day (California—1850).
10: Arthur Holly Compton born (1892).
Rosh Hashonah.
11: Harvest Festival.
O. Henry (pen name William Sydney Porter) born (1862).
Defender's Day (Maryland).
12: Battle of Lake Erie (1813).
13: Walter Reed born (1851).
John Joseph Pershing born (1860).
Battle of Quebec (1759).
Battle of St. Mihiel (1918) First battle planned and carried out by American forces in World War I.
14: Great Britain and its colonies in America adopted the Georgian calendar (1752).
"The Star Spangled Banner" written by Francis Scott Key (1814).
15: Independence Day of the Central American Republics (1821).
William Howard Taft born (1857).
16: Russians burned Moscow (1812).
17: Constitution Day.
18: Cornerstone of U. S. Capitol laid in Washington, D. C. (1793).
N. Y. Times established (1851) when its first issue appeared.
Columbia Broadcasting System goes on air with basic network of 16 stations. Major J. Andrew White is president (1927).
19: Washington issued his farewell address to people of U. S. (1796).
Yom Kippur.
21: Great hurricane swept Atlantic Coast of N. Y. and New England thence going inland and causing great loss of life and property (1938).

22: Lincoln issued the preliminary proclamation freeing the slaves (1862).
Nathan Hale executed (1776).
First day of Autumn.
23: Naval battle between "Bonhomme Richard" commanded by John Paul Jones and British frigate "Serapis" in North Sea (1779).
24: John Marshall born (1775).
25: Balboa discovered the Pacific (1513).
Bill of Rights (1789).
26: George Gershwin born (1898).
Battle of the Meuse-Argonne (Sept. 26-Nov. 11, 1918).
27: American Indian Day (4th Friday).
28: Georges Eugene Benjamin Clemenceau born (1841).
29: Michaelmas Day.
30: Mutual Broadcasting System starts as co-operative four-station hookup (WOR, WGN, WLW, and WXYZ), carrying first commercial program (1934).

October

7: Francisco Franco proclaimed head of Spanish Nationalist Government (1935).
Germany crossed border into Czechoslovakia (1938).
2: Ferdinand Foch born (1851).
Mohandas Gandhi born (1869).
3: Religious Education Week. First full week in October.
4: Rutherford B. Hayes born (1822).
Wright Brothers took first long distance flight in an airplane (1905).
Chester A. Arthur born (1830).
5: Missouri Day.
National Business Women's Week, generally the second week of Oct.
7: Stamp Act Congress held and Declaration of Rights issued by Colonies (1765).
James Whitcomb Riley born (1853).
8: Edward Vernon Rickenbacker born (1890).
9: Fire Prevention Week.
Fraternal Day (Alabama).
Chicago Fire (1871).
10: U. S. Naval Academy in Annapolis opened. (1845).
11: Eleanor Roosevelt born (1884).
Farmer's Day (2nd Friday) (Florida).
YMCA Founder's Day—Sir George Williams born (1821).
FCC approves CBS color TV tests (1950).
National Bible Week.
12: Columbus Day.
14: William Penn born (1644).
15: First public demonstration of ether as an anesthetic, Massachusetts General Hospital (1846).
16: Noah Webster born (1758).
17: Surrender of General Burgoyne at Saratoga (1777).
18: General Tojo appointed Premier of Japan (1941).
Alaska Day.
FCC sets aside bands in ultra-high frequencies for television aural or apex broadcasting and relay broadcasting, above 30,000 kc. (1937).
Hurricane "Hazel" hits U.S. Eastern coast (1954).
19: Surrender of Cornwallis (1781).
Volstead Act (Prohibition) passed (1919).
John Adams born (1735).
20: FCC decided it would be undemocratic for TV shows to be censored by the government, after protests that crime shows increased juvenile delinquency.
22: The Metropolitan Opera House opened with presentation of Gounod's Faust (1883).
23: Sarah Bernhardt born (1845).
Al Jolson died (1950).
24: Transcontinental telegraph line completed (1861).
Pennsylvania Day.
United Nations Day
William Penn born (1644).
Light's Diamond Jubilee, largest commercial television hook-up (1954).
25: First cabinet meeting televised (1954).
26: Erie Canal opened to traffic (1825).
Better Parenthood Week, observed last week in Oct.
27: Theodore Roosevelt born (1858).
28: Dedication of Statue of Liberty (1866).
31: Hallowe'en.
Admission Day, Nevada (1864).

November

1: All Saints' Day (Louisiana).
Liberty Day (St. Croix, Virgin Islands only).
National Broadcasting Co. is organized with WEAF and WJZ in N. Y. as key stations, and Merlin Hall Aylesworth as president (1926).
2: North Dakota admitted (1889).
South Dakota admitted (1889).
James K. Polk born (1795).
Warren G. Harding born (1865).
George Bernard Shaw died (1950).
3: Panama declared its independence of Colombia (1903).
4: John Philip Sousa born (1854).
5: Guy Fawkes Day (English).
U. S. General Election Day.
6: Static-less radio system based on FM instead of AM is demonstrated on 2½ meter wave by Maj. E. H. Armstrong at the institute of Radio Engineers, N. Y. (1935).
American Art Week.
7: Marie Skladouska Curie born (1867).
8: N. Y. Symphony Orchestra gave its first concert under Leopold Damrosch (1858).
Montana admitted (1889).

Opening performance of Metropolitan Opera in New York was televised by closed circuit to 32 theaters in more than 25 cities, and seen by some 70,000 persons.
9: Great Fire in Boston (1872).
American Education Week.
10: Martin Luther born (1483).
U. S. Marine Corps was created by the Continental Congress (1775).
11: Armistice Day, World War I.
Washington admitted (1889).
13: Robert Louis Stevenson born (1850).
Edwin Booth born (1833).
14: Robert Fulton born (1765).
Book Week.
15: Pike's Peak discovered (1806).
16: Oklahoma admitted (1907).
17: Sixth Congress Met for First Time in Washington (1801).
Suez Canal opened (1869).
18: Standard Time went into effect in the U. S. (1883).
Dr. V. K. Zworykin demonstrates his kinescope or cathode ray television receiver before a meeting of the IRE at Rochester, N. Y. (1929).
19: Lincoln's address at dedication of National Cemetery on the battlefield at Gettysburg (1863).
James A. Garfield born (1831).
21: North Carolina admitted (1789).
Edison Announced invention of Phonograph (1877).
23: Franklin Pierce born (1804).
24: Zachary Taylor born (1784).
28: Thanksgiving Day (4th Thursday).
29: Admiral Byrd Discovered South Pole (1929).
30: Samuel L. Clemens (Mark Twain) born (1835).
Russia invaded Finland (1939).
Winston Churchill born (1874).

December

2: Promulgation of the Monroe Doctrine (1823).
3: Illinois admitted (1818).
Gilbert Stuart born (1755).
5: Martin Van Buren born (1782).
Walt Disney born (1901).
7: Pearl Harbor attacked (1941).
Roosevelt, Churchill, Stalin confer at Teheran (1943).
Delaware Day.
Daily facsimile broadcasting inaugurated by KSD, St. Louis (1938).
First coast-to-coast medical telecast in color, surgery in Los Angeles, via closed circuit (1951).
8: Eli Whitney born (1765).
U. S. declared war on Japan (1941).
9: Germany-Italy declare war on U. S. (1941).
10: U.S. Declared War on Germany-Italy (1941).
Peace Treaty signed with Spain (1899).
Mississippi admitted (1817).
Human Rights Day.
11: Alfred Nobel born (1833).
Indiana admitted (1816).
12: First Marconi Wireless across Atlantic (1901).
Pennsylvania admitted (1787).
Washington, D. C. became the permanent home of the U. S. Govt. (1800).
13: Council of Trent (1545).
14: Alabama admitted (1819).
George Washington died at Mt. Vernon (1799).
15: Bill of Rights Day.
Dr. E. F. W. Alexanderson demonstrates his multiple lightbrush television system and projector at St. Louis (1926).
16: Boston Tea Party.
Ludwig von Beethoven born (1770).
17: John Greenleaf Whittier born (1807).
Aviation Day.
First mechanical airplane flight by Wright Brothers (1903).
FCC approved color TV (1953).
18: New Jersey admitted (1787).
First Sunday paper published (1796).
19: Tyrus (Ty) Cobb born (1886).
Washington went into winter quarters at Valley Forge (1776).
20: First electrical lights on Broadway (1880).
21: Pilgrims landed at Plymouth Rock (1620).
First day of winter.
23: George Washington resigned Army commission (1783).
NBC establishes a permanent coast-to-coast network (1928).
24: "Aida" first performed in Cairo, Egypt (1871) composed for celebration of opening of Suez Canal.
Reginald Fessenden transmits human voice by wireless (1906).
25: Washington crossed the Delaware to attack Trenton (1776).
Christmas Day.
26: Battle of Trenton (1776).
Record snow fall in New York, exceeding in depth the blizzard of 1888 (1947).
27: Louis Pasteur born (1822).
28: Iowa admitted (1848).
Woodrow Wilson born (1856).
Irish Free State became State of Eire (Ireland).
29: Texas admitted (1845).
Andrew Johnson born (1808).
First American YMCA established in Boston (1851).
MBS, after operation as limited network for two years, expands transcontinentally by adding Don Lee Broadcasting System of California and other stations (1936).
30: Rudyard Kipling born (1865).
The Gadsden purchase and new boundary treaty ratified by Mexico and the U. S. (1853).
31: New Year's Eve.

THE TELEVISION CODE OF THE NARTB

PREAMBLE

TELEVISION is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

THE REVENUES from advertising support the free, competitive American system of telecasting, and make available to the eyes and ears of the American people the finest programs of information, education, culture and entertainment. By law the television broadcaster is responsible for the programming of his station. He, however, is obligated to bring his positive responsibility for excellence and good taste in programming to bear upon all who have a hand in the production of programs, including networks, sponsors, producers of film and of live programs, advertising agencies, and talent agencies.

THE AMERICAN businesses which utilize television for conveying their advertising messages to the home by pictures with sound, seen free-of-charge on the home screen, are reminded that their responsibilities are not limited to the sale of goods and the creation of a favorable attitude toward the sponsor by the presentation of entertainment. They include, as well, responsibility for utilizing television to bring the best programs, regardless of kind, into American homes.

TELEVISION, and all who participate in it are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television.

IN ORDER that television programming may best serve the public interest, viewers should be encouraged to make their criticisms and positive suggestions known to the television broadcasters. Parents in particular should be urged to see to it that out of the richness of television fare, the best programs are brought to the attention of their children.

ADVANCEMENT OF EDUCATION AND CULTURE

1. Commercial television provides a valuable means of augmenting the educational and cultural influences of schools, institutions of higher learning, the home, the church, museums, foundations, and other institutions devoted to education and culture.

2. It is the responsibility of a television broadcaster to call upon such institutions for counsel and co-operation and to work with them on the best methods of presenting educational and cultural materials by television. It is further the responsibility of stations, networks, advertising agencies and sponsors consciously to seek opportunities for introducing into telecasts factual materials which will aid in the enlightenment of the American public.

3. Education via television may be taken to mean that process by which the individual is brought toward informed adjustment to his society. Television is also responsible for the presentation of overtly instructional and cultural programs, scheduled so as to reach the viewers who are naturally drawn to such programs, and produced so as to attract the largest possible audience.

4. In furthering this realization, the television broadcaster:

a) Should be thoroughly conversant with the educational and cultural needs and desires of the community served.

b) Should affirmatively seek out responsible and accountable educational and cultural institutions of the community with a view toward providing opportunities for the instruction and enlightenment of the viewers.

c) Should provide for reasonable experimentation in the development of programs specifically directed to the advancement of the community's culture and education.

ACCEPTABILITY OF PROGRAM MATERIAL

Program material should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has toward his society. Furthermore:

a) (i) Profanity, obscenity, smut and vulgarity are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.

(ii) Words (especially slang) derisive of any race, color, creed, nationality or national derivation, except wherein such usage would be for the specific purpose of effective dramatization such as combatting prejudice, are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.

(iii) The Television Code Review board shall maintain and issue to subscribers, from time to time, a continuing list of specific words and phrases, which should not be used in keeping with this subsection. This list, however, shall not be considered as all-inclusive.

b) (i) Attacks on religion and religious faiths are not allowed.

(ii) Reverence is to mark any mention of the name of God, His attributes and powers.

(iii) When religious rites are included in other than religious programs, the rites are accurately presented, and the ministers, priests and rabbis portrayed in their callings are vested with the dignity of their office and under no circumstances are to be held up to ridicule.

c) (i) Contests may not constitute a lottery.

(ii) Any telecasting designed to "buy" the television audience by requiring it to listen and/or view in hope of reward, rather than for the quality of the program, should be avoided.

d) Respect is maintained for the sanctity of marriage and the value of the home. Divorce is not treated casually nor justified as a solution for marital problems.

e) Illicit sex relations are not treated as commendable.

f) Sex crimes and abnormalities are generally unacceptable as program material.

g) Drunkenness and narcotic addiction are never presented as desirable or prevalent.

h) The administration of illegal drugs will not be displayed.

i) The use of liquor in program content shall be de-emphasized. The consumption of liquor in American life, when not required by the plot or for proper characterization, shall not be shown.

j) The use of gambling devices or scenes necessary to the development of plot or as appropriate background is acceptable only when presented with discretion and in moderation, and in a manner which would not excite interest in, or foster, betting nor be instructional in nature. Telecasts of actual sport programs at which on-the-scene betting is permitted by law should be presented in a manner in keeping with Federal, state and local laws, and should concentrate on the subject as a public sporting event.

k) In reference to physical or mental afflictions and deformities, special precautions must be taken to avoid ridiculing sufferers from similar ailments and offending them or members of their families.

l) Exhibitions of fortune-telling, astrology, phrenology, palm-reading, and numerology are acceptable only when required by a plot or the theme of a program, and then the presentation should be developed in a manner designed not to foster superstition or excite interest or belief in these subjects.

m) Television drama shall not simulate news or special events in such a way as to mislead or alarm. Reference is made to the section of the Code on News.

n) Legal, medical and other professional advice, diagnosis and treatment will be permitted only in conformity with law and recognized ethical and professional standards.

o) The presentation of cruelty, greed and selfishness as worthy motivations is to be avoided.

p) Excessive or unfair exploitation of others or of their physical or mental afflictions shall not be presented as praiseworthy.

q) Criminality shall be presented as undesirable and unsympathetic. The condoning of crime and the treatment of the commission of crime in a frivolous, cynical or callous manner is unacceptable.

r) The presentation of techniques of crime in such detail as to invite imitation shall be avoided.

s) The use of horror for its own sake will be eliminated; the use of visual or aural effects which would shock or alarm the viewer, and the detailed presentation of brutality or physical agony by sight or by sound are not permissible.

t) Law enforcement shall be upheld, and the officers of the law are to be portrayed with respect and dignity.

u) The presentation of murder or revenge as a motive for murder shall not be presented as justifiable.

v) Suicide as an acceptable solution for human problems is prohibited.

w) The exposition of sex crimes will be avoided.

x) The appearance or dramatization of persons featured in actual crime news will be permitted only in such light as to aid law enforcement or to report the news event.

y) The use of animals, both in the production of television programs and as a part of television program content, shall, at all times, be in conformity with accepted standards of humane treatment.

RESPONSIBILITY TOWARD CHILDREN

1. The education of children involves giving them a sense of the world at large. Crime, violence and sex are a part of the world they will be called upon to meet, and a certain amount of proper presentation of such is helpful in orienting the child to his social surroundings. However, violence and illicit sex shall not be presented in an attractive manner, nor to an extent such as will lead a child to believe that they play a greater part in life than they do. They should not be presented without indications of the resultant retribution and punishment.

2. It is not enough that only those programs which are intended for viewing by children shall be suitable to the young and immature. (Attention is called to the general items listed under "Acceptability of Program Materials.") Television is responsible for insuring that programs of all sorts which occur during the times of day when children may normally be expected to have the opportunity of viewing television shall exercise care in the following regards:

a) In affording opportunities for cultural growth as well as for wholesome entertainment.

b) In developing programs to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life.

c) In reflecting respect for parents, for honorable behavior, and for the constituted authorities of the American community.

d) In eliminating reference to kidnapping of children or threats of kidnapping.

e) In avoiding material which is excessively violent or would create morbid suspense, or other undesirable reactions in children.

f) In exercising particular restraint and care in crime or mystery episodes involving children or minors.

DECENCY AND DECORUM IN PRODUCTION

1. The costuming of all performers shall be within the bounds of

propriety, and shall avoid such exposure or such emphasis on anatomical detail as would embarrass or offend home viewers.

2. The movements of dancers, actors, or other performers shall be kept within the bounds of decency, and lewdness and impropriety shall not be suggested in the positions assumed by performers.

3. Camera angles shall avoid such views of performers as to emphasize anatomical details indecently.

4. Racial or nationality types shall not be shown in television in such a manner as to ridicule the race or nationality.

5. The use of locations closely associated with sexual life or with sexual sin must be governed by good taste and delicacy.

COMMUNITY RESPONSIBILITY

A television broadcaster and his staff occupy a position of responsibility in the community and should conscientiously endeavor to be acquainted fully with its needs and characteristics in order better to serve the welfare of its citizens.

TREATMENT OF NEWS AND PUBLIC EVENTS

News

1. A television station's news schedule should be adequate and well-balanced.

2. News reporting should be factual, fair and without bias.

3. Commentary and analysis should be clearly identified as such.

4. Good taste should prevail in the selection handling of news:

Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be telecast in such a manner as to avoid panic and unnecessary alarm.

5. At all times, pictorial and verbal material for both news and comment should conform to other sections of these standards, wherever such sections are reasonably applicable.

6. Pictorial material should be chosen with care and not presented in a misleading manner.

7. A television broadcaster should exercise due care in his supervision of content format, and presentation of newscasts originated by his station; and in his selection of newscasters, commentators, and analysts.

8. A television broadcaster should exercise particular discrimination in the acceptance, placement and presentation of advertising in news programs so that such advertising should be clearly distinguishable from the news content.

9. A television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements, nor should he permit dramatizations in any program which would give the false impression that the dramatized material constitutes news. Expletives, (presented aurally or pictorially) such as "flash" or "bulletin" and statements such as "we interrupt this program to bring you . . ." should be reserved specifically for news room use. However, a television broadcaster may properly exercise discretion in the use in non-news programs of words

or phrases which do not necessarily imply that the material following is a news release.

Public Events

1. A television broadcaster has an affirmative responsibility at all times to be informed of public events, and to provide coverage consonant with the ends of an informed and enlightened citizenry.

2. Because of the nature of events open to public, the treatment of such events by a television broadcaster should be effected in a manner to provide for adequate and informed coverage as well as good taste in presentation.

Controversial Public Issues

1. Television provides a valuable forum for the expression of responsible views on public issues of a controversial nature. In keeping therewith the television broadcaster should seek out and develop with accountable individuals, groups and organizations, programs relating to controversial public issues of import to its fellow citizens; and to give fair representation to opposing sides of issues which materially affect the life or welfare of a substantial segment of the public.

2. The provision of time for this purpose should be guided by the following principles:

a) Requests by individuals, groups or organizations for time to discuss their views on controversial public issues, should be considered on the basis of their individual merits, and in the light of the contribution which the use requested would make to the public interest, and to a well-balanced program structure.

b) Programs devoted to the discussion of controversial public issues should be identified as such, and should not be presented in a manner which would mislead listeners or viewers to believe that the program is of entertainment, news or any other character.

Political Telecasts

Political telecasts should be clearly identified as such, and should not be presented by a television broadcaster in a manner which would mislead listeners or views to believe that the program is of any other character.

Religious Programs

1. It is the responsibility of a television broadcaster to make available to the community, as part of a well-balanced program schedule, adequate opportunity for religious presentations.

2. The following principles should be followed in the treatment of such programs:

a) Telecasting which reaches men of all creeds simultaneously should avoid attacks upon religion.

b) Religious programs should be presented respectfully and accurately and without prejudice or ridicule.

c) Religious programs should be presented by responsible individuals, groups, and organizations.

d) Religious programs should place emphasis on broad religious

truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

3. In the allocation of time for telecasts of religious programs it is recommended that the television station use its best efforts to apportion such time fairly among the representative faith groups of its community.

PRESENTATION OF ADVERTISING

1. Ever mindful of the role of television as a guest in the home, a television broadcaster should exercise unceasing care to supervise the form in which advertising material is presented over his facilities. Since television is a developing medium, involving methods and techniques distinct from those of radio, it may be desirable, from time to time, to review and revise the presently suggested practices.

(a) Advertising messages should be presented with courtesy and good taste; disturbing or annoying material should be avoided; every effort should be made to keep the advertising message in harmony with the content and general tone of the program in which it appears.

b) A sponsor's advertising messages should be confined within the framework of the sponsor's program structure. A television broadcaster should avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (as in the case of so-called "cow-catcher" announcements) or by following the apparent sign-off of the program (as in the case of so-called "trailer" announcements). To this end, the program itself should be announced and clearly identified BOTH AUDIO AND VIDEO before the sponsor's advertising material is first used, and should be signed off BOTH AUDIO AND VIDEO after the sponsor's advertising material is last used.

c) Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

d) Since advertising by television is a dynamic technique, a television broadcaster should keep under surveillance new advertising devices so that the spirit and purpose of these standards are fulfilled.

e) Television broadcasters should exercise the utmost care and discrimination with regard to advertising material, including content, placement and presentation, near or adjacent to programs designed for children. No considerations of expediency should be permitted to impinge upon the vital responsibility towards children and adolescents, which is inherent in television, and which must be recognized and accepted by all advertisers employing television.

f) Television advertisers should be encouraged to devote portions of their allotted advertising messages and program time to the support of worthy causes in the public interest in keeping with the highest ideals of the free competitive system.

g) A charge for television time to churches and religious bodies is not recommended.

ACCEPTABILITY OF ADVERTISERS AND PRODUCTS

General

1. A commercial television broadcaster makes his facilities available for the advertising of products and services and accepts commercial pres-

entations for such advertising. However, a television broadcaster should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements. Moreover, in consideration of the laws and customs of the communities served, each television broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable to a substantial and responsible segment of the community. The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form and content of the particular presentation. In general, because television broadcast is designed for the home and the family, including children, the following principles should govern the business classifications listed below:

a) The advertising of hard liquor should not be accepted.

b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to federal and local laws.

c) Advertising by institutions or enterprises which in their offers of instruction imply promises of employment or make exaggerated claims for the opportunities awaiting those who enroll for courses is generally unacceptable.

d) The advertising of firearms and fireworks is acceptable only subject to federal and local laws.

e) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading or character-reading is not acceptable.

f) Because all products of a personal nature create special problems, such products, when accepted, should be treated with especial emphasis on ethics and the canons of good taste; however, the advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups is not acceptable.

g) The advertising of tip sheets, race track publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is not accepable.

2. Diligence should be exercised to the end that advertising copy accepted for telecasting complies with pertinent federal, state and local laws.

3. An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

4. Bait-switch advertising, whereby goods or services which the advertiser has no intention of selling are offered merely to lure the customer into purchasing higher-priced substitutes, is not acceptable.

ADVERTISING OF MEDICAL PRODUCTS

1. The advertising of medical products presents considerations of intimate and far-reaching importance to the consumer, and the following principles and procedures should apply in the advertising thereof:

a) A television broadcaster should not accept advertising material which in his opinion offensively describes or dramatizes distress or morbid situations involving ailments, by spoken word, sound or visual effects.

b) Because of the personal nature of the advertising of medical products, claims that a product will effect a cure and the indiscriminate use of such words as "safe", "without risk", "harmless", or terms of similar meaning should not be accepted in the advertising of medical products on television stations.

Contests

1. Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

2. All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced and/or shown or easily accessible to the viewing public, and the winners' names should be released and prizes awarded as soon as possible after the close of the contest.

3. When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

4. All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided. (see Time Standards for Advertising Copy.)

Premiums and Offers

1. Full details of proposed offers should be required by the television broadcaster for investigation and approval before the first announcement of the offer is made to the public.

2. A final date for the termination of an offer should be announced as far in advance as possible.

3. Before accepting for telecast offers involving a monetary consideration, a television broadcaster should satisfy himself as to the integrity of the advertiser and the advertiser's willingness to honor complaints indicating dissatisfaction with the premium by returning the monetary consideration.

4. There should be no misleading descriptions or visual representations of any premiums or gifts which would distort or enlarge their value in the minds of the listeners.

5. Assurances should be obtained from the advertiser that premiums offered are not harmful to person or property.

6. Premiums should not be approved which appeal to superstition on the basis of "luck-bearing" powers or otherwise.

Time Standards for Advertising Copy

1. In accordance with good telecast advertising practices, the time standards for advertising copy are as follows:

Length of Program (minutes)	Length of Advertising Message (minutes and seconds) All Other Programs: Class "A" Time	All Other Hrs.
5	1:00	1:15
10	2:00	2:10
15	2:30	3:00
25	2:50	4:00
30	3:00	4:15
45	4:30	5:45
60	6:00	7:00

2. Reasonable and limited identification of prize and statement of the donor's name within formats wherein the presentation of contest awards or prizes is a necessary and integral part of program content shall not be included as commercial time within the meaning of paragraph 1. above; however, any oral or visual presentation concerning the product or its donor, over and beyond such identification and statement, shall be included as commercial time within the meaning of paragraph 1. above.

3. The time standards set forth above do not affect the established practice of reserving for station use the last 30 seconds of each program for station break and spot announcements.

4. Announcement programs are designed to accommodate a designated number of individual live or recorded announcements, generally one minute in length, which are carried within the body of the program and are available for sale to individual advertisers. Normally not more than 3 one-minute announcements (which should not exceed approximately 125 words if presented live) should be scheduled within a 15-minute period and not more than six such announcements should be scheduled within a 30-minute period in local announcement programs; however, fewer announcements of greater individual length may be scheduled, provided that the aggregate length of the announcements approximates three minutes in a 15-minute program or six minutes in a 30-minute program. In announcement programs other than 15 minutes or 30 minutes in length, the proportion of one minute of announcement within every five minutes of programming is normally applied. The announcements must be presented within the framework of the program period designated for their use and kept in harmony with the content of the program in which they are placed.

5. Programs presenting women's services, features, shopping guides, market information, and similar material, provide a special service to the listening and viewing public in which advertising material is an informative and integral part of the program content. Because of these specal characteristics the time standards set forth above may be waived to a reasonable extent.

6. Even though the commercial time limitations of the Code do not specifically prohibit back-to-back announcements, such a practice is not recommended for more than two announcements, either at station break or within the framework of a single program.

7. Any casual reference BY TALENT in a program to another's product or service under any trade name or language sufficiently descriptive to identify it should, except for normal guest identifications, be condemned and discouraged.

8. Stationary backdrops or properties in television presentations showing the sponsor's name or product, the name of his product, his trade mark or slogan may be used only incidentally. They should not obtrude on program interest or entertainment. "On Camera" shots of such materials should be fleeting, not too frequent, and mindful of the need of maintaining a proper program balance.

Dramatized Appeals and Advertising

Appeals to help fictitious characters in television programs by purchasing the advertiser's product or service or sending for a premium should not be permitted, and such fictitious characters should not be introduced into the advertising message for such purposes. When dramatized advertising material involves statements by doctors, dentists, nurses or other professional people, the material should be presented by members of such profession reciting actual experience or it should be made apparent from the presentation itself that the portrayal is dramatized.

Sponsor Identification

Identification of sponsorship must be made in all sponsored programs in accordance with the requirements of the Communications Act of 1934, as amended, and the Rules and Regulations of the Federal Communications Commission.

★

REGULATIONS AND PROCEDURES

The following REGULATIONS AND PROCEDURES shall obtain as an integral part of the Television Code of the National Association of Radio and Television Broadcasters:

I

Name

The Name of this Code shall be the Television Code of the National Association of Radio and Television Broadcasters.*

II

Purpose of the Code

The purpose of this Code is cooperatively to maintain a level of television programming which gives full consideration to the educational, informational, cultural, economic, moral and entertainment needs of the American public to the end that more and more people will be better served.

III

Subscribers

Section 1. Eligibility

Any individual, firm or corporation which is engaged in the operation of a television broadcast station or network, or which holds a construction permit for a television broadcast station within the United States or its

* "Television Board. The Television Board is hereby authorized:—(4) to enact, amend and promulgate standards of practice or codes for its Television members, and to establish such methods to secure observance thereof as it may deem advisable; —". *By-Laws of The National Association of Radio and Television Broadcasters. Article VII Section 2. B. (4).*

dependencies, shall, subject to the approval of the Television Board of Directors as hereinafter provided, be eligible to subscribe to the Television Code of the NARTB to the extent of one subscription for each such station and/or network which it operates or for which it holds a construction permit; provided, that a non television-member of NARTB shall not become eligible via code subscription to receive any of the member services or to exercise any of the voting privileges of a member.

Section 2. Certification of Subscription

Upon subscribing to the Code, subject to the approval of the Television Board of Directors, there shall be granted forthwith to each such subscribing station authority to use the "NARTB Television Seal of Good Practice", a copyrighted and registered seal to be provided in the form of a certificate, a slide and/or film, signifying that the recipient thereof is a subscriber in good standing to the Television Code of NARTB. The seal and its significance shall be appropriately publicized by the NARTB.

Section 3. Duration of Subscription

Subscription shall continue in full force and effect until thirty days after the first of the month following receipt of notice of written resignation. Subscription to the Code shall be effective from the date of application subject to the approval of the Television Board of Directors; provided, that the subscription of a television station going on the air for the first time shall, for the first six months of such subscription, be probationary, during which time its subscription can be summarily revoked by an affirmative two-thirds vote of the Television Board of Directors without the usual processes specified below.

Section 4. Suspension of Subscription

Any subscription, and/or the authority to utilize and show the above-noted seal, may be voided, revoked or temporarily suspended for television programming, including commercial copy, which by theme, treatment or incident, in the judgment of the Television Board constitutes a continuing, willful or gross violation of any of the provisions of the Television Code, by an affirmative two-thirds vote of the Television Board of Directors at a regular or special meeting; provided, however, that the following conditions precedent shall apply: (1) The subscriber shall be advised in writing by Registered Mail of the charges preferred; (2) Such subscriber shall have a right to a hearing and may exercise same by filing an answer within 10 days of the date of such notification; (3) Failure to request a hearing shall be deemed a waiver of the subscriber's right thereto; (4) If hearing is requested by the subscriber, it shall be designated as promptly as possible and at such time and place as the Television Board may specify. Oral and written evidence may be introduced by the subscriber and by the Television Code Review Board (hereinafter provided for). Oral argument may be had at the hearing and written memoranda or briefs may be submitted by the subscriber and by the Television Code Review Board. The Television Board of Directors may admit such evidence as it deems relevant, material and competent and may determine the nature and length of the oral argument and the written argument or briefs to be submitted. The Television Board of Directors shall decide the case as expeditiously as possible and shall notify the subscriber and the Television Code Review Board in writing of the decision.

Section 5. Additional Procedures

The Television Board of Directors shall, from time to time, establish such additional rules of procedure as, in its opinion, may be necessary for the proper administration of the Code; provided, that special considerations shall be given to the procedures for receipt and processing of complaints and to necessary rules to be adopted from time to time, taking into account the source and nature of such complaints; such rules to include precautionary measures such as the posting of bonds to cover costs and expenses of processing same; and further provided, that the Board of Directors shall take the steps necessary to insure the confidential status of any proceedings before it.

Section 6. Amendment and Review

Because of the new and dynamic aspects inherent in television broadcast, the Television Code, as a living, flexible and continuing document, may be amended from time to time by the Television Board of Directors; provided that said Board is specifically charged with review and reconsideration of the entire Code, its appendices and procedures, at least once each year.

Section 7. Termination of Contracts

All subscribers on the air at the time of subscription to the Code shall be permitted that period prior to and including the earliest legal cancellation date to terminate any contracts, then outstanding, calling for program presentations which would not be in conformity with the Television Code, provided, however, that in no event shall such period be longer than fifty-two weeks.

IV

Rates

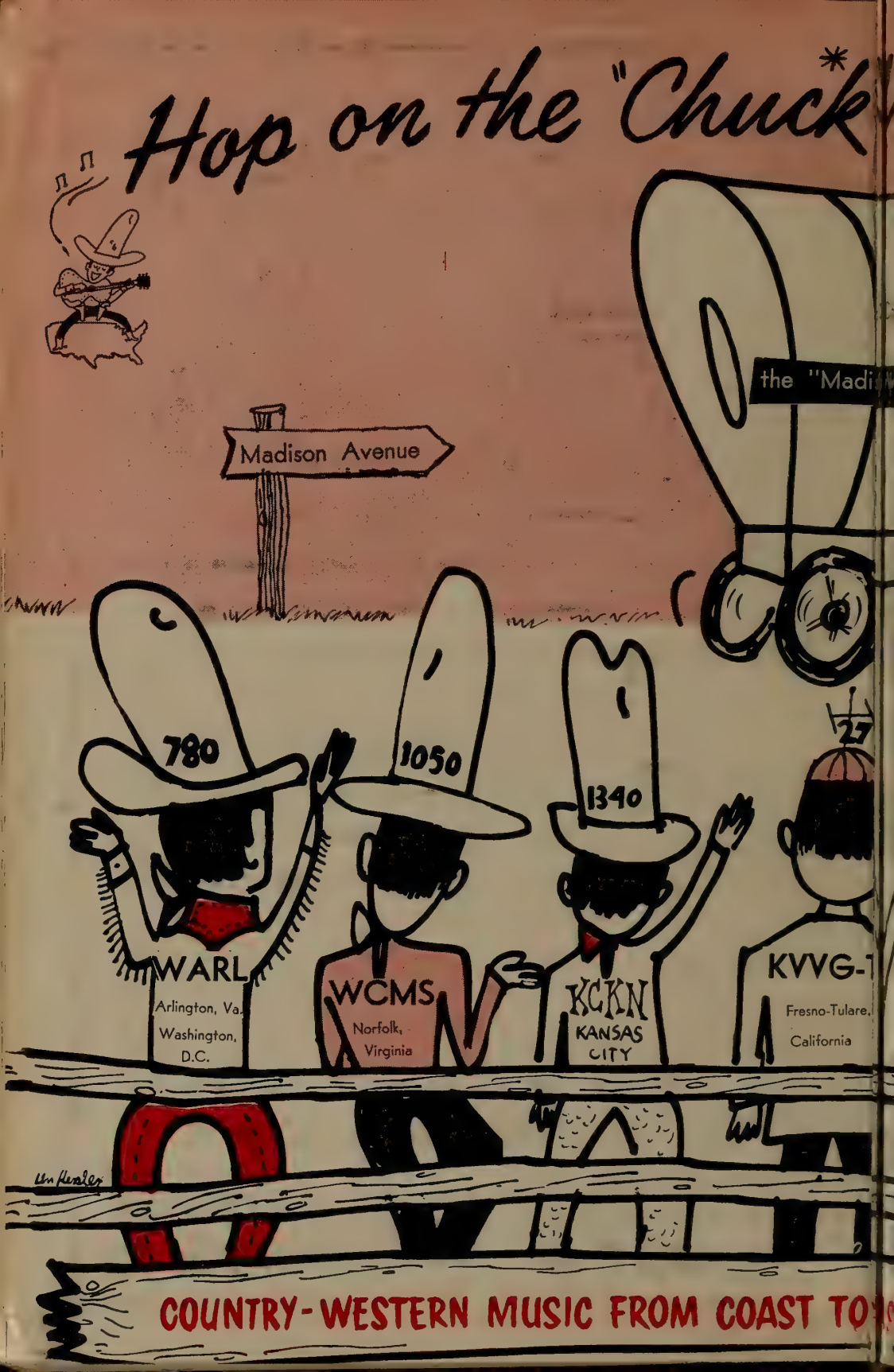
Each subscriber shall pay 'administrative' rates in accordance with such schedule at such time, and under such conditions as may be determined from time to time by the Television Board (see Article VII Section 2.B (3) and (4), *By-Laws of the NARTB*); provided, that appropriate credit shall be afforded to a television member of the NARTB against the regular dues which he or it pays to NARTB-TV.

V

The Television Code Review Board

The Television Board of Directors shall establish a continuing committee entitled the Television Code Review Board. The Review Board shall be composed of five members. A person shall not serve consecutively as a member of the Review Board for more than two two-year terms or for more than four years consecutively. A majority of the membership of the Board shall constitute a quorum for all purposes. The Television Code Review Board is authorized and directed to maintain a continuing review of all television programming, and to reach conclusions, and to make recommendations or prefer charges to the Television Board of Directors concerning violations. The TV Code Review Board shall meet regularly once each quarter of the calendar year.

MAIDICH
Cheers, heigh-ho, and hurrah
for the honored General!
For loyalty to client,
reliability in the lab,
foresight in the field, and
devotion above and beyond
the call of duty,—
VIVA!
GENERAL FILM
THE PRODUCER'S
CHOICE
GENERAL
FILM LABORATORIES CORP
1546 NO. ARGYLE, HOLLYWOOD 28,
HO. 2-6171


Hop on the "Chuck"*
the "Madi
Madison Avenue
780
1050
1340
27
WARL
Arlington, Va.
Washington,
D.C.
WCMS
Norfolk,
Virginia
KCKN
KANSAS
CITY
KVVG-T
Fresno-Tulare,
California
COUNTRY-WESTERN MUSIC FROM COAST TO

Only Exclusive Country-Western Rep. — Member, Station Representatives Assn.

Wagon, Pardner!

"Chuck" Bernard

"Avenue Hillbilly"

750

1300

1580

WBMD
Baltimore, Maryland

WKLC
St. Albans
Charleston,
W. Va.

KLAK
DENVER-
LAKEWOOD

KCUL
10,000 WATTS

FORT WORTH

DALLAS

CHARLES BERNARD & COMPANY
3 WEST 56th STREET - NEW YORK 19, N. Y. - Circle 6-7242

Only Exclusive Country-Western Rep. — Member, Station Representatives Assn.

Hop on the "Chuck" Wagon, Pardner!

COUNTRY-WESTERN MUSIC FROM COAST TO COAST

CHARLES BERNARD & COMPANY
3 WEST 56th STREET - NEW YORK 19, N. Y. - Circle 6-7242

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"A historian has said that . . . he
today already walks tomorrow.
Never before was the height
hour of more meaningful than it
is today. Our tomorrows will
be crowded with great challenges
and great opportunity. Let us
meet them with confidence
and with imagination."

[illegible]
Chairman of the Board

RADIO CORPORATION OF AMERICA
Electronics for Living